

# The Software Spectrum – Webinar Tools

## Webinar, Screen-sharing, and Teleconferencing Tools



There are companies that invent, companies that dominate, and companies that innovate. These first movers are usually rewarded with high margins, bigger-spending customers, and low competition... for a while. The business cycle generally comes around and companies come along who want a piece of the pie too. They do things like create similar products for less or lower minimum entry barriers to take advantage of the larger masses of potential clients in smaller business markets. Often, in the software industry, really good products are recreated in the open source world, offering tools that imitate for-pay products free!

This is fortunate for small businesses who can't afford the most expensive products on the market. These alternatives give you the chance to try good ideas at a lower cost. You have to be careful though, because lower prices or open source products don't always equate into an advantage. There can be problems or delays related to learning curves or lower customer acceptance. In fact, they can sometimes cause you more problems and waste your time... but not always. This is the "The Software Spectrum" and if you understand it, you can find good (even great) tools at affordable prices.

One of my goals is to present good ideas, practices, products, and marketing automation tools to businesses, large and small, which can then benefit from the growth these tools offer. The Software Spectrum is my opinion and nothing more. It comes from visiting websites, experimenting with tools, and talking to other users and vendors. I try to save you time by eliminating tools and sites that don't impress me and including a reasonable choice of the best tools and services at the best prices; people who want to talk to me and who want to

reach out to small businesses rather than focusing only on the clients with the most money. We don't need them.

I include teleconferencing tools because I believe they are a great way for beginners to get into the habit of creating regular content for their clients. There are a lot of you who are not comfortable in front of a camera (although you don't have to film yourself in webinars; most webinars contain screen shots). Regardless, teleconferences are a great tool and I know of more than one very successful entrepreneur who has built large audiences using them. Plus, the tools available allow you to get started right away at almost no cost besides the time it takes to prepare, invite, and run the teleconference. These tools even allow you to record and replay them at no cost. So I've included them in this report.

These things said, here are my picks and The Software Spectrum for:

### **WEBINAR AND SCREEN SHARING TOOLS**

- Go To Webinar
- Zoom
- Any Meeting
- Webinar Jam

### **TELECONFERENCING TOOLS**

- Free Conference Call
- Telepacific



## Go To Webinar – [www.gotowebinar.com](http://www.gotowebinar.com)

GoToWebinar

Start a free trial with up to 10 attendees, no credit card required.

Start My Free 7-Day Trial

Monthly  Annual  Save 20%

**STARTER**

**\$89** /mo\*

Billed Annually

Save 20%

Buy

**PRO**

**\$199** /mo\*

Billed Annually

Save 20%

Buy

**PLUS**

**\$429** /mo\*

Billed Annually

Save 20%

Buy

**100 Participants**

- ✓ Reporting and Analytics
- ✓ Polls, Handouts, and Q&A
- ✓ Full Service Registration
- ✓ Automated Emails
- ✓ Custom Branding
- ✓ Integrations
- ✓ VOIP, Phone & Toll Free
- ✓ Online & Local Recording
- ✓ **NEW!** GoToStage
- ✓ **NEW!** Channel Pages
- ✓ Custom URL
- ✓ Simulated Live
- ✓ Source Tracking
- ✓ Video Sharing
- ✓ No Download

**500 Participants**

- ✓ Reporting and Analytics
- ✓ Polls, Handouts, and Q&A
- ✓ Full Service Registration
- ✓ Automated Emails
- ✓ Custom Branding
- ✓ Integrations
- ✓ VOIP, Phone & Toll Free
- ✓ Online & Local Recording
- ✓ **NEW!** GoToStage
- ✓ **NEW!** Channel Pages
- ✓ **NEW!** Custom URL
- ✓ **NEW!** Simulated Live
- ✓ Source Tracking
- ✓ Video Sharing
- ✓ No Download

