



Independent Business Alliance Partnership with YourTownTube

The Independent Business Alliance is proud to announce a new partnership with YourTownTube.com to provide iba members an opportunity for increased visibility and exposure in the Princeton Region. YourTownTube.com receives over 2 million hits to their website monthly and, now, your business has the opportunity to get in front of that same audience. This free benefit is only available to members of the Princeton Regional Chamber of Commerce's Independent Business Alliance.

Please read the following Questions & Answers to learn how your business can increase its visibility in the region:

Q: What is YourTownTube.com?

A: YourTownTube is an all-video website. It can be compared to *YouTube.com* with the difference being that it only features videos from the Princeton Region. It is a local/community version of *YouTube.com*. YourTownTube was created to get local video content more local views.

Q: What is the new FREE video hosting, listing and promotional program for Independent Business Alliance (iba) Members of the Princeton Regional Chamber of Commerce?

A: This exclusive opportunity allows iba Members to showcase their businesses using video. iba Members can Upload videos free on the 'Local Independent Businesses' pages of YourTownTube. The 'Local Independent Businesses' pages are featured and dedicated entirely to iba Members. The Independent Businesses pages on YourTownTube will be promoted by the Princeton Regional Chamber of Commerce and YourTownTube to obtain a large and high quality regional local audience for IBA Member videos.

Q: Why should my business take advantage of this benefit with YourTownTube?

A: Locally based videos posted on YourTownTube typically get substantially more local views than the same videos posted on *YouTube*. The viewers seeing these videos on YourTownTube are your potential customers that can physically walk in your door. YourTownTube used in conjunction with *YouTube*, *Facebook*, *Twitter*, *Instagram*, etc. can significantly increase your reach and results.

Q: How do I get started?

A: If you have video content to Upload from your computer or other device, go to YourTownTube.com and 1) Register with a Username and Password: Sign Up and then Login. 2) Hit the red Upload button on the upper left and then 'Videos'. 3) Fill in all the relevant information, Title, Description, (including all contact information, i.e. town, website address) 4) * In the Categories section, always select Independent Business Alliance (YourTownTube will choose two additional categories that best fit your videos for maximum views). 5) Choose your file – from your computer, etc. 6) Hit the Upload button.

FAQ's about the Local Independent Businesses page(s) of YourTownTube

- YourTownTube will display newly submitted iba Member videos at the top of the page, encouraging more immediate Views. Posting videos often will put your organization closer to the top of the page.
- The Featured iba Videos section on the pages will constantly rotate videos.
- YourTownTube is fully compatible on all computer operating systems and all mobile devices.
- If you need help putting together video content for your business, call or email YourTownTube.
- How often should I submit videos to YourTownTube? Please limit your submissions to a maximum of 3 videos per day or 5 total videos per week. Remember, the more videos you post; the greater the visibility!

If you have any questions, technical problems or are not sure of how to get started, contact Mike Johnson at mike@yourtowntube.com or by calling 609-512-1120 or 609-815-1850 or contact Alice Barfield at alice@princetonchamber.org or 609-924-1776 ext. 107.