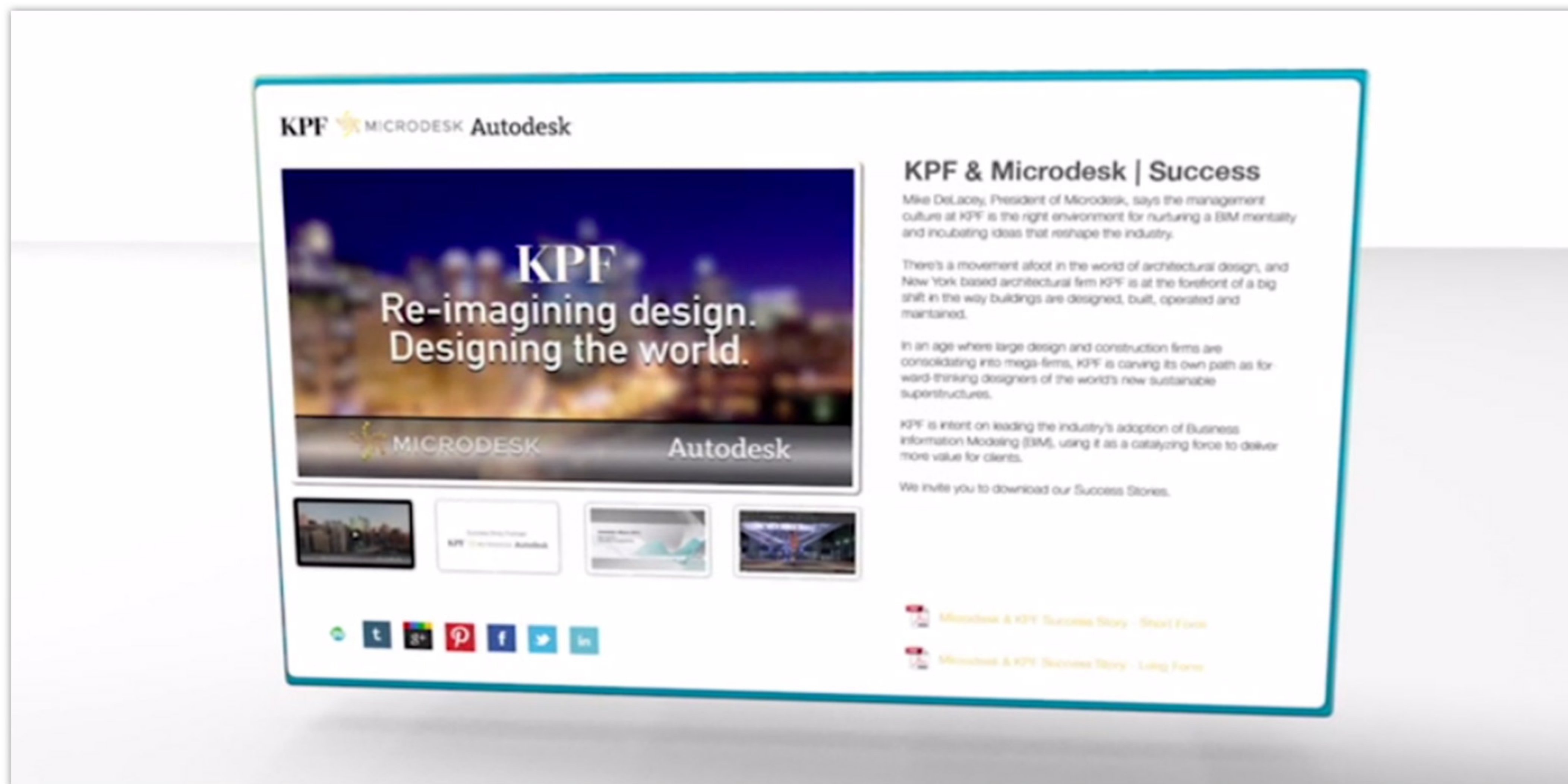


Publish or Perish: Brands as Publishers



Summary

Storytelling has been around forever, but businesses today need to capitalize on a variety of new tools to tell their brand stories in the most compelling ways possible.

To reach today's audiences, businesses must incorporate video into marketing communications and distribute multimedia content across social platforms.

Telling stories is one of the most effective ways to share knowledge. Throughout history, humans have told their stories in a wide variety of ways: we have drawn on cave walls, recited poems, enacted dramas, written books, and taken photographs. Modern technology enables us to produce films and television shows that integrate words and moving images to captivate audiences. Today, social media helps to continue the tradition of storytelling, allowing us to share words, images, and videos, often in real time.

