


 This Site  Industry Sites

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Contracting Profits  
Housekeeping Solutions

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News of Interest  
People & Company Updates  
Calendar  
Jobs and Classifieds

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CleanLink Minute  
Management Minute  
CleanTips  
CleanLink Video  
Buyer's Guide  
Case Studies/ White Papers  
Industry Statistics  
Industry Links  
Weathering The Storm  
Webcasts

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Product Watch  
Top Products  
Storefronts

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Blogs  
Groups  
Multimedia  
Forums

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## HydraMaster Creates YouTube Channel

HydraMaster has created a YouTube branded-channel specifically to educate customers on maintenance and service issues.

The HydraMaster Service Series channel is located at <http://www.youtube.com/user/HydraMasterProducts#g/a>.

Forty videos are now uploaded discussing a variety of service and maintenance items such as changing oil and air filters, pump maintenance, fuse box inspection and more.

The videos all feature HydraMaster service technicians and engineers discussing the equipment.

"This has proven to be one of the most effective ways we have found to communicate with our end-customers," says Mark Baxter product manager for HydraMaster.

"Before the videos, [our] customers had to search through service manuals or call tech support when there was an issue. Watching the videos is much faster."

Baxter says the videos run about five minutes; however, there are some discussing more complicated issues that can run close to 15 minutes.

As of May 2011, nearly 3,000 people have visited HydraMaster's Service Series YouTube site.

"We did not create the videos for promotional or marketing purposes," adds Baxter. "This is specifically for customers that have already selected a HydraMaster system; [we] just want to ensure that they maintain their equipment properly."

Baxter adds that the videos allow for a degree of interactivity, which was also not possible before.

"Most users view the videos with their equipment nearby. They [tell us] they follow the technician like he's in the same room, as he locates parts and components and demonstrates what to do if they need attention," he says.

