



Marketing

This book contains an adoption toolkit, email templates, use cases, banners, a poster, and a flyer

Cisco Webex
Meetings

How to use this toolkit

This toolkit is designed to help you encourage adoption of Webex Meetings in your company.

In this book, you can find



Documents to help you make a successful Webex Meetings adoption plan.



Documents made to inspire knowledge workers to use Webex Meetings in their lines of business.

At the bottom of each document, find a download link to access each individual file to share as you need.

Made for you

If you want to customize the files for use in your company, no problem. At the end of each section, find a link to all editable file types. Make changes as you please.

To leave feedback or to request more of this content, click:

Love this?



Want more?

Unlock your productivity by joining Cisco Webex Quick Classes. You'll learn best practices and top tips through live, interactive product demonstrations.

Get on-the-spot answers to your questions from a Cisco expert. Learn more and register at cisco.com/go/quickclass

Join the [Cisco Collaboration community](#), where you can ask questions, find all of the great content discussed in this playbook, and more.

Contents

- Webex Meetings success playbook for Marketing 3
- Adoption toolkit 4
- Example email copy 5
- Example email copy 6
- Webex Meetings promotion assets – Marketing 7
- Marketing use case 1 8
- Marketing use case 2 9
- Marketing use case 3 10
- Marketing flyer..... 11
- Going the extra mile 12



Webex Meetings success playbook for Marketing



So, you want to launch Webex Meetings in Marketing?

Use this checklist and guide to get support from your leaders, create awareness, and stimulate demand. Your time is precious so you don't have to do everything, just what you have time for that makes the biggest impact. You don't have to do everything at once and ask your colleagues to help you. Phase it out over several weeks, and the more time you devote, the more people will use Webex Meetings.

Adoption toolkit

What?	How?	Effort
Has everyone got Webex Meetings?	Ask your IT teams to confirm everyone has a Webex Meetings account and the calendar plug-in. Find out how new joiners get a Webex Meetings account and instructions on how to log in.	1 hour
Enlist the support of senior leaders.	Write to senior leaders asking them if they can send an email to everyone announcing the launch of Webex Meetings. Attach one or more of the use cases in this section that explains why it's so useful.	20 mins
Get some links to 'how to' guides.	Ask your IT teams for links to getting started, hosting a meeting, joining a meeting and how to get an account. Use these links in all your communications. Here's Cisco's Collaboration Help Portal.	10 mins
Cook up a simple timing plan.	Get some of your colleagues together and come up with a communications plan that describes when each promotion will go out and who does what. See Communications Planning for guidance.	1 hour
Share a snappy tag line using a banner ad – Make Webex Meetings appeal to your departments.	Within the playbook, you will find posters and banners which target several departments. Find a space on your intranet to place a banner e.g. the HR section. You can also use it in emails and PowerPoint. Change the sting to suit your organization's personality and link it to a 'how to' guide.	2 hours
Show you care. Print a poster or flyer.	Print the poster or flyers. Put the poster up in the office, the rest room, meeting rooms and the flyers on colleagues' desk. If you've got digital signage in your buildings use that as well.	4 hours
Make the change you want to see. Add your Personal Room link to your email signature.	Webex Meetings gives everyone their own unique address for meetings. Find out what yours is, add it to your email signature so everyone sees it from now on and ask your colleagues to do the same.	10 mins
Write an email for your senior leader to send to the whole team.	We've written an example. Just adapt it for your own culture and organization's personality.	30 mins

