

## Ventas Central Releases Responsive Prezi to Explain Their Marketing Campaign Development

Written by Australian Business

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LONDON, ENGLAND, October 10, 2013 /24-7PressRelease/ -- Based in North London, [Ventas Central](#) is an outsourced sales and marketing firm who specialise in direct forms of marketing. They are outsourced by some of Britain's leading brands who wish to personalise their marketing campaigns. As part of their new marketing strategy, Ventas Central have recently released an online visual aid, that is in the form of a click-through presentation using Prezi, to explain their marketing campaign development and processes to potential clients.

Prezi reflects a virtual whiteboard that transforms static content into interactive presentations that tell a story. This easy-to-use presentation tool allows businesses to produce engaging presentations that users will understand, follow and most likely remember. Managing director [Josh Peace](#) at Ventas Central says, "We like Prezi as it's an interactive and fun way to explain the process our new clients would go through with us when launching one of our direct marketing campaigns. We've kept it really simple, it's not packed with features which can be distracting it is just a unique way of presenting important information."

**About Ventas Central:** <http://www.ventascentral.com/>

It's likely most businesses will be more experienced with Powerpoint or Keynote when it comes to producing presentations, however, in today's market Prezi is increasing in popularity for its ability to capture content in a spatial context, a function both Powerpoint and Keynote are unable to compete with. In a digital age where iPads and Tablets are becoming the norm in the workplace, Prezi is the ideal choice predominantly for its sliding features, and was tipped by Forbes as an "Essential App for iPad Presenters" in December 2012.

In a market where visual marketing is becoming highly favourable by consumers, Ventas Central urge other businesses to use Prezi after receiving promising feedback from their presentation. Their use of visual marketing is also reflected on the firm's website in the form of an interactive info-graphic displaying the company's statistics. By conveying this information in a more engaging format, it meets the needs of their customers.

North London-based firm Ventas Central is an outsourcing solution that deliver executed promotional programs and personalised sales and marketing campaigns to clients throughout the UK. Ventas Central specialise in direct marketing to increase their client's customer acquisitions, customer retention, brand loyalty and brand awareness.

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Check out Ventas Central's 'Campaign Development' Prezi presentation [here](#)

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