Of course, storytelling is not just for entertainers, historians, and networks of friends—the ability to tell stories is also critical for businesses in a wide range of fields. Businesses have important information to share, from specifics about products and services to the latest news and research.

But at a time when potential customers are inundated with information in every aspect of their lives, successful businesses will be the ones that can put that information in a narrative context to help engage customers and keep them engaged. Constructing a narrative can help customers better retain information and—if the story resonates with them—ultimately encourage them to participate in the storytelling, communicate with the company, and buy products.

Spanning Media

Today's digital world makes it easier than ever to tell stories in multiple ways, through multiple types of media. Businesses must take advantage of these diverse platforms for digital storytelling to maximize their effectiveness in communicating with customers. They must become media outlets, aligning their business objectives while producing and distributing content in the multiple ways that their audience wants to consume it—whether through a Web site, a Facebook dialog, an online contest, a series of YouTube videos, a television advertising campaign, or anything else.

About MediaMobz

MediaMobz offers a deep portfolio of solutions and services to help streamline the process of digital storytelling. With help from MediaMobz, any business can efficiently produce, distribute, and analyze captivating content that engages audiences and drives successful results.

Ready to learn more about MediaMobz? Visit mediamobz.com



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Increasingly, media consumers expect high-quality visual content to be part of the mix. The “millennial generation” — which came of age during the Internet boom, the growth of online videos, and the rise of social media — expects visually stimulating and interactive stories. The wordy print ads of their parents’ and grandparents’ generations will not hold their attention.

The popularity of sites such as YouTube clearly demonstrates the prominence of visual media in today’s culture. There are more than 1 billion unique users who visit YouTube each month — more than 4 billion hours of video are watched each month on YouTube.

Beyond merely consuming information, millennials are used to participating. Through social media, contests, interactive game apps, and more, customers want to be involved in the evolving story of brands that they love and even those that they are only interested in. Approximately 72 hours of video are uploaded to YouTube every minute.

Facing the challenges of digital storytelling

Storytelling is something that human beings have been doing for hundreds of thousands of years. Many businesses understand the importance of digital storytelling, the integration of high-quality visual content, and interactive media. Nevertheless, they often run into challenges that prevent them from achieving their goals.

