

**Autodesk's Situation:**

With the launch of an updated version of one of its flagship products, Autodesk was looking for the right marketing approach to generate excitement about AutoCAD 2010. Customers demand in-depth product information when making software purchase decisions, and Autodesk needed to provide information that educated prospects about how this new software can meet their current design challenges. With the launch came a few good questions:

- ❖ **How can Autodesk best share the new features and benefits of the software?**
- ❖ **How can Autodesk solidify its position as the market leader and become a resource for customers and prospects looking for design software information?**
- ❖ **Once reached, how can viewers be informed and engaged to make the right purchase decision?**

*Viewstream deployed a complete content marketing tool to engage and inform customers and move them along the sales pipeline.*

**Viewstream's Solution:**

Viewstream created a **custom, consultive product demonstration** that offered valuable product information and allowed for easy sharing by customers. By offering tips and tricks to AutoCAD 2010, Autodesk became a resource for information prospects are looking for. This content marketing tool works because it focuses on:

- ❖ **Content**  
The interactive product demonstration provides valuable information that customers can use. **The presentation offers more than marketing—it offered knowledge and expertise.**
- ❖ **Engagement**  
Vector animations, clear screenshots and clear navigation make for a **unique user experience.**
- ❖ **Scalability**  
This product demonstration is **easily integrated into reseller sales operations**, providing a consistent message across markets and delivery methods, including online, at trade shows and on interactive DVD-ROMs.
- ❖ **Clear Call to Action**  
Viewers are always **within two clicks of the Sales Team** and additional product information.
- ❖ **Metrics**  
All actions on the product demo, including chapter navigation and CTA clicks, are **tracked for accurate ROI analysis.**



[http://www.adskmedia.com/autocad\\_2010/](http://www.adskmedia.com/autocad_2010/)



Viewstream created an engaging and informative product demonstration about AutoCAD 2010



The product demonstration included vector animations, intuitive navigation and clear CTAs

To view the AutoCAD 2010 product demo, visit: [http://www.adskmedia.com/autocad\\_2010/](http://www.adskmedia.com/autocad_2010/)