Example email copy

To senior leaders in Marketing

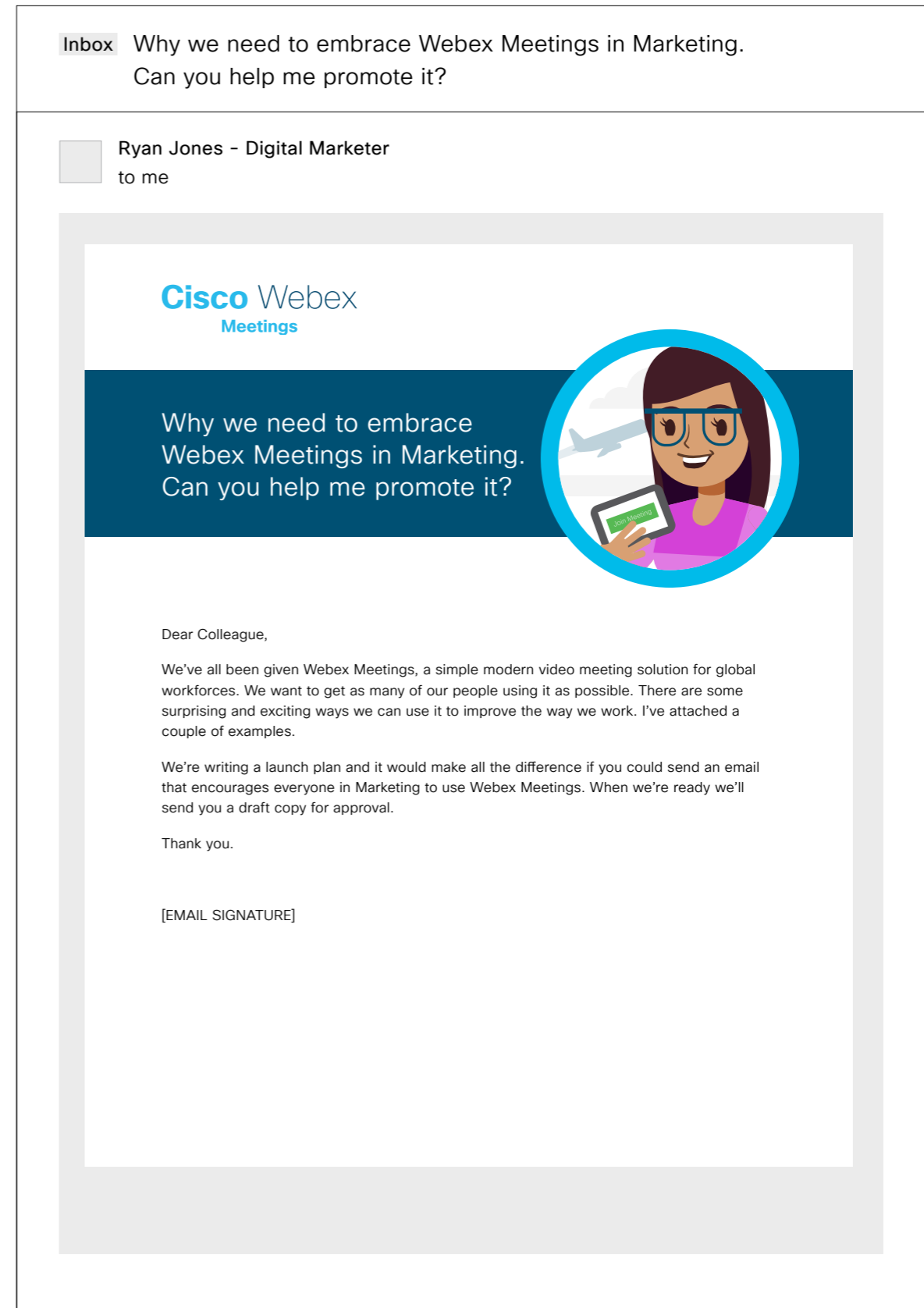
Subject line:

Why we need to embrace Webex Meetings in Marketing.
Can you help me promote it?

We've all been given Webex Meetings, a simple modern video meeting solution for global workforces. We want to get as many of our people using it as possible. There are some surprising and exciting ways we can use it to improve the way we work. I've attached a couple of examples.

We're writing a launch plan and it would make all the difference if you could send an email that encourages everyone in Marketing to use Webex Meetings. When we're ready we'll send you a draft copy for approval.

Thank you.



[Download email banner image](#)

Example email copy

From senior leaders to everyone in Marketing

Subject line:

Seeking loyal rebels

.....

Webex Meetings is a simple modern video meeting solution for global workforces. Our investment in Webex Meetings is motivated by the need to improve the way we cultivate and nurture relationships with partners, agencies and our colleagues in Marketing.


