

Content Marketing

Examples

Social Media Videos

VIDEO MARKETING EXAMPLES



[INSTAGRAM.COM/REEL/CBQHHVOJMR-/](https://www.instagram.com/reel/CBQHHVOJMR-/)



[TWITTER.COM/1442567348787896320](https://twitter.com/1442567348787896320)



[YOUTUBE.COM/WATCH?V=5UOBLGZVSUS](https://www.youtube.com/watch?v=5UOBLGZVSUS)

Videos

VIDEO MARKETING EXAMPLES



WATCH NOW 

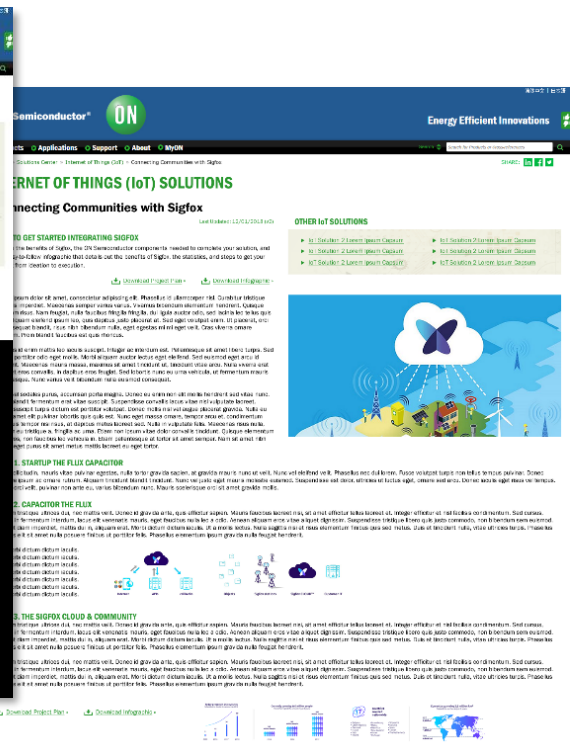
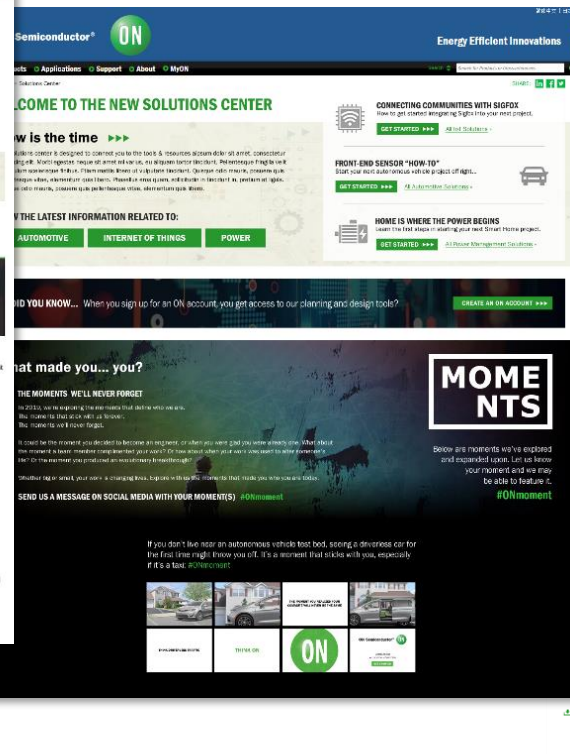


