

**100,000 views**

Reaching clients with online video

What are we going to talk about?

Facts:

People is using Internet widely to watch video.

Online video is catching up with TV audience volumes.

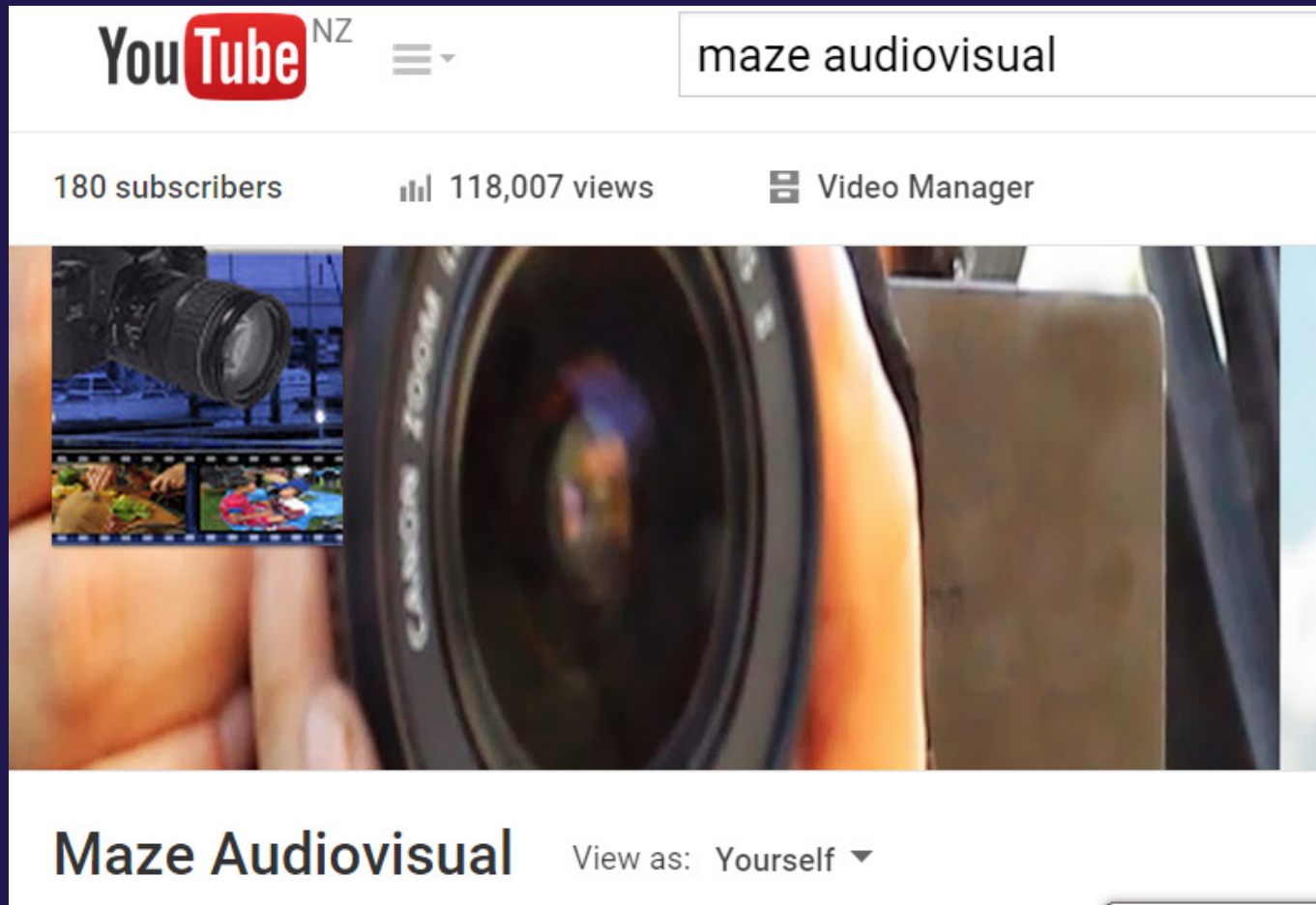
A new reality-a new growing market

New opportunities to engage with clients and how to take them.

Results and experiences

Video Production for business

We are sharing an experience that  
It is happening to us...



The screenshot shows the YouTube channel page for 'Maze Audiovisual'. At the top left is the YouTube logo with 'NZ' next to it. To the right is a search bar containing the text 'maze audiovisual'. Below the search bar, the channel name 'Maze Audiovisual' is displayed, followed by '180 subscribers', '118,007 views', and a 'Video Manager' button. The main video player area shows a close-up of a hand holding a Canon lens. A small inset video in the top left corner of the player shows a film strip with various scenes. At the bottom of the player area, the channel name 'Maze Audiovisual' is repeated, along with a 'View as: Yourself' dropdown menu.

and...