**2000 Participants**

- ✓ Reporting and Analytics
- ✓ Polls, Handouts, and Q&A
- ✓ Full Service Registration
- ✓ Automated Emails
- ✓ Custom Branding
- ✓ Integrations
- ✓ VOIP, Phone & Toll Free
- ✓ Online & Local Recording
- ✓ **NEW!** GoToStage
- ✓ **NEW!** Channel Pages
- ✓ **NEW!** Custom URL
- ✓ **NEW!** Simulated Live
- ✓ Source Tracking
- ✓ Video Sharing
- ✓ No Download

GoToWebinar.com is recommended by many experts and is one of the leaders in the industry. I consider them a gold standard and reasonably priced. The reason I like them is that most of your users are probably already configured to use and view your webinars using their service. Many webinar products require a download or client-computer-configuration and this can be a barrier, discouraging some of your users as they try to sign up for your webinar. I like the product for the same reason I liked Microsoft over the years, everyone uses it! It's easy and familiar. This benefit cannot be overstated.

The challenge, of course is that they start out at a minimum of \$89.00 per month to conduct a webinar with up to 100 users. If you're a small business or don't yet have experience running webinars, this could get costly fast. I like products that allow you to learn without a lot of up-front fees. GoToWebinar.com does not offer that. At the time of this writing, they offer a 7-day free trial, but I find that 7 days goes by fast. It's not much time for small business owners to get up to speed and see a return.



## Zoom – [www.zoom.us](http://www.zoom.us)

**Zoom Meeting Plans for Your Business**

Basic	Pro	Business	Enterprise
Personal Meeting	Great for Small Teams	Small & Med Businesses	Large Enterprise-Ready
<b>Free</b>	<b>\$14.99</b> /mo/host	<b>\$19.99</b> /mo/host	<b>\$19.99</b> /mo/host
<a href="#">SIGN UP, IT'S FREE</a>	<a href="#">Buy Now</a>	<a href="#">Buy Now</a>	<a href="#">Contact Sales</a>
<ul style="list-style-type: none"> <li>Host up to 100 participants</li> <li>Unlimited 1 to 1 meetings</li> <li>40 mins limit on group meetings</li> <li>Unlimited number of meetings</li> <li>Online support</li> <li>Video Conferencing Features</li> <li>Web Conferencing Features</li> <li>Group Collaboration Features</li> <li>Security</li> </ul>	<ul style="list-style-type: none"> <li><b>All Basic features +</b></li> <li>Includes 100 participants <a href="#">Need more participants?</a></li> <li>Unlimited meeting duration for all meeting sizes</li> <li>User management</li> <li>Admin feature controls</li> <li>Reporting</li> <li>Custom Personal Meeting ID</li> <li>Assign scheduler</li> <li>1GB of MP4 or MAA cloud recording</li> <li>REST API</li> <li>Skype for Business (Lync) interoperability</li> </ul>	<ul style="list-style-type: none"> <li><b>All Pro features +</b></li> <li>Includes 100 participants <a href="#">Need more participants?</a></li> <li>Dedicated phone support</li> <li>Admin dashboard</li> <li>Vanity URL</li> <li>Option for on-premise deployment</li> <li>Managed domains</li> <li>Single sign-on</li> <li>Company branding</li> <li>Custom emails</li> <li>LTI integration</li> <li>Cloud Recording Transcripts</li> </ul>	<ul style="list-style-type: none"> <li><b>All Business features +</b></li> <li>Includes 200 participants <a href="#">Need more participants?</a></li> <li>Unlimited Cloud Storage</li> <li>Dedicated Customer Success Manager</li> <li>Executive Business Reviews</li> <li>Bundle discounts on Webinars and Zoom Rooms</li> </ul>

I've participated in a few zoom.us webinars and I liked it. They have a free-forever plan for up to 100 participants and their Pro Plan adds many features for only \$14.99 per month. It seems like an easy way to get your feet wet and practice the skills of running a webinar with full screen sharing. I looks to

include very basic recording so you can see the results of your work and get good at it. If you have Camtasia, you may be able to record and listen to your screen-shares that way too. There is a 40-minute limit on meeting times.

