Vidrack.com Launches a WordPress Video Capture Plugin that Lets Website Visitors Generate Video Content

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Record Video Button

Ottawa, ON (RPRN) 11/13/13 — Vidrack.com, the winners of this springs Ottawa Start-up Weekend, launched today their beta version of a video capture plugin to help businesses and webmasters gather user generated video reviews, and testimonials. User generated content is vital to establishing social proof with customers and users alike. User generated video content is especially valuable as it helps establish a humanistic relationship with the viewer. Traditional methods of gathering user generated video testimonials is difficult when it works, and often times does not give businesses, and website owners / administrators, control and ownership over this content. Vidrack.com provides a seamless way to gather user generated video content from the visitors to your website.

Keeping your customers, or users, happy and engaged is very important for any business or website. Providing a simple, and easy way, for your users to interact with your brand is essential to establishing customer relationships. Social proof is a great way to add trust and creditability to your business / website. Testimonials about your business, and reviews of your product, are an excellent way to establish social proof that what you do is not only valuable but also popular! Most purchasing decisions are made based on emotion and consumers use reason to justify their emotional decisions. Video is the best way to establish an emotional bond with your audience. It personifies the customer's pain and the emotional joy gained from your product or service. Using video customers can quickly relate to the person and establish an emotional bond.

Maintaining ownership over your content is an essential way to drive traffic to your website from popular search engines like Google. The most common types of video sharing websites involve the user submitting videos to that website, then sharing the video with someone else. For a business that means many steps must be completed by the customer before a company can gain value from the video. They need to ask their users to go to a different website, upload a video, potentially register as a user (and validate their email address), and finally submit a link of the

video to the business. Each additional task you request your users to do adds friction. Friction causes many users to give up and never submit content. Vidrack.com solves this problem by minimizing the number of steps your user must perform to generate and submit video content to you.

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