We can use it to save time, avoid unnecessary travel, and make much faster decisions.

To get started and get support click here <insert links>.

I'm looking forward to seeing marketing leading on new ways of working with Webex Meetings.

Enjoy

Inbox Why we need to embrace Webex Meetings in Marketing.
Can you help me promote it?

 Ryan Jones - Digital Marketer
to me

Cisco Webex
Meetings

Seeking loyal rebels



Dear Colleague,

Webex Meetings is a simple modern video meeting solution for global workforces. Our investment in Webex Meetings is motivated by the need to improve the way we cultivate and nurture relationships with partners, agencies and our colleagues in Marketing.

We can use it to save time, avoid unnecessary travel, and make much faster decisions.

To get started and get support click here <insert links>.

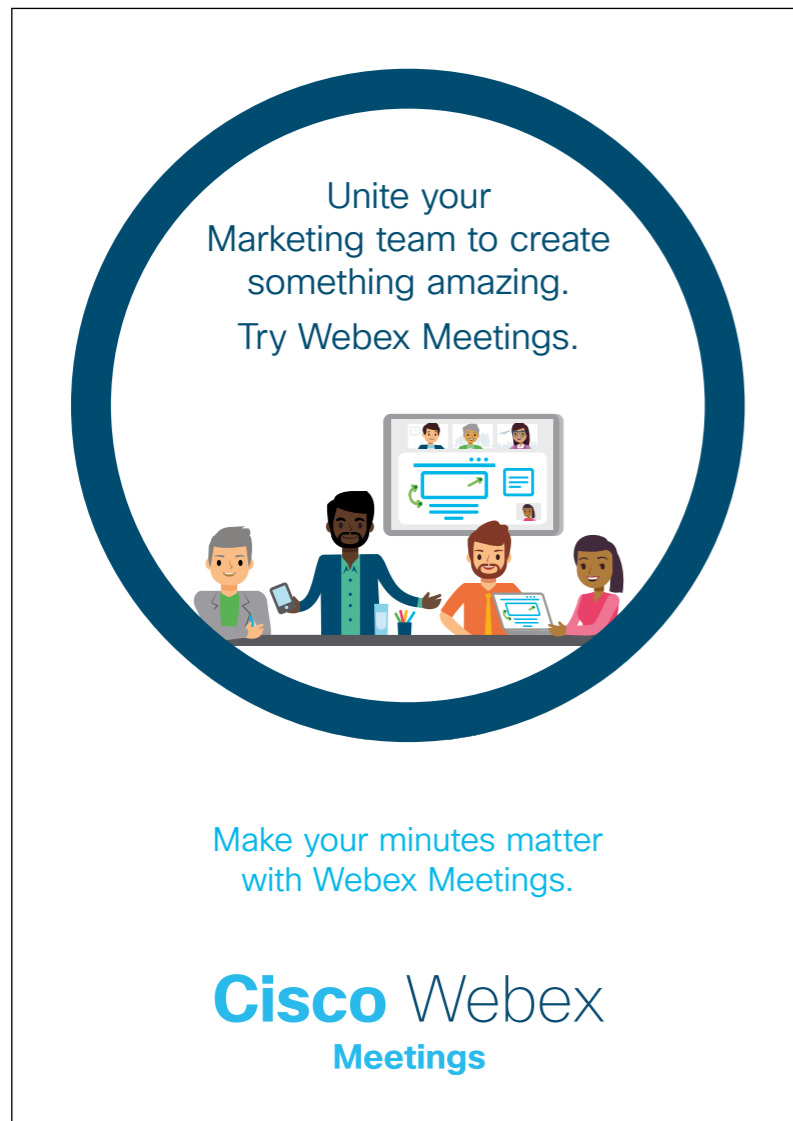
I'm looking forward to seeing marketing leading on new ways of working with Webex Meetings.