...it's happening to you



The screenshot shows the top of the Guardian website. The navigation bar includes links for sport, football, opinion, culture, business, lifestyle, fashion, environment, tech, and travel, along with a 'browse all sections' button. The main article is titled 'Why online video is the future of content marketing' with a sub-headline: 'Video is taking content marketing by storm, but you'll have to do more than just make one to realise its full potential'. The article features a large image of hands holding a smartphone to record a video. To the right, a 'Most popular' section lists three articles: 'Fifa corruption: Sepp Blatter blasts US authorities over investigation', 'Silk Road operator Ross Ulbricht sentenced to life in prison', and 'Sex with Marc again - this time he was keen to take off my clothes'.

the guardian  
Winner of the Pulitzer prize 2014

sport football opinion culture business lifestyle fashion environment tech travel

≡ browse all sections

## Why online video is the future of content marketing

Video is taking content marketing by storm, but you'll have to do more than just make one to realise its full potential

Most popular

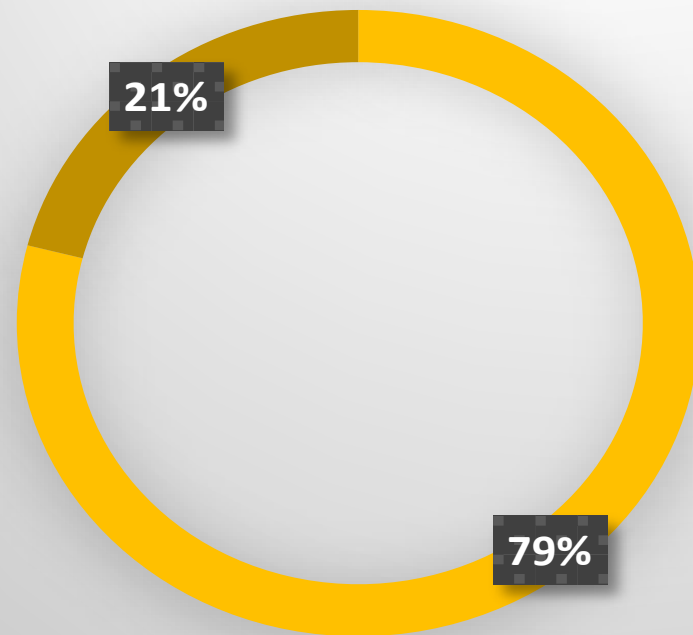
- Fifa corruption: Sepp Blatter blasts US authorities over investigation
- Silk Road operator Ross Ulbricht sentenced to life in prison
- Sex with Marc again - this time he was keen to take off my clothes

*“Video is everywhere these days. Small businesses who ignore it **do so at their peril**”.*

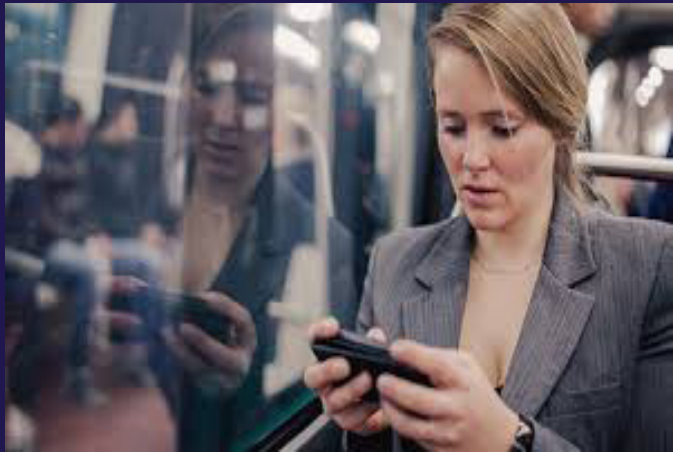
# Video is a traffic magnet

[View source study](#)

