WHAT VIDEO CONFERENCING SOFTWARE SHOULD YOU USE?

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BENEFITS OF VIDEO CONFERENCING

- Visually connect with your audience

- Answer questions in real-time

- Further your marketing reach

- Expand your audience

- Build evergreen content

- Launch a new product or service

PROCESS OF HOST, RECORD AND REPLAY

Live Event Scheduled → Host Starts Recording → Webinar Takes Place → Host Stops Recording

Host Stops Recording → Recording Saved to Local OR Cloud Storage

Recording Saved to Local OR Cloud Storage → Recording Uploaded to Desired Media Player (if applicable) → Replay Link Made Available to Participants

WHAT'S BEST FOR YOU?
FACTORS TO CONSIDER FOR YOURSELF

- Cost

- Layout of Host Dashboard

- Host Features, such as Screen Sharing, Audio Calls, Muting, Participant Interaction – Chat, Q&A, Polling

- Call Quality

- Ease of Participant Sign-on

- Location Video File is Auto-Saved to

- Quality of Customer Support

TECHNOLOGY OPTIONS

- Google Hangouts On Air

- Go To Meeting

- Instant Teleseminar

- Join.Me

- Zoom Meetings

- and so many more…

GOOGLE HANGOUTS ON AIR

- Cost: Free, only need a Google account to use software

- Participant Sign On: via browser, no software to install; or via mobile device

- Participant Interaction: Limited

- Screen Sharing: Yes

- Call Quality: Good, but there is a delay of up to 30 seconds if communicating with participants via chat window or Google Docs

- Ease of Use of Host Dashboard: Good, once you are navigate to the Broadcast

- Recording Video: Automatic, starts as soon as Broadcast starts

- Upload/Distribute Video: Auto-saves to your YouTube channel, host then can embed video on website or share YT link with participants

GO TO MEETING

- Cost: $29/host/month, for meetings up to 50 participants

- Participant Sign On: Pre-registration is required and participants must download software before joining a GTM webinar for the first time which takes up to 5 minutes; or participants can join via dial-in phone number

- Participant Interaction: Excellent

- Screen Sharing: Yes

- Call Quality: Very Good

- Ease of Use of Host Dashboard: Poor, too many controls that get minimal use clutter the host interface

- Recording Video: Host needs to push Record button

- Upload/Distribute Video: Video saves to local folder on your computer; Host then can upload video to desired media player, such as YouTube or Vimeo, and share link to participants

JOIN.ME

- Cost: $20/month

- Participant Sign On: via browser; or via desktop app if user choses to install software; or participants can join via dial-in phone number

- Participant Interaction: Good, chat function within desktop app only

- Screen Sharing: Yes

- Call Quality: Very Good

- Ease of Use of Host Dashboard: Streamlined, minimalistic design

- Recording Video: Host needs to push Record button (*note* – Join.Me has a free version, but it is not allow for Recording)

- Upload/Distribute Video: Video saves to Join.Me online account; From Recordings tab, host can share the replay link or download the file and then upload video to desired media player, such as YouTube or Vimeo, and share that link to participants

INSTANT TELESEMINAR

- Cost: $47/month, for meetings up to 120 people (20 call-in participants, 100 web participants)

- Participant Sign On: via browser; or participants can join via dial-in phone number (*note* – if participants want to speak during the conference, they need to dial-in)

- Participant Interaction: Excellent, host can enable participant chat function when scheduling event

- Screen Sharing: No, all slides or visuals need to be preloaded prior to event start

- Call Quality: Very Good

- Ease of Use of Host Dashboard: Decent, can be clunky to get used to

- Recording Video: Host needs to push Record button for non-scheduled events

- Upload/Distribute Video: Video saves to Instant Teleseminar online account; From Recordings tab, host can share the replay link, get video embed code to add to website or download the file and then upload video to desired media player, such as YouTube or Vimeo, and share that link to participants (*note* – Premium account level and higher allows for auto-pilot replay of events)

ZOOM MEETINGS

- Cost: $14.99/host/month (*note* – free version allows for same features, but is limited to 40 minutes per meeting)

- Participant Sign On: desktop app to install, typically takes 2-5 minutes depending on participant's computer; or participants can join via dial-in phone number

- Participant Interaction: Excellent, chat function

- Screen Sharing: Yes

- Call Quality: Excellent

- Ease of Use of Host Dashboard: Streamlined, minimalistic design

- Recording Video: Host needs to push Record button

- Upload/Distribute Video: Video saves to local folder on your computer; Host can then upload video to desired media player, such as YouTube or Vimeo, and share link to participants

OTHER SOFTWARE OPTIONS TO CONSIDER

- Adobe Connect

- EverWebinar

- MaestroConference

- MeetingBurner

- Skype

- UberConference

- WebEx

- WebinarJam

- Webinar JEO

- Webinar Ninja

QUESTIONS? COMMENTS?

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MEET LINDSAY

I help established coaches and creative entrepreneurs who feel like there aren't enough hours in the day to reach their goals. They're letting clients walk away because their endless to-do list is overwhelming. I create a personalized, actionable plan so they can build a streamlined, successful business that they love.

But it wasn't always like this…

Before branching out to do my management and consulting work, I spent over 10 years in the office products industry developing consumer products. It was the desire to help people on a more personal level that ultimately led me from the corporate world to my work with small businesses. To work 1:1 with people to wrangle in their business schedule, systems, operations, and team, so that they could focus solely on their gifts to the world and build a business and life that they love.

The planet is filled with amazing women entrepreneurs, full of inspiration, passion and resilience. They've gotten things to work "well enough" in their business, but it isn't totally clicking as they hoped. They're working too hard for too little in return. As in the corporate world, I can see these business blind spots (*that's my superpower*) and put together an action plan to building a successful business.

Today, I've built a business that I love. I'm using my innate skills in systems and management to build thriving businesses with my clients.

My work matters, and so does yours.

For more tips, tools and strategies on how to build a successful, streamlined business that you love, visit LindsayGomez.com.