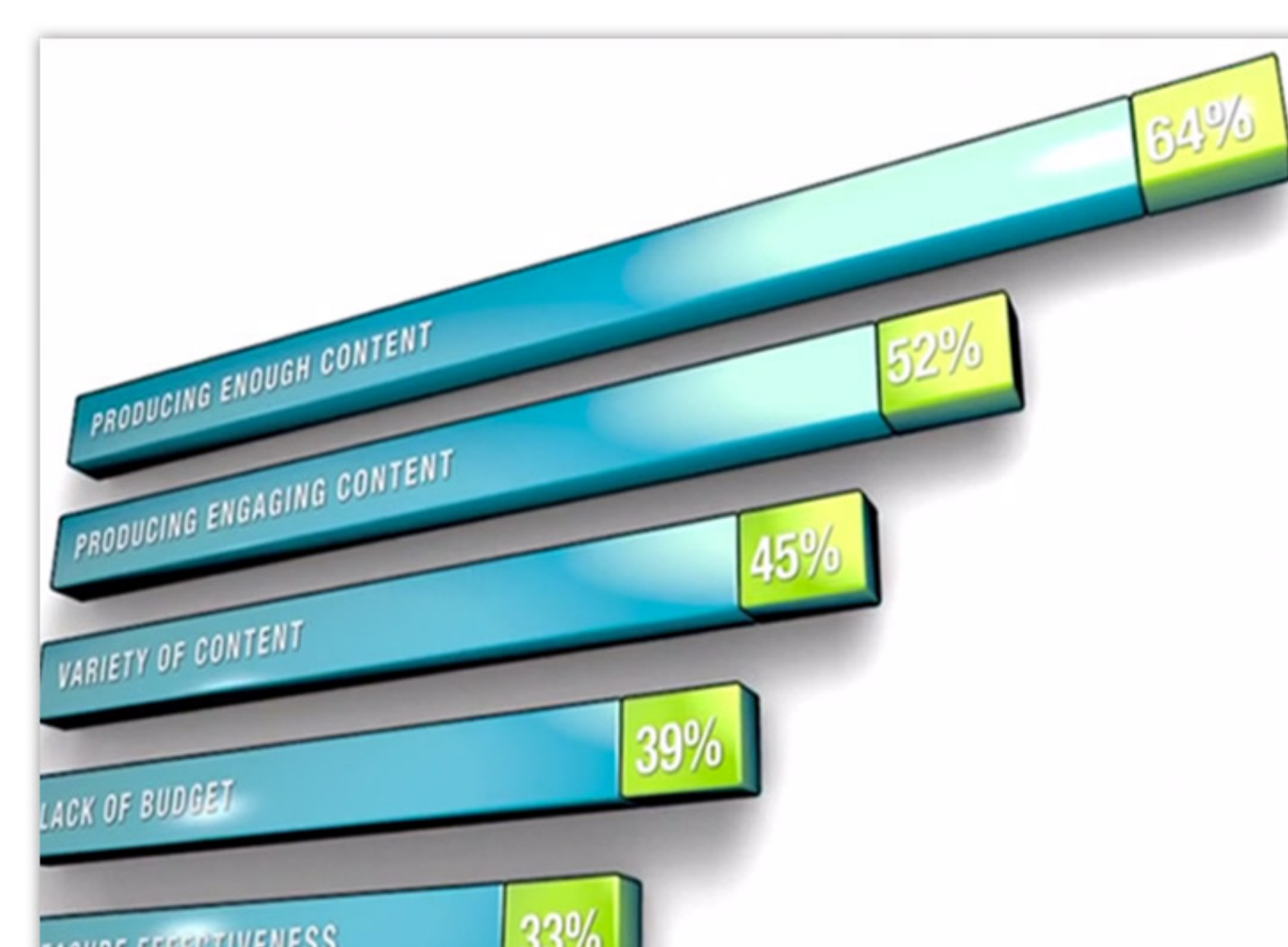
Overall, few businesses have the resources to produce all the content they need as quickly as they need it. Producing multimedia deliverables, including videos, can be particularly difficult. They often lack the in-house skills and technical resources required for high-quality video productions. And as many of them have learned, using consumer devices and crowd-sourcing video often produces disappointing results.

Even if they can produce raw video or other content, businesses often lack the workflow tools needed to facilitate efficient collaboration and internal reviews. Sending physical disks overnight to various global corporate locations and requesting e-mail feedback is highly inefficient.

Once a video is completed, publishing it in multiple formats to multiple sites can be costly and time-consuming. Businesses need a way to reduce the time from completing a video to delivering it to their audience. They also need effective ways to incorporate that video with the wide range of other content they have produced so they can tell a consistent, integrated brand story.

Finally, businesses need methods to analyze the effectiveness of their work. Is the content reaching the right people? Are those people engaging with the content? Are they taking the desired actions?

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Creating new media outlets with MediaMobz

MediaMobz is dedicated to helping businesses create the multimedia content they need to engage their audiences and produce measurable results. We offer a comprehensive range of solution components that enable an end-to-end content production cycle. Working with MediaMobz, businesses can efficiently produce, fine-tune, and publish content, and then analyze and optimize the effectiveness of those efforts

Production

The MediaMobz Marketplace offers a network of thousands of certified producers worldwide. Filmmakers, photographers, producers, and editors are ready to create the content needed without the time and costs of having to fly people and resources across the country or around the globe. An auction-based approach helps ensure that businesses get fair rates for the services they need.

Dashboard

An easy-to-use, private Dashboard provides an overview of all MediaMobz projects. Using a single platform for managing workflows reduces the need for disparate point solutions, drives down costs, and improves operational efficiency.

Workspace

The Workspace helps businesses efficiently monitor and manage the production process for each project. Team members can track a project's status, upload files, communicate with team members, and more, all through the secure MediaMobz platform.