## Online video traffic projection 2018

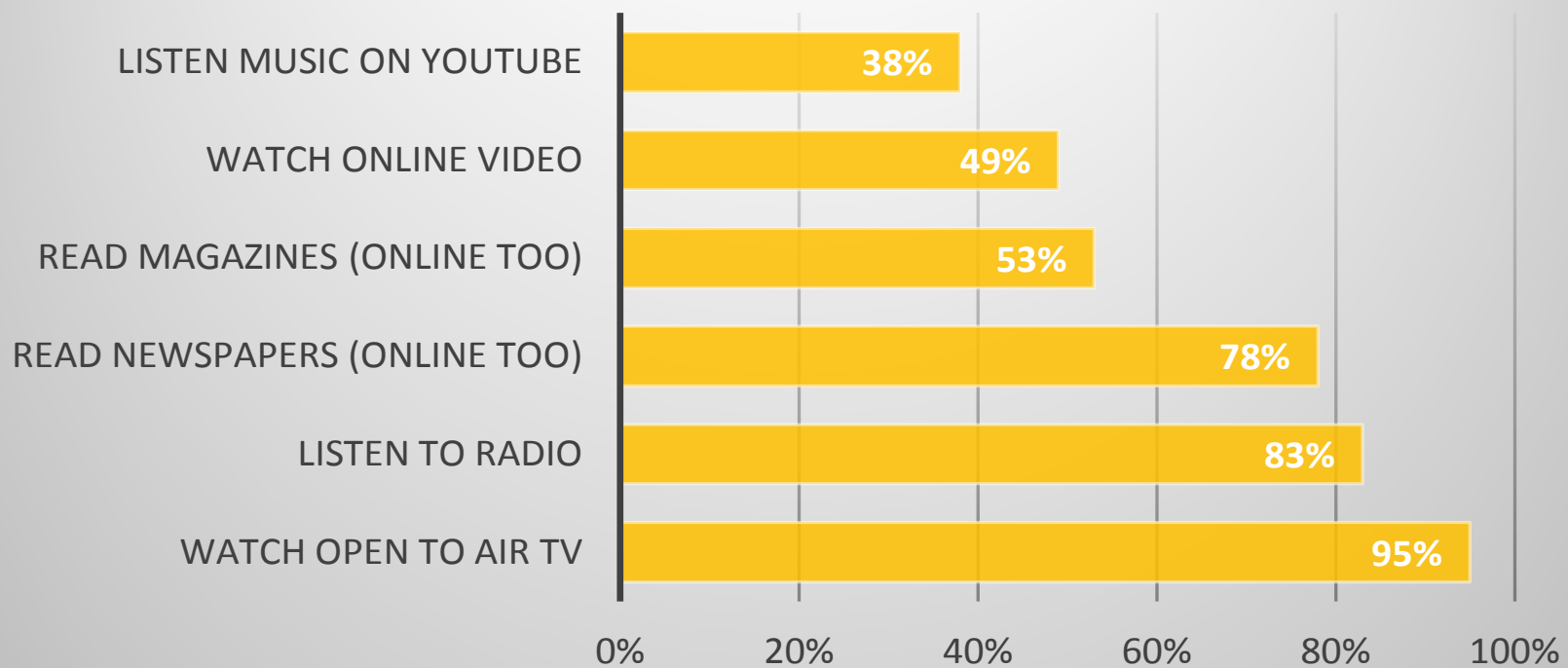


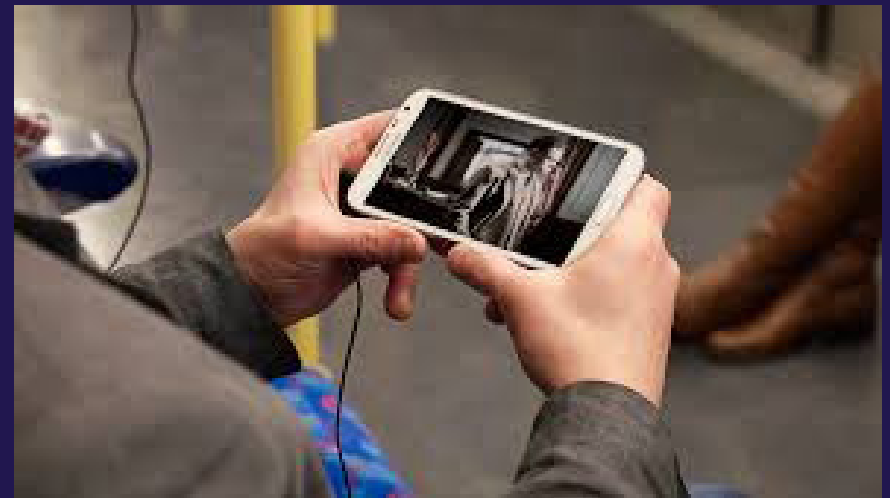
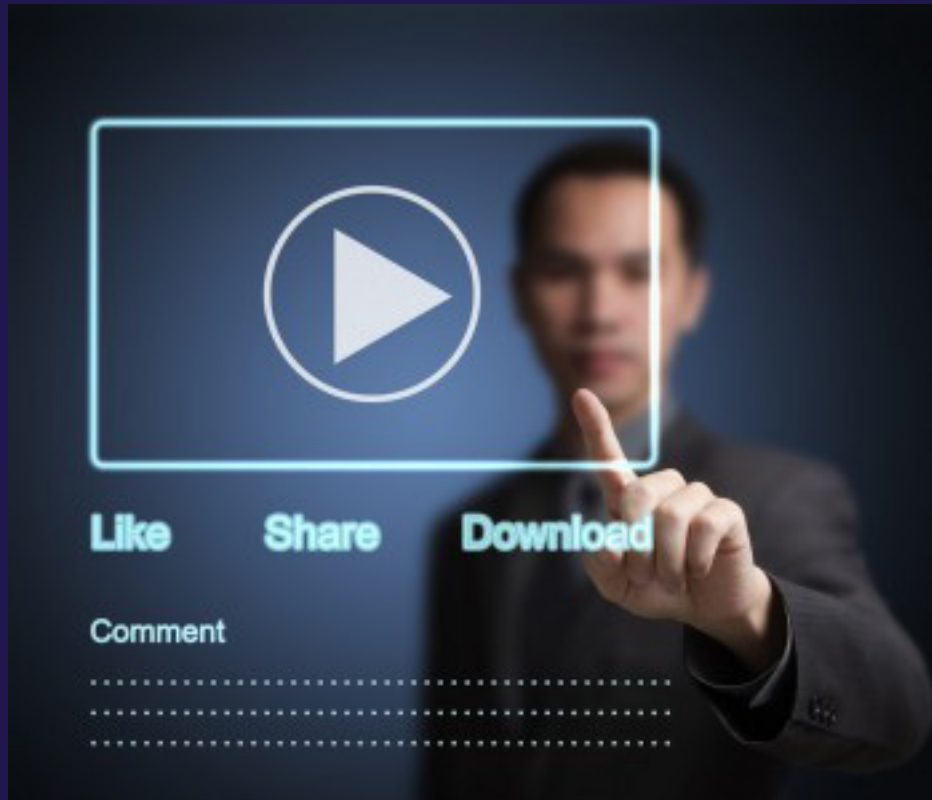
- IP video traffic
- Other types of traffic



# Online video is the new TV

## Where are the audiences in NZ? (from NZ on Air Study, 2014)







How do we take advantage of  
this opportunity?

# Content production

*Is the process of developing and creating visual or written assets, such as videos, eBooks, blog posts, whitepapers, or infographics.*

<http://marketeer.kapost.com/>

# Content management

*Is the administration of digital content throughout its lifecycle, from creation to permanent storage or deletion. The content involved may be images, video, audio and multimedia as well as text.*

# Content Production

*Creating visual or written assets*



# Content Management

*Making it work for its purpose*



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Creating attractive and  
engaging video content

Content  
Production

Working with its online  
presence wisely

Content  
Management

Content Production + Content management

# **Online marketing strategy**

# **Online video Success Story**

Flowers 4 Nelson's Youtube channel  
Carl Christiansen, Business owner

[Watch youtube video here](#)