WATCH NOW 

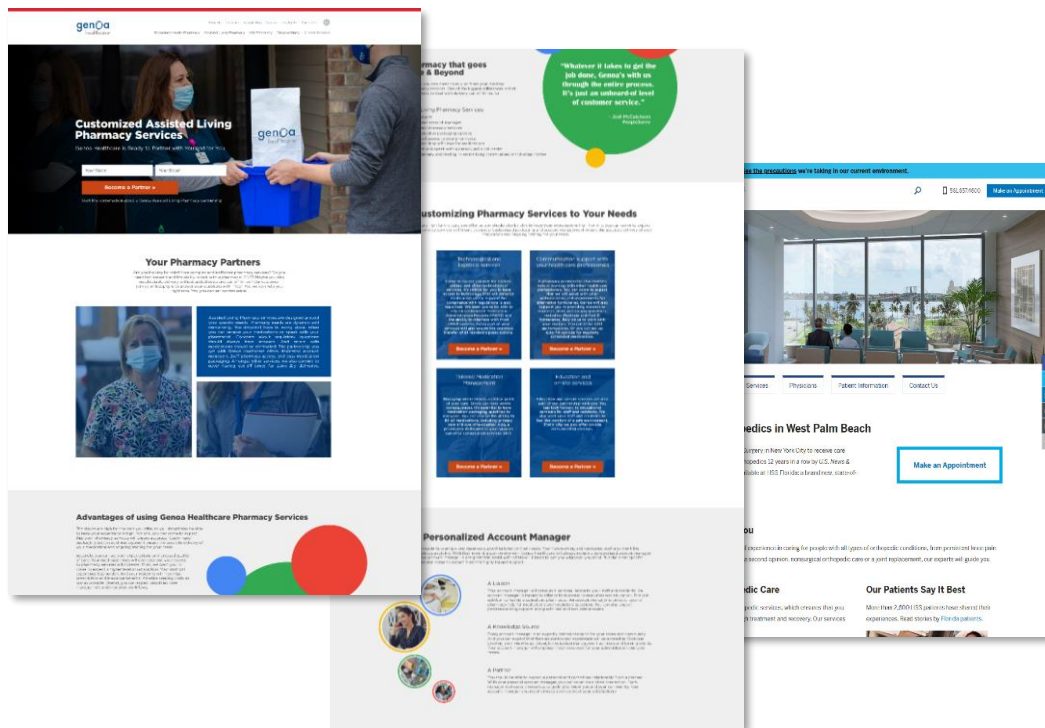


WATCH NOW 

4



Schema Microdata Web Content



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Case Study Content



Paper vs. Digital Efficiency in the Fire Safety & Industrial Construction Realms

COMPANY:
Atlantic Constructors

FIELDCONNECT SOLUTIONS:
FieldAccess:
Mobile Work Order Application
FieldProject:
Project Time Entry
FieldDirect:
Customer Self-Service Portal
FieldGateway:
Dispatch & Resource Scheduling

INDUSTRIES:
Fire Safety & Protection, HVAC & Plumbing, Electrical w/ LEED/Green Certification, and other Commercial/Industrial Construction

COMPANY SIZE:
1000-5000 Employees.

LOCATION:
Headquartered in Richmond, Virginia with 5 total locations across the state and into North Carolina.

Ditching paper, moving into the digital age, and unifying process across multiple locations.

BACKGROUND: Imagine being a manager with oversight between five different locations across the state. Each location using paper documentation to track work, billing, and other administrative tasks. And each location creating different paperwork through different processes and procedures. Each time visiting a different location, the manager must flip a switch and remember (if not re-learn) the processes, procedures, and paperwork for each specific location.

THE CHALLENGE

Accurately reporting site performance, technician efficiency, and business success.

Managing employee performance and employee project information was nearly impossible. Over time each location created their own unique nuances for recording time, billing information, equipment maintenance, customer history, etc. Simply trying to complete task like tracking billable hours for the fire safety and protection team was near impossible. Countless hours and resources were spent going location to location just to understand the status of simple work orders. Atlantic Constructors needed to move from disparate processes at each location tracked through manual paperwork, to a more automated situation within a digital environment.

"FieldConnect stuck out as the solution that made the most sense in our unique situation."

- Mandy Gathright
Contracts Administrator

THE SOLUTION

The team at Atlantic Constructors spent days pouring through field service solutions, looking near and far for the right fit to help solve their multi-location challenge. Some solutions had long sales pitches while others had even longer onboarding cycles.

Atlantic Constructors chose FieldConnect after a long evaluation period and got to work. Both sides partnered quickly to layout the processes that were vital to a smooth operation while shedding the excess of those that were not. The team at FieldConnect identified the needs of ACI and after a brief planning phase, the tool was ready for implementation.

Instead of piles of paperwork at each location, ACI technicians were then able to be dispatched digitally and receive work order details on their mobile devices. Electronically, anyone within the organization was able to view operational details independent from physical location.

WHY FIELDCONNECT

- Native, seamless integration with Viewpoint.
- Extends Viewpoint's service modules; service reports and work order integration.
- Digitized project time tracking and technician timecards (previously completed via paper).
- Process unification between locations, improve operational efficiency by automating service delivery.