File Collaboration

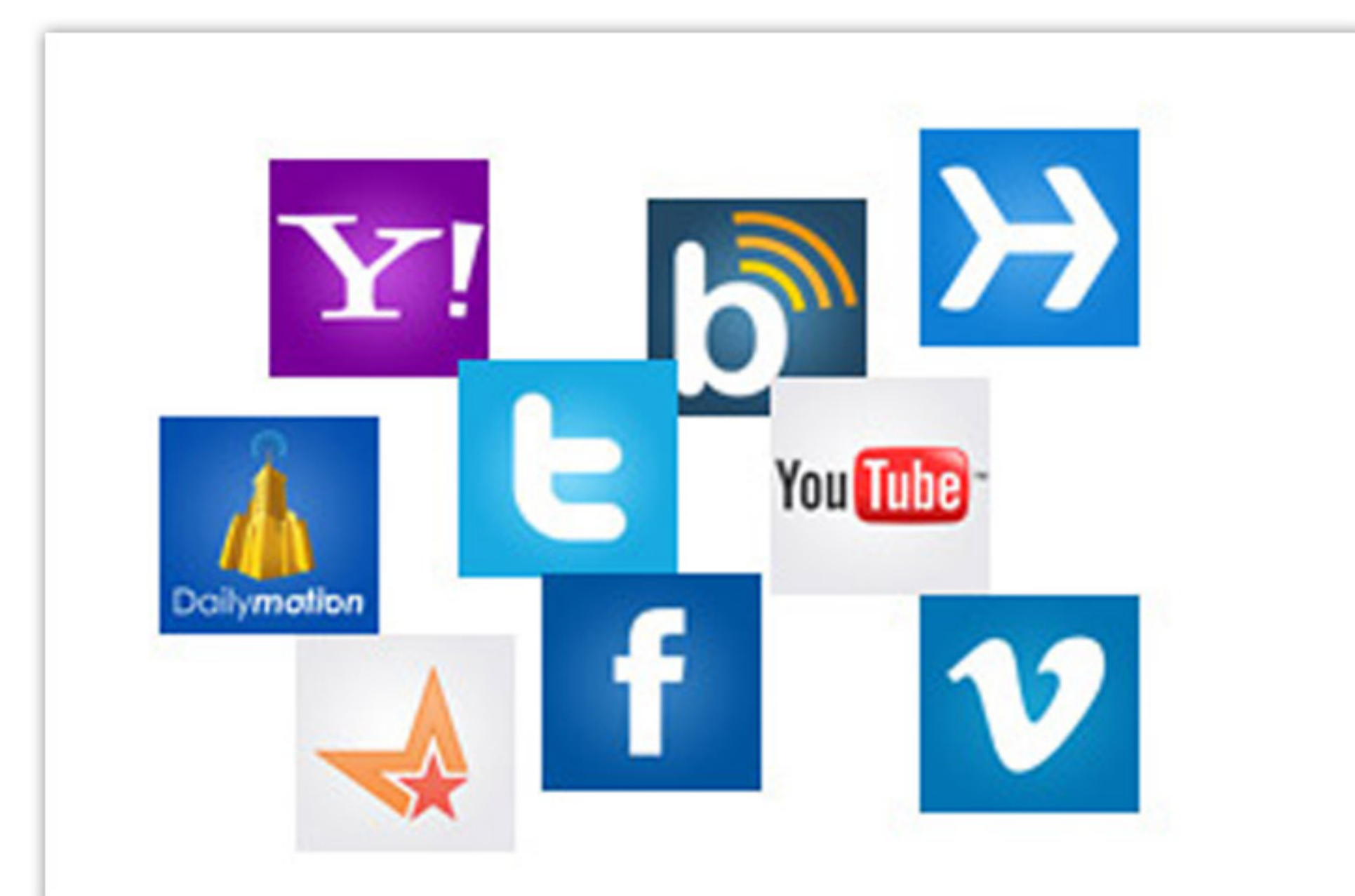
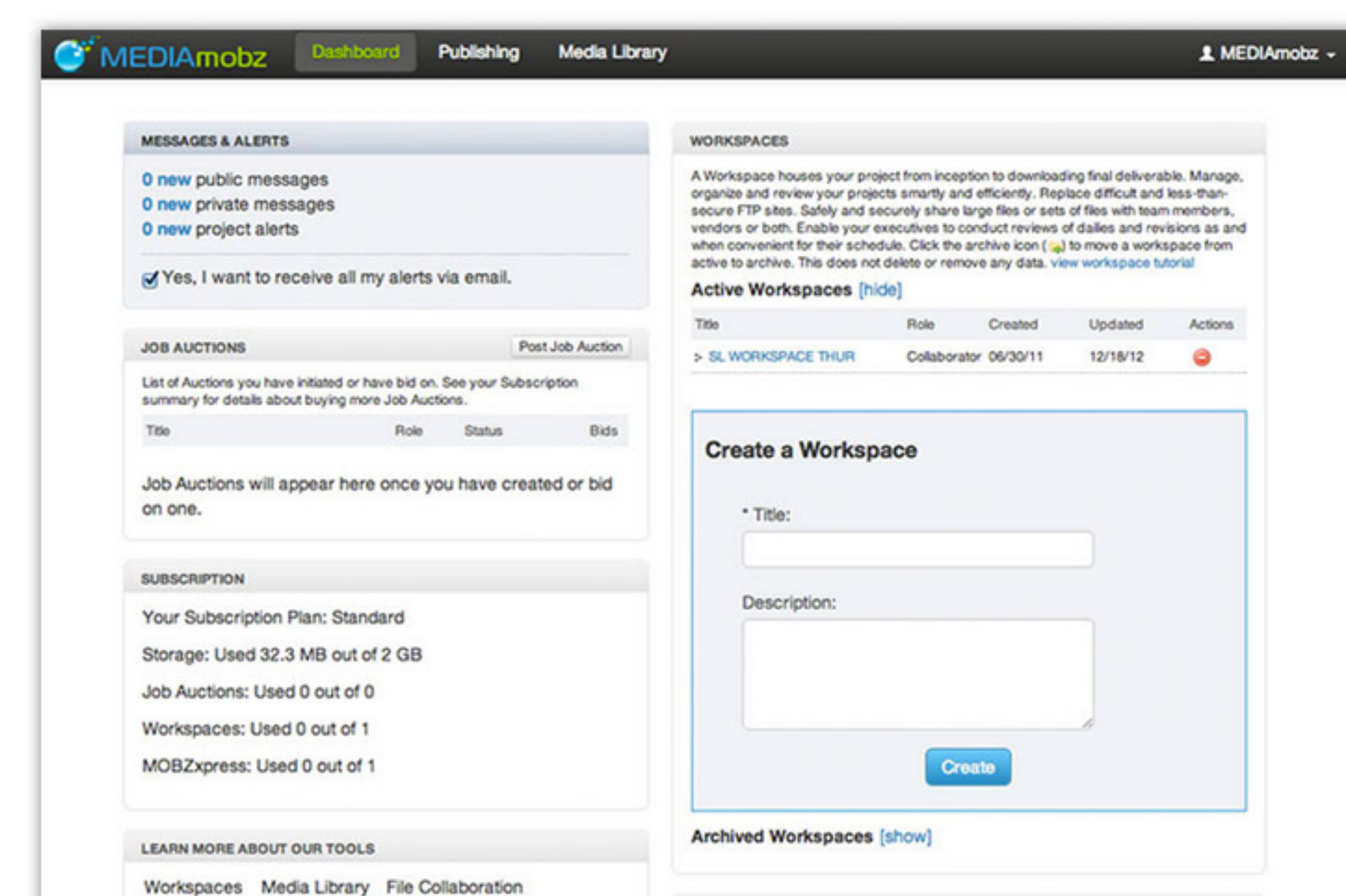
File Collaboration capabilities provide a secure and highly efficient way to share music, art, videos, and more. Businesses can share huge files over long distances in much less time than sending physical media.

