

## Home Remodeling Contractor Somerville Aluminum Launches YouTube Channel and Webisode Series



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*Somerville Aluminum, a home remodeling company located in Somerset County, NJ, has just launched a YouTube channel and webisode series geared to provide local homeowners the opportunity to get to know the company on a more personal level.*

Somerville, NJ- January 2013-Somerville Aluminum is proud to announce the launch of the Somerville Aluminum channel on the popular video sharing website, YouTube. YouTube is the leading destination for online video sharing worldwide. The New Jersey home remodeling contractor will be using the social media platform to complement its marketing efforts.

“We are excited to utilize today’s social media tools in a new way for us to reach our customers,” states David Gropper, Co-owner of the Central NJ remodeling company.

The home remodeler’s YouTube channel will be primarily geared toward homeowners in the market to remodel. The information channel will allow instant access to the home remodeling company, its employees and customers; highlight the company’s work and work ethic and eventually include home remodeling tips, trends, and news.

Currently, the Somerville Aluminum YouTube channel features long form infomercials and TV spots as well as the three newly produced webisodes titled “How We Work”, “In The Homeowner’s Words” and “Generations of Service.”

To watch the webisodes, please visit [www.youtube.com/somervillealuminum1](http://www.youtube.com/somervillealuminum1).

“The Internet is a valuable tool for consumers when researching home remodeling and is most often the first connection a customer makes with a company. To let them hear about us, from our customers and us is invaluable. Having a dialogue with our customers is the best way to enhance their knowledge about our company, process and people.” States Gropper.

The Somerville Aluminum YouTube channel builds on the home remodeling contractor’s strong online presence. The company recently launched a new website, [www.somervillealuminum.com](http://www.somervillealuminum.com).

Go with the Pro: Somerville Aluminum is the area’s largest full service home remodeling company and has built a reputation for reliability, expertise and trust with their core family values lacing through three generations of service to Central Jersey homeowners. With the founding and guiding principle being about building a family and community oriented business, Brothers-in-law Gary Shiman and David Gropper approach each day and each job with their customers as their number one priority and strive to assure them that their home is in good hands.

To learn more about the Somerville Aluminum Home Remodeling and Design Team, please visit [www.somervillealuminum.com](http://www.somervillealuminum.com) or call 908-725-8401.