THE RESULTS

By implementing FieldConnect, Atlantic Constructors realized immense cost savings. They were able to improve real-time visibility across the entire operation. Increased operational efficiencies were able to take ACI from unorganized paper trails to digital cohesion.

Customer Service was also a bright spot.

ACI engaged with FieldConnect for field service management and a second, 3rd party vendor for bidding software. The difference between the two companies was night and day. The level of support FieldConnect provided was second-to-none.

"Any time we've had issues or needed more guidance and clarification, Allen (FieldConnect) was Johnny-on-the-spot," states Jay Dougherty with ACI.

After one year since implementing FieldConnect's end-to-end workforce management software solutions, ACI gets more information post implementation from technicians than ever before. The savings with the integration into Viewpoint were unquantifiable. Chasing down paper workorders is a thing of the past. Timecards are now digital, and the dispatch board allows for efficiencies across the board.

Atlantic Constructors were able to improve real-time visibility across the entire operation.

Standard Length Blog Article Content



What is Cloud Computing?

"Cloud computing" is a phrase many of us hear but may not understand. This is because it encompasses several different systems and services, making it feel ambiguous or confusing. In this article, we share a simple definition of cloud computing, examples of computing, and discuss why companies use cloud computing.

Simple Definition of Cloud Computing

Cloud computing is the use of off-site systems to help computers store, manage, process, and/or communicate information. These off-site systems are hosted on the cloud (or the internet) instead of on your computer or other local storage. They can encompass anything from email servers to software programs, data storage, or even increasing your computer's processing power.

The "cloud" is a term that simply means "the internet." Computing involves the infrastructures and systems that allow a computer to run and build, deploy, or interact with information. In cloud computing, this means that instead of hosting infrastructure, systems, or applications on your hard drive or on an on-site server, you're hosting it on virtual/infinite servers that connect to your computer through secure networks.

Examples of Cloud Computing

Cloud computing is the use of hardware or software off-site that is accessed over networks for computing needs. Examples of cloud computing depend on the type of cloud computing services being provided.

The main types of cloud computing include software as a service, platform as a service, and infrastructure as a service. Serverless computing, also known as function as a service (FaaS), is also a popular method of cloud computing for businesses.

Examples of Cloud Computing

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- **SaaS or Software as a Service.** SaaS means instead of installing software on your computer, you access the platform online. Examples would include:
 - Square, which processes payments online
 - Google Apps such as Google Drive or Calendar
 - Slack, which allows collaboration and chat between other users
- **IaaS or Infrastructure as a Service.** IaaS provides infrastructure components such as servers, storage, networking, security, and more over the cloud. Examples would include:
 - Dropbox, a file storage and sharing system
 - Microsoft Azure, which offers backup and disaster recovery services, hosting, and more
 - Rackspace, which offers data, security, and infrastructure services
- **PaaS or Platform as a Service.** PaaS provides computing platforms such as operating systems, programming language execution environments, databases, and web servers. Examples would include:
 - Google App Engine and Heroku, which allow developers to develop and serve apps
- **Serverless Computing.** Serverless computing (also called simply "Serverless") is simply using a server on the cloud. This offers more elasticity, easier maintenance, and is often more price effective than hosting servers on-site.

Do Cloud Computing Services Have Physical Servers?

Yes. Cloud computing still needs servers to function; the servers are just "virtualized." This means instead of your application, system, or processes running off a single on-site server, they use multiple servers often in multiple locations connected to each other and your device over secure virtual networks. This allows the cloud computing service provider to provide services to multiple people—and to scale according to client volume—and deliver the service anywhere with an internet connection.

Why Does Your Business Need Cloud Computing?

Your company is probably already using several cloud computing services. For instance, all hosted email providers including Gmail and Outlook are SaaS cloud computing services. So are popular CRMs and automated marketing platforms such as Salesforce, Hubspot, Mailchimp, and more.

However, for many companies, additional examples of cloud computing services include:

- Virtual Machines
- Data Storage
- Backup & Disaster Recovery
- Increasing Bandwidth
- App Development Platforms
- Cloud-Based Servers
- Infrastructure Monitoring & Management
- Build, Host, & Deploy SaaS Services

What are the Benefits of Cloud Computing?

