



Viral Video: 11 (Media e web communications) (Italian Edition)

Caiazzo, Febbraio, Lisiero

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La pubblicità video online sta avendo una crescita esplosiva in tutto il mondo: si prevede che raggiungerà l'astronomica cifra di 10 miliardi di dollari di investimenti nel 2016. Eppure soltanto lo 0,01% di tutti i video caricati su YouTube supera il milione di visualizzazioni, o meglio il 99% dei video caricati su YouTube non raggiunge le 100.000 visualizzazioni.

Non importa che tu sia un creativo, un direttore marketing, un utente esperto o uno studente. Questo libro ti svelerà i trucchi per far sì che il tuo video diventi un viral hit. Le tecniche e metodologie illustrate nel testo sono state provate sul campo dagli autori in oltre 2.000 campagne di Social Video Advertising per brand internazionali. Anticipate e presentate nei più importanti convegni al mondo quali il Festival della Pubblicità di Cannes, iStrategy di Amsterdam e Londra, in questo libro saranno svelate per la prima volta in modo completo.

Grazie a numerose case-history italiane ed internazionali, potrai approfondire: il potere della distribuzione video nei Social Network, i principali formati di video advertising, i più avanzati strumenti per il Social Video Advertising e le metodologie per il tracking ed il reporting dei risultati.

Impara le innovative tecniche "Supersize", "Brandbooster", "Tipping point", il potere del "Value Exchange" e diventa un vero Jedi del viral video!

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