

# VBOOST VIRAL VIDEOS FOR AUTO DEALERS REACH 7 MILLION VIEWS

*Viral marketing innovator helps auto dealers drive more referral business from their customer's friends and family through unique shared "Customercials"*



NEWPORT BEACH, CA, USA, April 3, 2018 /EINPresswire.com/ -- [Vboost \(www.vboost.com\)](http://www.vboost.com), a viral marketing

company focused on the auto industry, announced today that in just over six years, video views for its auto dealer clients featuring customers taking delivery of their vehicles have driven over the seven million mark. This has increased referral business from customer's friends and family.

"This is just one more milestone for our company," said Paul Moran, Vboost President and CEO. "Friends and Family have the greatest potential to influence a customer's buying decision and Vboost leverages each auto dealer's customer's social network to promote our dealers."

Vboost has perfected a quick and easy process to capture photos at the time of vehicle delivery and quickly gets those "branded" photos out to the customer. Now the customer becomes the dealer's advocate by posting/sharing the photos.

The Vboost Viral Marketing Platform delivers and tracks thousands of viral messages monthly – all designed to create referral business for dealers and their individual salespeople. The captured photos are stitched into a slideshow set to music and sent to the customer. Vboost pays the publishing rights so that their dealers can use nearly any song they choose. Customers share these videos via Twitter, Facebook, YouTube and other social platforms, and additionally email them to their friends and family. Now, with over seven million video views, the concept has caught fire.

In the past six years Vboost has delivered over 1.5 Million customer videos which are referred to as "Customercials," commercials which feature the customer, front and center. Share rates average over 150 percent as videos and photos are downloaded, forwarded and posted by the customer to their favorite social media platforms.

"A message coming from a friend is more likely to be viewed, and with the friend in the video the impression left has more impact than traditional marketing," said Moran.

Commenting on how effective Vboost is in his dealership, Bill Stephens, General Manager at Cerritos Infiniti, stated, "Our dealership has been with Vboost since they beta tested the technology in 2012. Our customers love getting their photos. The audience we reach through Vboost is greater than anything else we have found with social media."

Founded by automotive industry veteran Paul Moran, Vboost ([www.vboost.com](http://www.vboost.com)) has received very positive results and feedback from its auto dealer clients.

"We finally have process that our team will use – they love it because it helps them sell more cars.

Vboost is like running a TV campaign on consumers' personal phones and tablets!" said Scott Simmers, Dealer Principle at Palm Springs Motors.

In explaining his company's philosophy, Moran, stated, "We have perfected the art of word-of-mouth marketing. Instead of trying to lure customers to the dealers marketing sites, we get the dealer's marketing message to the consumer through their friends and family, reaching a previously unreachable audience. Dealers soon realize that connecting with customers on their terms has a positive impact which traditional marketing will never see. Our results prove that customers love getting these photos – In fact, our message open rate averages 95 percent."

With just a few clicks on a mobile app, hundreds of Vboost auto dealer clients send thousands of viral messages every month, reaching new customers through the customers' friends and family.

Vboost's mission is to create and deliver viral marketing messages every day promoting the dealership and the sales rep and creating referrals. The customer receives the content in a format that compels them to share on their own terms. The shares and views are then tracked and optimized.

For more information click on this Vboost overview video:

<https://www.youtube.com/watch?v=oJixDzVhYVE>

Or, for additional information and to schedule a demonstration call: 800-799-3130, or visit [www.vboost.com](http://www.vboost.com)

About Vboost:

Based in Newport Beach, CA, Vboost, Inc. is the first proactive process to create positive viral marketing in the retail automotive space. It involves a streamlined process via a mobile application and three unique technologies which collect customer photos at the time of vehicle delivery, convert them to custom music videos and then send them directly to the customer via email or text. By delivering these branded messages to customers during their emotional highpoint, most customers are compelled to upload and share these videos with family and friends via Facebook, YouTube, Twitter, email and other social media platforms. Best of all, results from each viral marketing campaign are being monitored, quantified and reported back to the dealers.

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