Regardless, for a reasonable price, you get a nice set of features including instant or scheduled meetings and in-meeting chat. I consider Zoom to be the best bargain on the market for the money today.



## Any Meeting – [www.anymeeting.com](http://www.anymeeting.com)

**INTERMEDIA ANYMEETING** Support Login

WEBINARS CONFERRING PRICING

### WEBINAR PRO PRICING

SIMPLE AND TRANSPARENT PRICING FOR HOSTING AMAZING WEBINARS. SIMPLY CHOOSE FROM BELOW.

WEBINAR PRO 50	WEBINAR PRO 200	WEBINAR PRO 1000
<b>\$48</b> per month or \$480 annually	<b>\$128</b> per month or \$1280 annually	<b>\$298</b> per month or \$2980 annually
HOST 50 ATTENDEES PER WEBINAR	HOST 200 ATTENDEES PER WEBINAR	HOST 1,000 ATTENDEES PER WEBINAR
INVITE UP TO 200 PER WEBINAR	INVITE UP TO 800 PER WEBINAR	INVITE UP TO 4,000 PER WEBINAR
<ul style="list-style-type: none"><li>✓ NO DOWNLOADS FOR ATTENDEES</li><li>✓ VIDEO BROADCASTING</li><li>✓ POWERPOINT AND PDF SHARING</li><li>✓ LIVE POLLS</li><li>✓ LIVE CHAT AND Q&amp;A</li><li>✓ RECORDING &amp; HOSTING</li></ul>	<ul style="list-style-type: none"><li>✓ NO DOWNLOADS FOR ATTENDEES</li><li>✓ VIDEO BROADCASTING</li><li>✓ POWERPOINT AND PDF SHARING</li><li>✓ LIVE POLLS</li><li>✓ LIVE CHAT AND Q&amp;A</li><li>✓ RECORDING &amp; HOSTING</li></ul>	<ul style="list-style-type: none"><li>✓ NO DOWNLOADS FOR ATTENDEES</li><li>✓ VIDEO BROADCASTING</li><li>✓ POWERPOINT AND PDF SHARING</li><li>✓ LIVE POLLS</li><li>✓ LIVE CHAT AND Q&amp;A</li><li>✓ RECORDING &amp; HOSTING</li></ul>
FREE TRIAL	FREE TRIAL	FREE TRIAL

AnyMeeting.com is interesting. They offer a full featured version for up to 200 participants starting at \$48 per month. It looks to be reasonable for small and medium sized businesses.

I really like that you can record your screen-shares and webinars and play them later. This great feature extends your time and allows you to offer repeat presentations without having to actually be there. That's a nice feature.

AnyMeeting.com seems to be a nice, full featured tool to me.



## Webinar Jam - WebinarJam.com



Questions about your order? Call (872) 777-2727

01. HOME

02. ACCOUNT CREATION

03. CUSTOMIZE

04. DONE!

### JOIN OVER 35,000+ WEBINARJAM USERS!

And discover why we're the premier webinar solution at any price!

1

PAYMENT

#### ANNUAL PLAN - ONE TIME

One yearly payment of **\$479 every year**

Choose This Plan!



Save **33% off** the monthly price with a single-payment year subscription.

3

PAYMENTS

#### ANNUAL PLAN - INSTALLMENTS

Three monthly payment of **\$189 every year**

Choose This Plan!



Save an **additional 22%** with your 3-installment payment plan.



**Our 30-day money back guarantee!**

Webinar Jam looks to be a very full featured tool. It costs \$497 with a 30-day guarantee. I haven't used it personally but the feature list seems interesting:

- Face to Face
- Picture in Picture.
- A Slide Show
- A Mind Map or Whiteboard
- A Software Demonstration
- A PowerPoint, Keynote or Prezi
- A Wirecast
- Blackmagic or Tricaster feed.
- Polls,
- Surveys,
- Pre-Recorded Videos

