

How web meetings help your B2B business to grow

By [John Reiley](#)

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Any B2B company likely has its fair share of meetings amongst colleagues, vendors and clients. Several years ago, there were only two primary ways in which these meetings could take place - either over a telephone conference call, or face to face, which typically involved travel, sometimes over long distances.



Telephone meetings were often lacking visual aids and were not always reliable, dependent upon a clear connection and no other office interruptions. Face-to-face meetings could be hard to set up, especially if there were several attendees involved, because you had to be able to set up a time that everyone could make it. Additionally, travel could be expensive and time-consuming.

Today, thanks to new technology, a third option for productive meetings is to hold web meetings - online conferences that enable everyone to attend the meeting via a mobile device or PC, regardless of where they are. Yet many still shy away from using [applications that facilitate web meetings](#), basically for a number of assumptions about the technology not working properly or a general worry that they and their clients won't be able to learn the application properly.

However, not only are certain applications quite easy to learn fairly quickly, but they are also more reliable and offer more features and functionality than you would ever get via a phone call meeting or face-to-face meeting. Hosting web meetings can actually serve to help your B2B to grow, as some applications allow you to host more diverse types of web meetings that can benefit the company, help to increase sales, convert new leads, and more.

Of course, using the right program for holding web meetings can also make a big difference in how well your communication and sales efforts come to fruition. [One popular choice is UberConference](#), which is an easy-to-use, but feature-rich, app that lets you connect with anyone from a few attendees to potentially thousands, making it highly useful for many applications. Below are just some of the ways apps designed for web meetings can help grow your business.

Presentations of new products or services

If you have a new product or service you are trying to market to other businesses, then a web meeting is the perfect opportunity to present your product and its features to a wide audience. Simply send all prospective attendees an email message about what time and place the web meeting will take place, and then have them connect to your presentation. You'll be able to showcase your new products or describe your new services in personal, professional manner, as well as answer any questions anyone might have, while at the same time letting all other attendees know more about the product as well. This type of personal attention is more apt to stick in the mind of those attending the web meeting, also serving to increase brand recognition.

Customer support

Applications designed for web meetings are also extremely useful for the purposes of customer support. You can connect one on one with vendors and clients to provide them with technical support on products or with equipment. You can also use web meetings to provide online training and other tutorials designed to help your clients without you having to actually

send someone out into the field or provide hard to understand instructions over the phone. Through screen sharing, you can also provide [computer technical support for your clients](#) if you work in that type of industry.

Content marketing

Because some web meetings apps allow you to record meetings for later playback, you can also use them to record content for marketing purposes. Content marketing doesn't just have to be words on a computer screen anymore. Now you can post informative videos, presentations, and even clips from meetings containing Q&A sessions so that those who might have missed the initial meeting can get the information at a later time.

Innovative businesses are coming up with even more ways to use web meetings for generating leads and growing their business. As the technology continues to advance, additional features are added to existing apps in order to improve functionality and provide businesses with even more opportunities for marketing to others. When seeking a web meetings app for your own marketing and sales purposes, take the time to explore the different apps available and see what features they offer. One app might be more suited for your business than another, depending upon your industry. Also keep in mind that some of the features you don't need now, you may need at a later date when your business grows.

ABOUT THE AUTHOR

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