



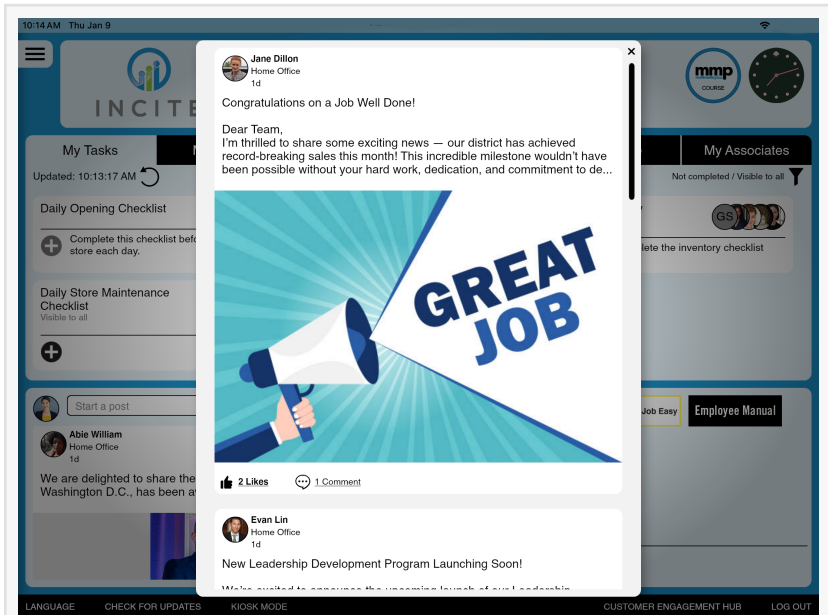
# Multimedia Plus Announces INCITE® Posts at NRF 2025: Transforming Internal Communication for Retail Teams

*Multimedia Plus will showcase INCITE Posts live at NRF 2025 in Booth #6439.*

NEW YORK, NY, UNITED STATES, January 11, 2025 /EINPresswire.com/ -- [Multimedia Plus](#), a leading provider of digital retail training and communications solutions, announces **INCITE®** Posts, its latest feature designed to transform communication across retail organizations. Premiering at NRF 2025, INCITE Posts empowers managers at every level including store, district, and regional, to create engaging, social media-style content tailored to their teams.

This innovative addition to the INCITE platform arrives at a critical time for retailers looking to improve internal communication. With rising demand for intuitive, real-time tools that resonate with frontline associates, INCITE Posts leverages the power of social media-style interaction to connect teams seamlessly.

“As retail evolves, effective and engaging communication is no longer a ‘nice to have’—it’s essential,” said David Harouche, CEO and Founder of Multimedia Plus. “With INCITE Posts, managers can share updates, celebrate



MMP's INCITE® Posts is designed to transform communication across retail organizations.



Store, district, and regional managers can create customized posts to engage their specific teams while maintaining alignment with corporate messaging.

achievements, and keep teams informed with visually rich, targeted content, creating a level of connection and alignment that traditional methods can't achieve."

### Empowering Retail Communication: Key Features of INCITE Posts

**Tailored for Every Level:** Store, district, and regional managers can create customized posts to engage their specific teams while maintaining alignment with corporate messaging.

**Social Media-Like Interface:** Posts mirror the intuitive style of popular social platforms, encouraging adoption and active participation among associates.

**Visual and Multimedia Focus:** Managers can share images, videos, and updates in a dynamic, easy-to-digest format—perfect for visual merchandising updates, product launches, and employee recognition.

**Centralized and Measurable:** Posts are delivered through the INCITE platform, ensuring all communication is streamlined, trackable, and aligned with organizational goals.

**Scalable Across Locations:** INCITE Posts allows messaging to scale seamlessly across large retail footprints, connecting thousands of associates with consistent, impactful content.

### A Timely Innovation

The launch of INCITE Posts aligns with the increasing shift toward social-media-inspired tools for workplace communication. With Meta recently retiring its Workplace for enterprise teams, retailers are actively seeking solutions that drive engagement and real-time updates while being purpose-built for their unique needs.

"Retailers can no longer rely on outdated communication systems to connect with modern, mobile-first associates," Harouche continued. "INCITE Posts bridges that gap, delivering the speed, simplicity, and engagement retail teams expect."

### The Full Power of the INCITE Platform

As INCITE Posts is an exciting new feature, the INCITE® platform offers a comprehensive suite of



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tools designed to empower retail organizations:

- Training: Equip associates with on-the-floor interactive, multimedia-rich programs that enhance product knowledge and selling skills.
- Task Management: Streamline operations with clear, trackable assignments to ensure consistent execution across all locations.
- INCITE Customer Engagement Hub: Empower associates to deliver personalized recommendations and enhance customer interactions on the sales floor with a centralized, real-time sales enablement tool.
- INCITE Kiosk: Transform the in-store experience with self-service kiosks that bridge the digital and physical shopping journey.

Together, these solutions enable retailers to boost sales, maintain brand consistency, and deliver exceptional customer experiences at every touchpoint.

See INCITE Posts in Action at NRF 2025

Multimedia Plus will showcase INCITE Posts live at NRF 2025 in Booth #6439. Attendees can experience firsthand how this innovative tool enhances internal communication, improves associate engagement, and drives operational success.

To schedule a [demo](#) at NRF 2025, visit <https://multimediamplus.com/connect-with-us-at-nrf-2025/>

For more information about Multimedia Plus and its solutions, please visit [www.multimediamplus.com](http://www.multimediamplus.com).

#### About Multimedia Plus

Multimedia Plus is a pioneering technology company specializing in digital training and communication solutions for the retail industry. With its INCITE® platform, Multimedia Plus enables brands to streamline operations, engage associates, and create memorable customer experiences. Trusted by leading brands, Multimedia Plus empowers organizations to connect, communicate, and excel in today's competitive retail landscape.

#### About Multimedia Plus' INCITE®

Multimedia Plus' INCITE® platform provides retailers with powerful tools for training, communication and customer engagement. The company specializes in creating tailored content that strengthens product knowledge and selling skills, equipping associates with the insights and techniques needed to elevate the customer experience. By focusing on skills that drive customer engagement and conversion, Multimedia Plus enables brands to deliver consistent, high-quality experiences across all locations.

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