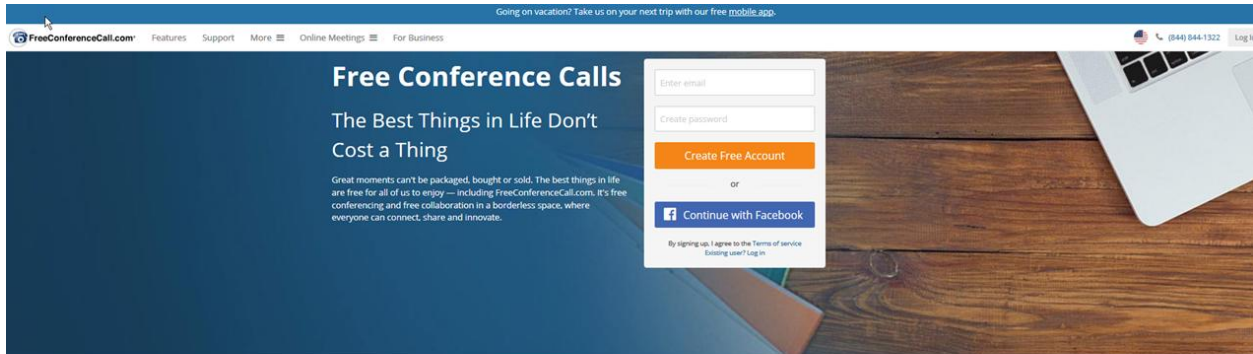
They also offer up to six presenters, real-time chat, blended screen sharing with web camera and pre-recorded videos into a single webinar, and seven hours of tutorials.

It looks reasonable and with a 30-day guarantee, seems worth trying to me.





## Free Conference Call – [www.freeconferencecall.com](http://www.freeconferencecall.com)



### A Free Conferencing Tool for Life

See why **98%** of our users surveyed say they would recommend our conferencing services to a friend or colleague. Our most popular features fit your needs — whether for work or play. Instantly connect with up to 1,000 participants. All made possible by our reservationless conference calling service. It's next-wave conferencing for your life, your way.



[Create Free Account](#)

I'm a big fan of this company.

FreeConferencecall.com is probably one of my favorite conferencing tools on the web. In my view, this is one of the best programs to help a small business or salesperson get started in webinars. Let me be clear, it is not a webinar tool. It is a conference call tool. However, it allows you to have as many as 1000 participants. It is free (except for the reasonable telephone toll fees for all participants when they dial in). In addition, it allows you to record and play back your conference calls later. You can also download the conference calls for transcription into a document or PDF or to add into your content library. All of these features add up to an amazing and valuable tool for beginners. I would place FreeConferenceCall.com amongst my favorite tools for beginners in the world of webinars (even though it isn't a webinar tool – I hope you get what I mean – it helps you get started – it's an effective training tool for you).

I can't really think of any drawbacks to FreeConferenceCall.com. Occasionally it will act up because the calls use a VOIP connection and are connecting so many people. There is a slight learning curve but nothing unreasonable.



Almost anyone can do it. The fact that they will store your and that you may broadcast any previously recorded conference calls that are already stored in your account and you may also play .WAV or MP3 files is an amazing tool. In fact, if you don't have to pay for long distance you can use this as a recorder of sorts at very little or no cost. There are very helpful FAQs. You get the point. I'm a fan. I think this is a very generous and useful service.

I admit that it can take a little time for users to get logged in and to see your screen. I've had that issue a few times. To invite others, you have to give them a URL and session number or send it out with an email distribution. Other drawbacks include that you can't record the screen and there is no automated way to invite participants. If you have Camtasia, you can record the screen. Camtasia is a \$299.00 product offered at TechSmith.com and records computer screens, very handy tool. Regardless, with FreeScreenSharing.com you get a lot for very little. I like the tool, especially for beginners on a low budget.






