

# Flick Fusion Releases VidCom Mobile App, a Multi-Platform Video Communications App For Auto Dealers

URBANDALE, IA, UNITED STATES, October 23, 2017 /EINPresswire.com/ -- Flick Fusion today announced the release of VidCom Mobile App, a groundbreaking new app that takes customer communications to a new level.

VidCom is a multi-platform video communication app that enables dealership personnel to engage consumers by sending them a video email or video text that encourages the customer to click on a "Video Call" button. When the customer initiates the call, dealership staff is connected with them via a live-streaming, one-way or two-way video conversation.



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*Tim James, COO, Flick Fusion Video Marketing*

VidCom combines features from both [VidMail](#), Flick Fusion's email marketing application and StreaMe, a live-streaming video communications app. Dealers can use VidCom to follow up with leads, engage and build rapport with auto shoppers, send personalized video emails and texts and to perform live-stream vehicle walkarounds.

“Today's consumer demands instant information and transparency during the car-buying process. VidCom was designed to fulfill this demand while providing the dealership

with greater insight into each consumer via Flick Fusion's [SMARTFLICKS](#) video-hosting platform,” said Tim James, COO of Flick Fusion.

VidCom video calls are initiated when the customer clicks on a "Video Call" button. The button can be embedded into a variety of communications formats, including on a website's Vehicle Details Pages (VDPs), or into emails, [social media](#) postings and display ads.

Once the video call is initiated, both the customers and dealership staff can choose to engage in one-way or two-way live-streaming communications. During the call the customer also has the option to mute the audio and use a built-in chat feature to communicate.

With CRM integration, VidCom creates and updates CRM records in real-time and allows dealers to set real-time alerts on customer browsing activity after engaging in VidMail or StreaMe communications. This allows dealers to know when their customers or leads are live on any website and watching one of their videos—any video—in real-time. VidCom also allows dealers to push personalized, data driven offers directly to individual customers based upon their viewing activity as well.

Additionally, all VidCom communications are captured and stored in the CRM, eliminating any "he said, she said" scenarios, and providing sales and training managers with access to every video exchange.

VidCom is integrated with Flick Fusion's SMARTFLICKS video marketing platform. SMARTFLICKS incorporates behavior-based marketing technology that creates user profiles of individual consumers and tracks their video-viewing behavior. This data allows dealers to generate relevant and targeted marketing messages that result in more leads, appointments, and shows.

"VidCom provides auto shoppers with an additional way to communicate with dealerships based on their preference," said James. "The younger generation has embraced video emails and video chat, and over time dealers will see engagement rates steadily increase as this form of video communications becomes mainstream."

VidCom Mobile App is a multi-platform app that can be used on any phone, computer or tablet regardless of operating system. Most commercially available video chat apps require that both parties use the same operating system, restricting Android users to one app and iPhone users to another app.

Flick Fusion is the industry's leading video marketing solutions provider. The award-winning SMARTFLICKS video marketing platform 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.

VidCom Mobile App is now available for download in all App stores.  
For more information contact [sales@flickfusion.com](mailto:sales@flickfusion.com) or 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.

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