## **Our invitation**

Create, dream, have fun and communicate  
with your audiences.

Show yourself and share your passion



We welcome your feedback  
**[mazeaudiovisual@gmail.com](mailto:mazeaudiovisual@gmail.com)**

## Sources links

- **The Guardian UK, 2nd of July 2014**

<http://www.theguardian.com/small-business-network/2014/jan/14/video-content-marketing-media-online>

- **Online video content marketing trends**

### **Cisco Visual Networking Index 2014-2019**

[http://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/VNI\\_Hyperconnectivity\\_WP.html](http://www.cisco.com/c/en/us/solutions/collateral/service-provider/visual-networking-index-vni/VNI_Hyperconnectivity_WP.html)

### **Trends, Forbes**

<http://www.forbes.com/sites/jaysondemers/2013/09/17/the-top-7-online-marketing-trends-that-will-dominate-2014/>

### **Content sharing trends**

<http://blog.newswhip.com/index.php/2013/12/what-type-of-content-do-people-share>

- **Increase in Online video views New Zealand**

### **Where are the Audiences? NZ On Air**

<http://www.nzonair.govt.nz/research/all-research/where-are-the-audiences/>

- **Nelson local Success Story**

### **Flowers for Nelson experience with online video**

<http://us6.campaign-archive1.com/?u=6f1fbc0f34205b1779f5a70e8&id=7d3db6348b>