

Watch this space! Our online community movies are coming soon!

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200 E. Broadway
Hobbs, NM 88240

June 3, 2015

Dear Valued Business Owner:

The City of Hobbs is excited to announce a partnership with CGI Communications, Inc. to produce a series of online videos highlighting all our community has to offer its residents, visitors, and businesses.

Technology has changed the world and businesses must adapt or risk falling behind. For many businesses, getting noticed online is a challenge, particularly when competing with big brands with large marketing departments and seemingly endless marketing budgets. But more and more local companies are finding success cutting through the clutter with online video.

Statistics show that **video improves online visibility** and **drives more action** online than plain images and text. According to the BIA Kelsey Group, viewers engage more after watching a video, with clicks for more information increasing by 30-40% and phone inquiries by 16-20%.

With an easily viewable interface on the official city website (www.hobbsnm.org) their video program will encourage viewers to learn more about area attractions, economic development opportunities, quality of life, and so much more. The City of Hobbs is dedicated to highlighting the advantages of living and working in our community, and we feel that this program can do just that!

CGI will be contacting you to educate you further on their digital marketing tools and how to enhance your online presence. We encourage you to consider participating in this program as it provides an exciting new opportunity. If you have questions about this advertising opportunity,

Best Regards,

eLocalLink (www.elocalink.tv) is the Authorized [Backlink](#) address from the official Hobbs, NM website at www.hobbsnm.org.

Lindsay Chism,
Director of Communications