

CampusTours Announces Video Enhanced Lead Generation

Auburn, ME [September 30, 2016] **CampusTours Inc.** announced today that the CampusTours AnyMap service (<http://www.CampusTours.com/anymap>), AnyTour service (www.CampusTours.com/anytour) and WalkingTour service (www.CampusTours.com/walkingtour) all now offer Video Enhanced Lead Generation. Video Enhanced Lead Generation yields a dramatic improvement over standard student lead generation efforts by coupling a candid student video with the inquiry form.

CampusTours Video Enhanced Lead Generation Examples:

- Northern Kentucky University ([AnyMap](#))
- University of North Florida ([AnyTour](#))
- Bowling Green State University ([WalkingTour](#))

Video Enhanced Lead Generation helps institutions emphasize the one action item that most organizations use to gauge the effectiveness of their online recruitment efforts – inquiries. CampusTours usually records multiple students voicing video Lead Generation appeals, and institutions can add in their own action items and vignettes to help compel visitors to submit inquiry forms.

"Simply offering a Request Information link or automatically popping up a form is no longer sufficient," says CampusTours President Chris Carson. "Website visitors swat away forms that pop up in front of them with no explanation, but when you give the visitor an idea of what the form could get for them, the response rate skyrockets."

About CampusTours Inc.

CampusTours Inc. is an interactive media and software company specializing in meeting the marketing, Web and multimedia needs of academic, non-profit and government organizations. CampusTours specializes in developing virtual tours, video tours, and interactive maps that entice visitors and facilitate direct and meaningful contacts with audiences. CampusTours Inc. is the owner and operator of [CampusTours.com](http://www.CampusTours.com), the Internet's virtual college tour directory and [CampusMaps.com](http://www.CampusMaps.com), the Internet's university campus map directory.

CampusTours Inc. is based in Maine, and is privately held. For more information, visit www.CampusTours.com or call 207.753.0136.