



Web-Impac Partners with Narrow Street Films to Offer Website Video Production Services

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PORTSMOUTH, N.H., Dec. 14, 2016 -- Web-Impac (a division of Hampton Bates Public Relations) is pleased to announce its partnership with Narrow Street Films to offer the newest in website video and film production for businesses needing a clever way to stand out from the competition.

A website video is essential for introducing your products and services to the public. Over 80% of the public prefers to watch a video rather than read website content, and a website video needs only be from 30 seconds to 5 minutes long to be effective. "You would be surprised how much information about you and your company can be explained in that amount of time if expertly written and produced," says Sylvia Hampton CEO of Hampton Bates PR and communications expert. We can create a website video for as little as \$3,000 depending on how much the customer can make available on location."

"We are thrilled to team with Narrow Street Films and welcome its founder, Terrence 'Terry' Traynor, as a vital Web-Impac partner. He brings a wealth of directing and production experience, and he has a proven track record in delivering success," Eric Robinson, Co-Founder and Chief Strategy Officer of Web-Impac said. "Terry's filmmaking expertise and creativity make him a great asset to our company."

"Website videos are an excellent way to bring visitors to your website through improved search engine optimization, which brings focus to your message in multiple ways (visually, audibly, and so on) and lively videos gets visitors interested in spending more time on your site. This means they are spending more time exposed to your products and services—encouraging them to buy," says Eric Robinson.

"We help to showcase your business," said Eric Robinson. Robinson has been beating the drum for the last few years about companies' need for making first impressions count. Robinson concluded: "Also an excellent way to strengthen the bond with website visitors is to publish custom videos featuring your employees. People like to buy from people they know."

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