Vidrack.com Engage with Your Customers Using Video Reviews in Exchange for Customizable Incentives.

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Ottawa, ON (RPRN) 05/29/13 —

Vidrack, winners of the recent Ottawa Startup Weekend, launched today a video testimonial website that gives businesses content ownership of their video reviews. Vidrack is the easiest way for customers to share their product reviews with businesses. Content ownership is paramount to establishing a strong online presence and Vidrack makes soliciting video content, from your clients, quick and easy. Businesses offer incentives, such as discounts on future purchases in exchange for a product review. Customers feel engaged with the brand and they also feel rewarded for their effort.

Engaging with your client base is paramount in any business and providing your customer the most convenient way to interact with you is key to soliciting their involvement. Product reviews, on product pages, helps businesses make more sales. The most common type of product review is written reviews. While these reviews, and the quotes they generate, are valuable, they lack emotion. Video reviews are excellent because they show real users talking about their products. Potential customers who see the videos

are more likely to make a connection with the video reviewer and establish trust with the brand.

Content ownership of product reviews is very important for a brand to establish a strong online presence. Most video sharing sites involve customers uploading their video to the hosting site and then sharing a link with someone. Then the person who received the link embeds the video, via the link, on their website. This is not good for search engine optimization since Google sees the video as belonging to the hosting company and the business website as simply reproducing the content. In short google does not give the businesses website credit for the content and, as a result, does not an increase in search engine traffic.

About Vidrack

Vidrack was this years, Ottawa startup weekend, winner. Vidrack is an Ottawa, ON based IT startup founded in May 2013 and it is owned and operated by Ryan Parent, John Hallam, Saqib Dareshani, Thomas Schlossmacher, Howard Rosenblum, Husam Shunnar, Shannon Demers, Maxime Gauthier-Kwan, Micheal Niyonkuru, and Sam Hussein.

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