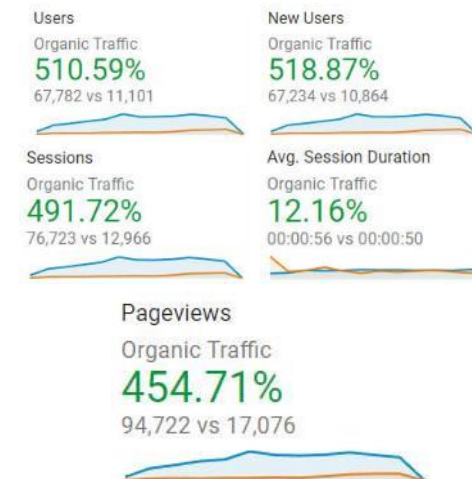
Why should your business consider using cloud computing over traditional brick-and-mortar hosting solutions? This article discusses how cloud computing can save time and money while improving your computing experience.



10 Benefits of Cloud Computing

Is your company considering moving some of your infrastructure to the cloud? If so, you're not alone. According to Gartner Inc., cloud infrastructure spending increased in 2018 by 31.3% over 2017. But why are so many companies making the shift from traditional in-house computing? Below we explore 10 benefits of cloud computing. [...Read More](#)

Jan 1, 2021 - Jan 1, 2022
Compare to: Jan 1, 2020 - Jan 1, 2021



Complex, Longform Blog Content



Home / Search Engine Optimization (SEO) Articles / The Cookie is Dead – Long Live the Cookie

IN SEARCH ENGINE OPTIMIZATION (SEO) ARTICLES

The Cookie is Dead – Long Live the Cookie

BY KATIE MCDERMITT / ON FEBRUARY 21, 2022 / AT 11:46 PM

Have you heard of the impending doom of advertising as we know it? 🤖

It's a lot to take in — we're in the midst of a fundamental shift in the way companies and marketers will have to find customers online. What is that shift, you ask? Well, it's [privacy](#).

To really understand what's happening, check out this crazy timeline of events that have happened along with what's right around the corner. There may be a few other events that helped set our current circumstances in motion, but these are by far the hardest-hitting.

- 2015 – Apple allowed users to [block ads](#) in Safari way back on iOS 9
- 2017 – Apple releases a new macOS feature called [Intelligent Tracking Prevention](#) which limited a cookie's lifespan to 24 hours in Safari 12 and iOS 11
- 2018 – Webkit releases [Storage Access API](#), which basically only lets cookies work during an informed customer interaction
- 2019 – Google says it wants to build a ["more private web"](#)
- 2020 – Apple announces full third-party cookie blocking
- 2020 – Google says they want to completely [eliminate](#) cookies by 2022
- 2021 – Apple rolls out [App Tracking Transparency](#), blocks third-party tracking by default
- 2021 – Facebook starts to [hate Apple](#)
- 2021 – Google [delays](#) total cookie annihilation until at least 2023

Search ... Search

RECENT POSTS

- The Cookie is Dead – Long Live the Cookie
- Case Study – Keyword Positions Skyrocket
- Best (and worst) Super Bowl Commercials of 2022
- How to Budget for Social Media Management & Paid Social Campaigns in 2022

Did we learn? Apple wants the utmost privacy for its userbase, social media companies whose ad models rely on tracking their massive userbases lose around [\\$10 billion](#), and Google agrees with Apple but thinks it's too fast to be handled responsibly. But then there's the whole Facebook and Google collusion thing. 🤖

Rufus Scrimgeour: "These are dark times, there is no denying."

breaths now...



What? What is a business to do now that tracking user data is severely hindered? We obviously don't want all Peeping Toms or Godivas, but we still have businesses to run and stuff to sell.

Let me tell you about... 🤖

Best Tools for Cookieless Customer Acquisition

Before we do before anything we could ever want to know about our customers was merely a click away?

We collected our own data! 🤖

Simply, it's advised to have a portfolio website outside of social media lest our social environments fall to pieces. Designing your social media strategies, both organic and paid efforts need to have a backup plan. This is a natural principle that we live by here at Endurance, but others — well, they're not so lucky.

Many different ad platforms, but the two biggest are Google and Facebook. And while an omnichannel is best to cover all of your bases, fundamentally, they couldn't be further apart.

