

Flick Fusion Celebrates Production of its 10 Millionth Video, a Vehicle Inventory Video for Gibson Truck World

URBANDALE, IA, UNITED STATES, March 14, 2016 /EINPresswire.com/ -- Flick Fusion announced today it has recently produced its 10 Millionth vehicle inventory video. The video originated from Gibson Truck World, the #1 used truck dealership in the world. Gibson Truck World creates and uploads its



inventory videos using the Inventory Online Vehicle Marketing Suite from HomeNet Automotive, a leading vehicle merchandising and online distribution company, and a preferred vendor for the Flick Fusion [suite of products](#).

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Tim James, COO, Flick Fusion

"We're especially pleased this big mile-marker was reached by Gibson Truck World. They were an early adopter and continue to be a trendsetter in producing inventory videos," said Tim James, COO of Flick Fusion. "Gibson does a stellar job of creating inventory videos that deliver information while getting the shopper to fall in love with a vehicle. When the car shopper becomes emotionally attached before contacting the dealership, price is less of an issue and the rest of the buying process becomes easier. More shoppers set appointments, and more appointments show."

In 2008 Gibson Truck World partnered with Flick Fusion and HomeNet Automotive to produce inventory videos that would

increase customer engagement with its VDP pages, promote its brand and ultimately sell more vehicles. The dealership records live walkaround vehicle inventory videos, automatic (stitched photo) videos, and also non-inventory videos such as customer testimonials.

In the last five years, Gibson Truck World has created more than 14,000 videos using Flick Fusion's platform. These videos have generated a total of more than 3.3 million video views, with Gibson averaging 50,000 video views per month, all while maintaining an 80% completion rate.

"We would like to give a big thanks to Flick Fusion for a big jump in our sales calls, emails and leads," said Yves Belanger, President of Gibson Truck World. "With the AWESOME job of our videographer & entire Gibson Truck World sales and marketing team we were able to stay untouchable & remain the #1 used truck dealer in the world."

A Gibson employee shoots and uploads the videos using HomeNet Automotive's online vehicle

merchandising suite Inventory Online (IOL) that is integrated with Flick Fusion's platform. The system makes it easy to add banner overlays and audio tracks as needed. When the videos are complete they are automatically distributed; posted onto to Gibson's vehicle display pages (VDPs), uploaded to the dealer's YouTube channel and syndicated to dozens of third-party car shopping sites such as Cars.com, eBay and Autotrader.

"Video is an essential tool for dealers' advertising and is one of the 'Big 5' of online merchandising, along with photos, comments, image overlays and speed to market syndication," said Russ Daniels, Senior Manager, Product Marketing for HomeNet Automotive. "We partner with Flick Fusion to create our dealers' videos because its platform delivers great products and services for our clients."

Flick Fusion's 10 Millionth video was a vehicle inventory video advertising a pre-owned 2015 Ford-150. The truck quickly sold; however, the video may be viewed here: <http://bit.ly/1TTa8lf>

An example of how Gibson Truck World incorporates the vehicle video into its Vehicle Display Page (VDP) may be found on its website: <http://bit.ly/1Qo2JgE>

For more information, call Flick Fusion at 515-333-4337.

About Flick Fusion

Flick Fusion offers a full-solution video hosting, marketing and distribution platform to automotive and other inventory-based industries. The platform delivers automated, integrated and rule/behavior-based, including geo-targeted, video content in real-time, across multiple touchpoints and throughout the entire purchase cycle.

Flick Fusion makes it easy for dealers to create desktop and mobile-friendly vehicle inventory videos, video email and customer engagement videos such as testimonials, service department overviews and more. Videos are proven to capture more buyers' attention, advance organic SEO rankings, generate leads and increase conversion rates. The Flick Fusion system builds emotional value and customer loyalty for more than 3,500 brands and preferred partners. For more information, visit www.flickfusion.com.

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