Enjoy

[EMAIL SIGNATURE]

[Download email banner image](#)

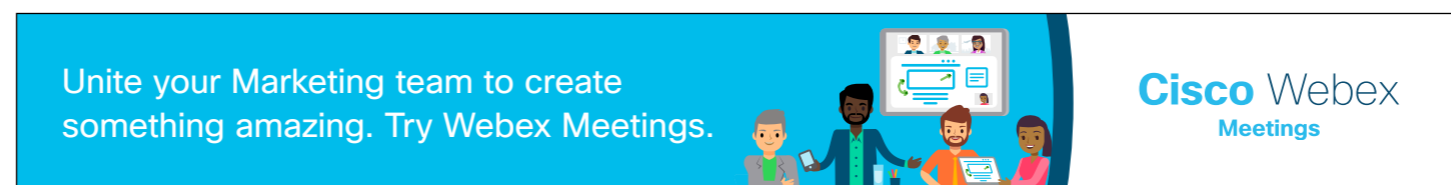
Webex Meetings promotion assets – Marketing



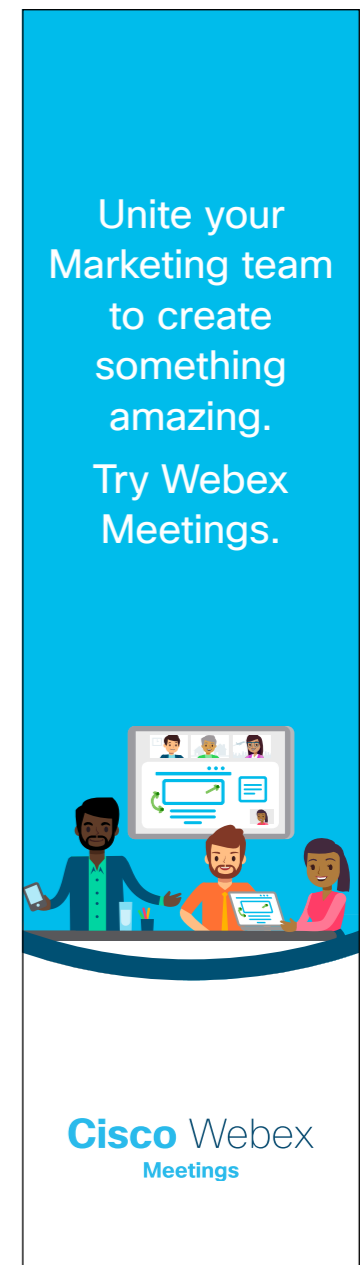
[Download poster](#)



[Download MPU](#)



[Download banner](#)



[Download skyscraper](#)

Marketing use case 1

Campaigns without the pain



Boost the signal, reduce the noise

World class campaigns include well researched information from a wide range of sources - especially external agencies.

When a new brief lands on your desk the next step is to find the content you need to craft your campaign. Finding a fresh approach means working with fresh talent, full of new ideas, no matter where they are in the world. Did you know, video communication increases the impact of dispersed team communications by a huge 67%?

Webex Meetings makes it easy.

Creative agencies are full of personalities. Using HD video in your next Webex meeting will make things run smoother and faster, helping you get work done. That means better campaigns, with less pain.

Using Webex Meetings increases the impact of dispersed team communications by a huge 67%.

Cisco Webex
Meetings

Fast scheduling

Schedule regular team meetings right from your calendar, even when you're mobile. It's easy for anyone to join. No need for downloads or plug ins and Webex Meetings will connect everyone in seconds.

[Discover fast meeting scheduling](#)

Screen sharing? Easy

Get your team sharing ideas, showing presentations and reports with simple screen sharing.

[Discover how to share screen and applications](#)

Transmit to receive

Lead by example - turn on your video. Use the grid view to see all your team at once. Or, pin a personality to stay focused on what they say.

[Find out how to use video, grid view and pin video](#)

- ✓ Simple, scheduling
- ✓ Easy screen sharing
- ✓ Better team communications over video

[Love this?](#) 

[Download use case](#)

Marketing use case 2

The social media storm

Respond faster with Webex Meetings

Rapid response to social media crisis.

Before social media, if there was a statement that could harm our brand, it would take days to get the team together and produce a response. It would be a struggle trying to get the right people together in one room quickly.

Now you can get all the right people, in one place with just a few clicks.