Simply, Google offers two main paths while Facebook mainly offers one. With Google, you can take the time and utilize your blog to [write](#) meaningful content to help boost on-site SEO and rank higher in Google or tap into your local markets with a free [Google Business Profile](#). And of course, paid ads. We won't get into the right now, but it's a [pretty big deal](#). Facebook, on the other hand, is basically only paid ads, although access to roughly [3 billion users](#).

If the answer is to collect our data, what's the best way to do that? And once we have that data, how can we use it in a way that will benefit us the most?

So those are just a few of our favorite tools to use for keywords. It's powerful stuff, to be sure. But what about all of your social media accounts? That's where social media listening comes up to bat.

It's not enough to just have a profile on all of the social platforms. With all of that meticulously tracked data about to go extinct, our best bet is to go directly to the source. Tools like [Falcon.io](#) and [Mention](#) allow you to find out who's talking about you on what sites and in what context.

For example, we love being mentioned online (totally not vain 🤖), but we really love when people talk about needing help with marketing. With these tools, we can watch out for certain phrases or keywords that could help us either design better, more focused ads or present opportunities where we can better engage with our audiences, both existing and (hopefully) new.

And That's the Way the Cookie Crumbles

Our reliance on cookies and third-party data are coming to an end. We've relied on it for far too long and, if we want to continue succeeding, need to reprioritize exactly we engage with our customers online. This starts with creating better content that's actually valuable to your customers.

It has been a fun run, though. 🤖

Let's pour one out for our homie, OG Cookie, one last time.



Of course, we're always here for you no matter what your [content needs](#) may be. Or for a shoulder to cry on. 🤖




cookies, cookie is dead, privacy, seo


Social Media Articles (LinkedIn)

VIDEO MARKETING EXAMPLES

How Drones Are Changing the Way Field Service Operates

Published on January 24, 2022





FieldConnect, Inc.
1,174 followers

✓ Following

Drones. You've probably seen a few at some point in your life — if not, you've at least heard of them. [Amazon](#) popularized the theory of drone delivery, burning the thought of a quadcopter hovering in front of our house to deliver a set of earbuds and a [Keurig](#). [Movies](#) have adopted the technology, saving both the time and money it used to take to get a cinema-rigged helicopter. And of course, there's that kid in your neighborhood that's piloting over your BBQ — you can hear it, but you just can't see it. Jokes aside, drones are fast becoming an integral part of our lives, from pleasure and entertainment to mission-critical rescue efforts and large-scale surveying efforts.

of saving lives, DJI [released a paper](#) in 2017 titled "Lives Saved: A Survey of Action". They found that between May 2016 and February 2017, 38 lives were or 42 weeks. It's moments like these that truly display just how amazing a vertical ur surroundings can be.

Drones Help Field Service Workers Increase Sustainability?

d service world, drones are being deployed in a number of ways where larger fits like planes or helicopters are too expensive or too impractical. [Measure](#), the ware platform from [AGEagle](#), released a [white paper](#) detailing the benefits of r wind turbine technicians. In it, they say that a drone can inspect 100% of a ade in about 10 minutes, with a total inspection of all three blades only taking minutes. In contrast, [DJI](#) stated that an average in-person turbine inspection can oximately three to six hours excluding safety precautions and prep time. As you ly imagine, that's a huge win for field service teams in that field.

that down a bit further, using a drone can reduce inspection times, eliminate safet and save companies money. That should then allow those technicians to get more e since their inspections take minutes and not hours. And with wind energy being ant for [reducing emissions](#), performing maintenance in a timely manner has neve important.

Government, Fire, Oil Spills, and Volcanos

Department of the Interior released their [UAS Program 2020 Use Report](#). Feel ed all 30 pages, but some notable takeaways are how the DOI continues to increas hts for wildfire relief. This allows for better wildland fire management including awareness, digital mapping, and aerial ignition.

ing there, they're also using drones to detect, track, and predict oil spills utilizing acking data at the Colorado River. This simulation allowed them to create accurat models of oil behavior in the event of a spill in vulnerable waterways like rivers and lakes.

volcanos? When [Kilauea](#) erupted back in 2018, scientists needed to collect water from a lake that formed in a crater at the bottom of the volcano. The water, which ed potential insight into what they could expect from this eruption's contents, was ly remote and labor-intensive. After a bit of testing and planning, the DOI designed able process that could easily handle the collection efforts with — you guessed it,

ter Ready

ou've got boots on the ground, having an elevated view of your surroundings can be erence between a successful disaster response plan or catastrophe. Drones are now of carrying extremely useful payloads like infrared cameras and gas detectors while ing to keep the drone pilot out of harm's way. At the Outer Banks in North Carolina, [boats](#) are already being conducted to help aid in the delivery of essentials during es. An all too common occurrence for the chain of islands, these first steps will help aid like food and blankets to those who may be stranded in the storm.

