

Digital and Web Collateral

For both internal and external audiences, digital collateral in the form of product demonstrations, podcasts and vodcasts are becoming more important as communication resources. This is especially true if what you believe is important to your audiences is not something that media considers a hot news item.

Digital or web collateral can be an effective means of providing:

- Product information or demonstrations
- Customer testimonials and case studies
- Thought leadership on a given topic

To see vodcasts that Business and Technology PR created and produced for its pro bono client, Females in IT and Telecommunications (FITT), for its annual mentoring program, click the following link to go to YouTube to see the [digital collateral](#) we messaged, filmed, edited and posted.

If you would like to know more about how we can create digital web resources that increase sales, raise your corporate profile, or simply get messages to audiences via non-media channels, then please contact us to discuss our range of [digital marketing communication services](#)