There's no need to be in the office, joining a Webex meeting is simple, quick and easy, the team can join the meeting from any device, whenever and wherever they are.

Immediate access to the right people and information means a faster and better response in the event of a social media crisis.

Cisco Webex Meetings

Social Media War room

With Webex Meetings you can create your own meeting room link, add it to your email signature and ask your team to bookmark it. Any time you want to start an instant meeting just say, 'my room' and everyone will know how to join the meeting in literally a few seconds.

[Find out how to set up your Personal Room](#)

There's an App for that

Join meetings on the go using the Webex Meetings App. You can still see everything that's being shared all on your mobile and you won't be late.

[Click here to download the Webex Meetings App](#)

Sharing your screen during a Webex Meetings allows your whole team to collaborate, creating the final response far more quickly than ever before.


- ✓ Immediate access to the right people
- ✓ Join from any device, at anytime
- ✓ All on the same page

[Love this?](#)

[Download use case](#)

Marketing use case 3

Lights, webcam, action



Get your sales team pumped!
Present your latest marketing content with HD video.

- ✓ Broadcast your amazing content quickly
- ✓ Interactive Q&A for big audiences
- ✓ Measure webinar performance

Cisco Webex Meetings

Hold a great virtual event

You strive to keep your salesforce informed and armed with the latest and greatest content. You want everyone to deliver a consistent “on brand” message. The problem is they’re spread out in different cities and countries.

Keep the sales team energized and focused. With Webex Meetings, you can remotely share the amazing content you’ve prepared for your salesforce. It’s easy to use Webex Meetings for webinar style presentations. Share videos, spreadsheets, slides, web pages and video to amplify your messages.

Gather the crowds

Create a registration based Webex meeting. Send out the registration link, get notified when someone registers, and check how many people are showing up.

[Find out how to create registration meetings](#)

Use chat to answer questions


Encourage attendees to ask questions with the chat feature. Have someone ready to answer them. If you don’t know the answer, you can follow up with the right people, after the meeting.

[Find out how to save and send the chat conversation](#)

Who showed up?

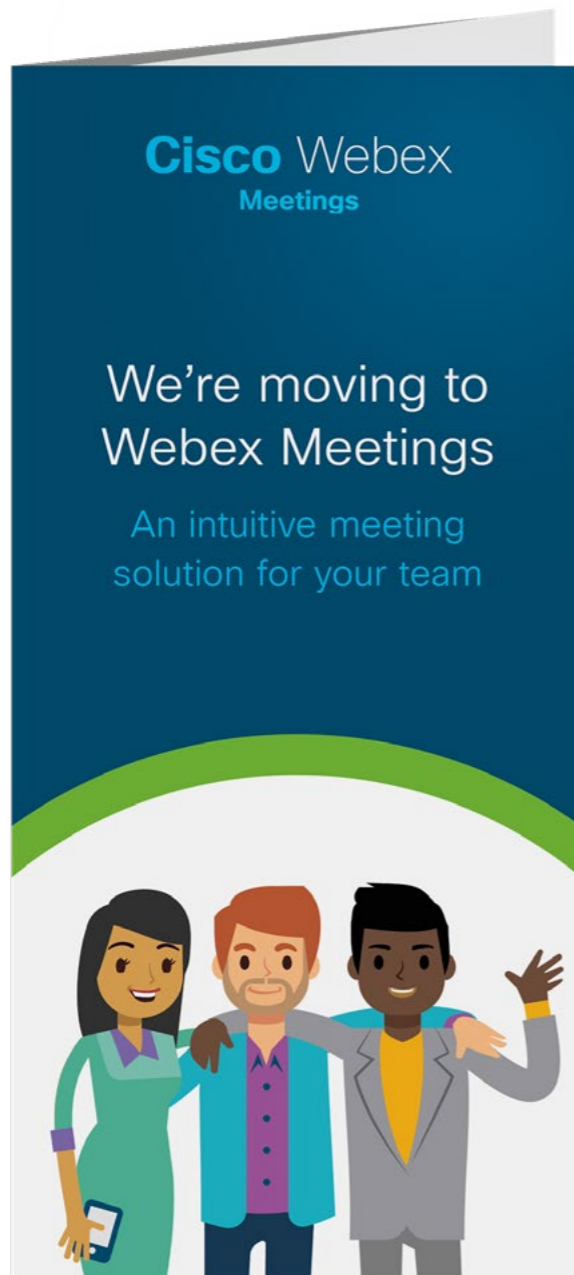
Webex Meetings can generate a report that tells you how many people registered and attended. You can even see who joined late and might need follow-up.

