

Individual 4

Business, Marketing



Section/# The Webinar as a ROI Rocket The level to which change pervades our current world system and every layer of business, marketing, networking, and general economics is undeniable. As a function of this, many of the former constraints that guided and defined the business process are finding themselves more and more threatened by newer more technological and lower cost alternatives. As the case study that was reviewed indicated, one of the ways that this has been accomplished within the realm of human networking has been the renewed emphasis that firms have placed on networking directly with the source or directly with the customer as opposed to prior models of integration that focused almost exclusively on middle men and the roles of corporate meet and greets with the representative shareholders within the process.

In much the same way, things similar to webinars have the capacity to drastically reshape the landscape of traditional sales channels. Although this may seem as a bit of a bold statement, the fact of the matter is that something like a webinar is exponentially cheaper than flying company representatives to a given location, catering a meal, and providing hotel accommodations for the shareholders while there (LaGarde & Whitehead 4). As a function of this factor, along with many others that have not been mentioned, the company, firm, or organization is able to integrate with a far higher level of potential clientele and at a far cheaper rate. This necessarily compounds the percentage likelihood that the firm's endeavors will result in an overall increase in the bottom line; thereby benefiting the profitability and the business model of the firm in question.

Work Cited

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LaGarde, Jennifer, and Tiffany Whitehead. " Power Up Your Professional Learning." Knowledge Quest 41. 2 (2012): 8-13. Academic Search Complete. Web. 7 Feb. 2013.