

Support official videos, user-generated videos or both!

Use Reality Campus Video to power:

- Virtual Tours
- Video Contests
- Recruitment “TV”/Video Portals
- “Live on Campus” or Student Videos
- Instructional Videos
- Testimonial Jukebox

Testimonial Recruitment:

- Video Testimonials from Key Influencers (Current Students, Grads, Employers)
- Film Team & Interviewers Available



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From Set to Success:



www.georgiancollege.ca/rap

Using Reality Campus to surround applicants with testimonials from key influence groups:

- On site interviews with current students, instructors & major employers simulates face-to-face conversation;
- Branded video microsite interlinked with homepage;
- 30 day Social Media Launch Campaign.

Reality interviews from students, graduates, employers and faculty that quickly convey the content, dynamics and the results of the program or college. Social media components engage visitors both with each other, as well as with official representatives.

Measurable Results:

right content, the right technology and the right marketing resulted in an exponential increase in site traffic during the launch campaign, and continuing after.

Reality Campus

x2clicks™ Video Content Management Solution

Book a live demo today! 1.866.922.8636 ext 228
or visit www.realtycampus.com

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Reality Campus

x2clicks™ Video Content Management Solution



Easy Video Content Management for Higher Education

Virtual Tours – Video Contests – Recruitment Testimonials

Reality Campus

x2clicks™ Video Content Management Solution

As easy as Drag & Drop

Upload video from anywhere in as little as 2 clicks!

Ground Breaking Innovation

Video Upload tool automatically converts any major video format to web-friendly Flash content.

Supports: avi mpeg mpg mov rm flv wmv 3gp

Built in Drupal (open source CMS), Reality Campus content is easily updated and maintained, with no web skills necessary. New content and menus are added in just a few clicks.

Easily expands into a full web experience:

- Blogs
- Forums
- Webinars
- Surveys

... and many other add-ons available



Student Video contest powered by Reality Campus

Culture & Technology Working Together



Surround your visitors with the right content, in the right format.

Conversational Marketing & Testimonial Recruitment

Prospects are seeking answers to a very specific list of questions when they approach your website. Our annual survey of more than 100,000 applicants tells us what these questions are, and that they want to “hear” it from the horse’s mouth.

Combining this knowledge with the powerful video technology of Reality Campus creates a dynamic video portal spotlighting current students, faculty and potential employers chatting candidly via on site video interviews.

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or visit www.realitycampus.com

Add Targeted Social Advertising Get the right traffic, for the right price.

To get the best results quickly, add a launch campaign to support your new video portal. A combination of word-of-mouth blogging and network advertising is the most cost-effective way to take your new portal from secret to success.

Online & Social Advertising Offer

- International Reach
- Manage multiple targeted campaigns
- Pay only for viewers that respond
- BOOST visibility, activity, awareness