Screening Room

The MediaMobz Screening Room helps facilitate creative collaboration, simplifies the review process of multimedia works in progress, and allows businesses to review best practices to enhance internal processes.

Media Library

MediaMobz also provides a Media Library solution component to help businesses store, manage, and share digital files among team members. By enabling them to use existing digital assets across multiple current and future projects, the Media Library helps deliver a strong return on investment and better margins.





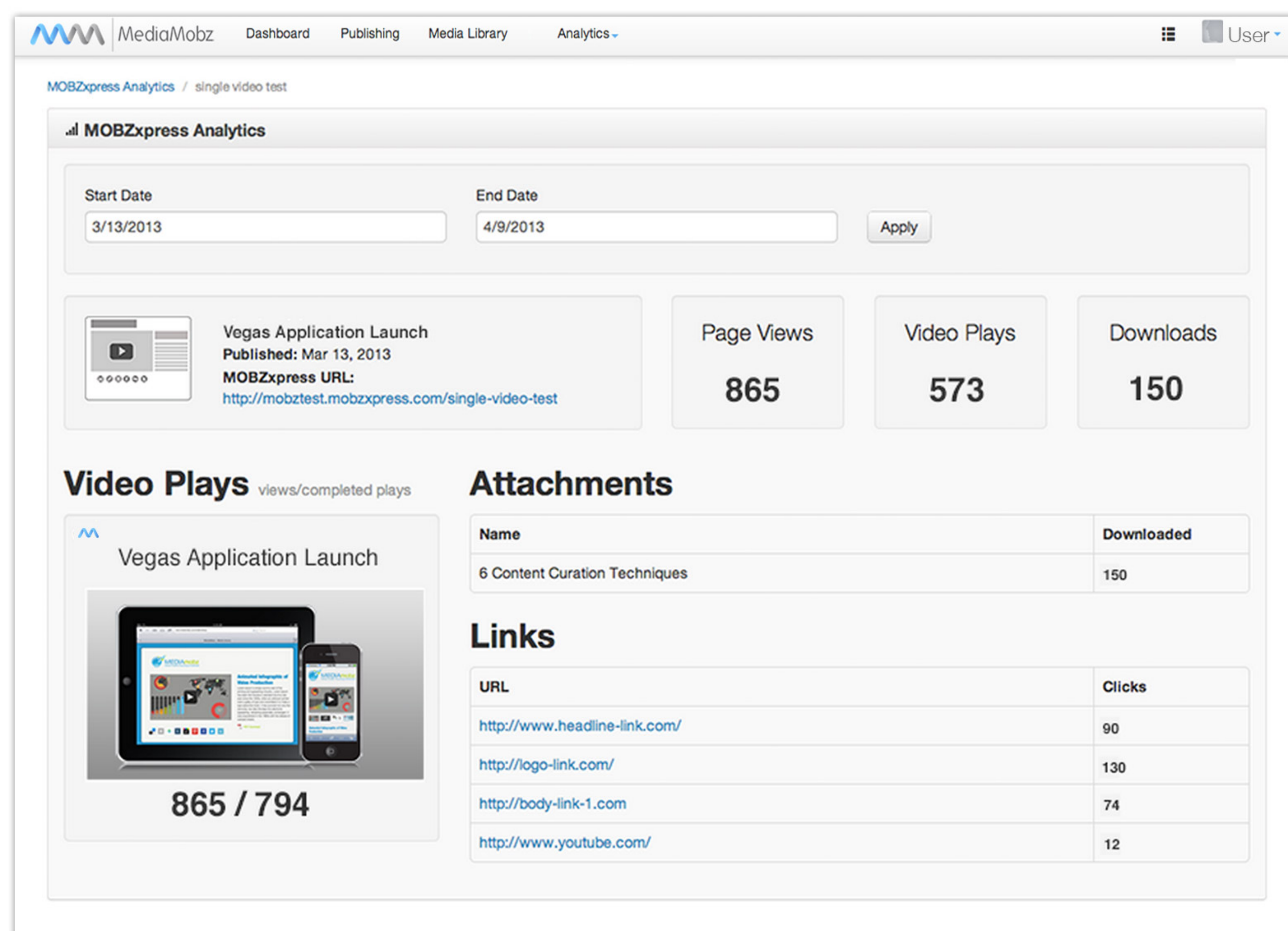
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Publishing

MediaMobz offers solution components to help simplify distribution of multimedia across a wide range of online and social media sites, ranging from Facebook and Twitter to YouTube and Vimeo. In addition, MediaMobz offers MOBZxpress—a fully automated micropublishing solution that enables businesses to integrate new videos and multimedia with a variety of other content.

Analytics

MediaMobz Analytics provides detailed performance metrics that let businesses track the results of their content and campaigns on MOBZxpress and corporate YouTube channels. New insights help them quickly revise and optimize content to maximize effectiveness.



Showcasing a rich history for Business Wire

Business Wire, the global leader in press-release distribution, wanted to celebrate the 50th anniversary of its brand by telling the story of its unique products, services, and culture. The company decided to produce a video that highlighted key milestones in its evolution and included interviews with former and current executives located in five different U.S. cities. Business Wire had a limited budget and a tight deadline—it didn't have the time or money to fly a production crew around the country to get each of the interviews.

With help from MediaMobz, the company hired certified producers in each particular city. A competitive bidding process enabled Business Wire to save money with those hires. By using local talent, Business Wire also avoided the cost and environmental impact of flying a crew across the United States.

Business Wire used MediaMobz File Collaboration capabilities to assemble an array of assets—including raw footage, graphics, and more—from multiple geographic locations. Using the MediaMobz Screening Room, Business Wire stakeholders were able to review and annotate the in-progress production.

The end result? Business Wire produced an engaging—and well-received—video that told the story of the brand. By working with MediaMobz, the video was delivered on time and on budget.

To see the finished product, visit: <http://mediamobz.com/v/74KG62EFYSQ6>