- [LOG IN](#)
- [SIGN UP](#)
- [OUR SERVICES](#)
- [HELP/FAQ](#)
- [TOOLS/TIPS](#)

- [QUICKSTART USER GUIDE](#)
- [TELL A FRIEND ABOUT THIS SITE](#)
- [CUSTOMER SERVICE, FEEDBACK & SUPPORT](#)

## Conference Call Services


for Businesses, Organizations and Individuals



# 1

**FREE**  
Conduct free meet-me conferences anytime. Use anonymously.


[More >>](#)



# 2

**FREE**  
Schedule and manage conference calls at any time for free.

[More >>](#)



# 3

**Now with recording!**  
**16¢/Minute**  
Pay only 16¢ a minute per caller for toll-free conference calls.

[More >>](#)

Conference calls take place on regular telephone lines. No computer or Internet access required.

[Home](#) | [Web-Scheduled Premium 800](#) | [Web-Scheduled Standard](#) | [Reservationless Standard](#)  
[Testimonials](#) | [Help/FAQ](#) | [Glossary](#) | [Privacy Policy](#) | [Site Map](#) |

Copyright © 2000-2012 Global Conference Partners Teleconferencing Services

I'm listing Telepacific here just because I'm familiar with it and it's been a handy tool for teleconferencing. It's free (again, except for the normal dial-in toll fees if you're not in the same area code as the call-in number). It's very dependable and has demonstrated high quality for important teleconferences. It has a very handy invite feature that sends out all details of the call-in information to your invitees for you. It handles time zone variances well if you are inviting participants to call in from other parts of the world. It's a carrier quality solution for phone conferencing. It also handles up to 150 participants, a great value.

Remember, this too is not a webinar or screen sharing tool. It is a teleconferencing tool that allows you to silence users (so you don't have background noises) or to open the call to all participants during question and answer periods. There is not an obvious sign-up page at [www.telepacific.com](http://www.telepacific.com).

You would normally need to call them to set up a free account. However, at the time of this writing, you can sign up at this URL:

<https://telepacific.teleconnection.com/home.aspx>



## Summary

Webinars and Teleconference Calls are a great way to position yourself as a thought leader and expert in your industry. They are an essential marketing tool and a key component of content or conversation marketing. They can be used to find new prospects, to nurture prospects through your sales pipeline, to close immediate sales, and to grow the sales of existing clients. They can be used to educate customers on your products and services so that they are more happy users. The benefits cannot be overstated.

Another advantage to webinars is that they are convenient, both for you and for your prospects and customers. Webinars can be recorded. They can be scheduled to play at appointed times as if they are live. You can then be making money and nurturing prospects and clients without having to be there. They can also be made into other products such as audio recordings or transcribed into eBooks or PDFs. They can be sold or they can be given away as premiums or incentives. To succeed in today's market you need to get on the webinar bandwagon.

Brighttalk.com offers some ideas and best practices on putting on webinars.

[Click here and create an account at BrightTalk.com to view a nice Webinar 101 video...](#) | Source: BrightTalk.com |

## For More Information

MarketingAutomation.com provides news, information, and consulting services in the fields of:

**Marketing Automation** (of course) - Learn the best practices in marketing automation. Learn about the best tools, consultants, and methods.

**Customer Relationship Management** (CRM) and CRM Tools - Find out which CRM tools are best and learn how to use them sooner.

**Lead Gathering Tools** - So you get more of the market in your industry. Grow your market share now.

**Lead Management Tools** - So you can nurture and recycle your leads, fix your follow up, stop lead leakage, and move forward more efficiently.

**Tools for Marketing Analysis** - So you can know where your sales come from and how to improve your results moving forward

**Sales Closure Tools and Methods** - How do you close more sales both online, on the telephone, and in the field? We can help.

We can help you to make the best decisions and find the best tools.

Visit [www.MarketingAutomation.com](http://www.MarketingAutomation.com).

Thanks,

Joe Martinico

Editor / Marketing Automation Consultant

Disclosures: To subsidize our reporting we are affiliates for some of the products and services we recommend in our writings and reports. Although we are not responsible for your results and make no promises of performance, we do not recommend a product unless we think it will be helpful to you. Some referred sites and products are independent and we are not responsible for their performance. Some referrals are to products and services that we offer ourselves.