[Find out how to run attendance reports](#)

[Love this?](#) 

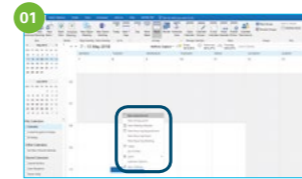
[Download use case](#)

Marketing flyer



[Download flyers](#)

How to schedule a meeting:



In your email calendar create a new meeting request.



Fill in email addresses, subject, location, date and time.



Click "Add Webex Meeting", click the OK button and click send.

Check list:

Do the following to make your Webex Meetings experience even better.

- Choose suitable surroundings e.g. lighting.
- Turn your webcam on.
- Adjust webcam position.
- Connect to audio.
- Background noise? Go on "mute".
- Share your screen.
- No content to share? Make video full screen.
- Someone can't join? Record the meeting and send the link.

Need to host your own Webex Meetings?

To get an account please [customer to add process for requesting a Webex account]. See inside to get started.

Cisco Webex Meetings

We're moving to Webex Meetings

A simple, modern video meeting solution that just works



Campaigns without the pain

Marketing professionals need to meet regularly with teams and external agencies to create new campaigns and content.

Stall the competition. Webex Meetings makes connecting simpler.

With Webex Meetings you can share what's on your screen, keep everyone on the same page and avoid endless emails. It's simple to record meetings and send them on to those who couldn't join.

The social media war room

Social media incidents appear from nowhere. Your team must meet at a moment's notice to minimize negative impact to the brand. Immediate access to the right people and information means a lightning quick response.

With Webex Meetings you can spin up a meeting with a couple of clicks. The mobile app keeps you connected when out of the office, so you don't miss a thing.

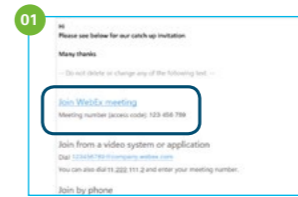
Lights, webcam, action!

Your salesforce needs to pitch to the world with one consistent voice. You need to keep them informed with the latest and greatest messaging, but they're scattered across cities and countries.

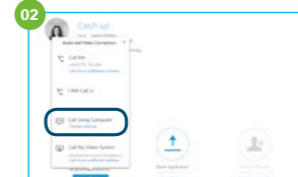
Your content is amazing, but how do you get it into the heart and mind of every seller?

Use Webex Meetings to host updates with sales teams everywhere in incredible HD video. Get them to ask questions and be confident they've got your message

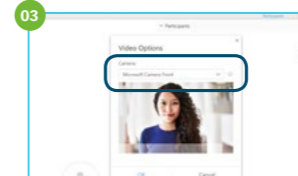
How to join a meeting:



Join a meeting from your calendar by clicking on the link.



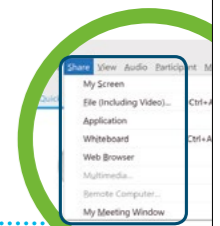
Join audio.



Turn the webcam on.

Top tips

Show something: It's easy to share your screen, application or a file in a meeting.



If joining by audio only, remember: If you forget to enter your attendee ID other people on the call aren't able to see who you are.

Don't forget, you can set up a recurring Webex meeting.

Going the extra mile



Join the conversation

Would you like to meet and learn from Webex Meetings champions around the world? Come join us in the [Cisco Collaboration community](#), where you can ask questions, find all of the great content discussed in this playbook, and more.



Want to put your stamp on it?

Would you like rebrand or edit the content we've assembled here for Marketing?

[Click here to download a .zip of source files to share with your designers.](#)



Contact

For any further help, get in touch at communities.cisco.com

Cisco Webex Meetings