ing with a great plan are great visuals. With 4K, 6K, and even 8K cameras becoming n, it helps to provide better visual fidelity and the ability to "punch in" for a closer points of interest. Also making use of the high-resolution cameras on drones, we're e to create highly detailed maps that can help spot troubled areas in need of repair or ify [potential hazards](#) that we may otherwise never see from the ground.

nned and Unafraid

enefits of drones are far beyond what we're able to express here. Every once in a while, ology comes out that is so truly game-changing that the possibilities of where it can ly go are endless. Companies that aren't already utilizing them should evaluate how field teams could benefit and implement some form of drone usage where possible ing it makes sense, of course). From aerial imaging to saving lives — and everything in between — this small controllable gadget has a bright future.

ON SEMICONDUCTOR
PLAYBOOK

THINK ON

ON Semiconductor®

CONTENTS

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TOP SECTION

HEADLINE CONSTRUCTION

THE HEADLINE is broken into two halves separated by a graphic rule. The lower portion of the top line should just cover the top of the horizontal rule as the top of the lower headline does the same.

This applies to English and German; longword emphasis, Mexican and Spanish require the use of the adjective in small capitals of separation between the headlines and the graphic rule.

VERTICAL RULE

It separates the headline from the text.

FIRST PORTION OF HEADLINE ALWAYS FLOWS INTO

THINK ON

Also set under the headline with the word think.

HEADLINES

The portion of headline is shown in Mexican and Spanish is shown in English the other graphic.

Headline should be 1/2 inch contained in 1/2 inch.

Headline should be 1/2 inch.

The last line for the first part of the headline is approximately 1/2 inch of the top of the headline.

INTERSECTION RULE

FIRST PORTION OF HEADLINE ALWAYS FLOWS INTO


THINK ON

Headline should be 1/2 inch contained in 1/2 inch.


Headline should be 1/2 inch.

[illegible]


SHARED ATTRIBUTES




Jeff



Zhang Wei



Finn



Hideki

EDUCATION (WW MEDIAN)

Level	Percentage
Undergrad	64.9%
Graduate	35.1%
Postdoc	0.0%

FRUSTRATIONS

- Project time constraints
- Do more with less
- Involved in more projects YoY (per China)

CHALLENGES

- Reduce costs & produce a better ROI
- Self-taught on the latest tech & techniques
- Maintaining time & efficiency (timelines)

MOTIVATIONS

Find easy-to-consume tutorial content

- Japan
- Germany

Video is becoming increasingly important to my growth in industry knowledge. I am well educated, innovation and creativity are primary drivers for my work. I am open to discussing side projects for a multitude of reasons. My confidence is growing to take more risks to innovate.


TOP WAYS TO DISCOVER NEW PRODUCT / TECHNOLOGY INFO

Method	Percentage
Manufacturer sites	56%
Laboratory sites	52%
Email (Newsletters)	50%
Online video	43%
Webinars	32%

TOP TECHNOLOGY ADOPTION AND FUTURE INTEREST

Technology	Percentage
Sensors	85%
Depth Processors	69%
IoT	67%
Design Tools	59%
AI/Windows + Intel	56%

UNITED STATES - English



Jeff

CULTURAL / REGIONAL INFLUENCE

"Pragmatic" approach to engineering projects - biggest success can be determined on how well the final product works in practice vs. conceptual and industry guiding principles/theories.

Peer influence & team dynamics increase peer oriented and external competition.

RISK

Order, SENIOR ENGINEER target.

More responsibility to the projects, budgets, and on-time delivery (addition/risk to complete delivery).

Usually the lead and mentor in a small pool of engineers.


EXPERIENCE 26.4 years

Gender Male

JOB TITLE Engineer

ROLES Hardware, Software, Electronic, Design

GERMANY / CHINA - English



Hideki

EXPERIENCE 21.3 years

Gender Male

JOB TITLE Engineer

ROLES Hardware, Software, Electronic, Design

EXPERIENCE 21.7 years

Gender Male

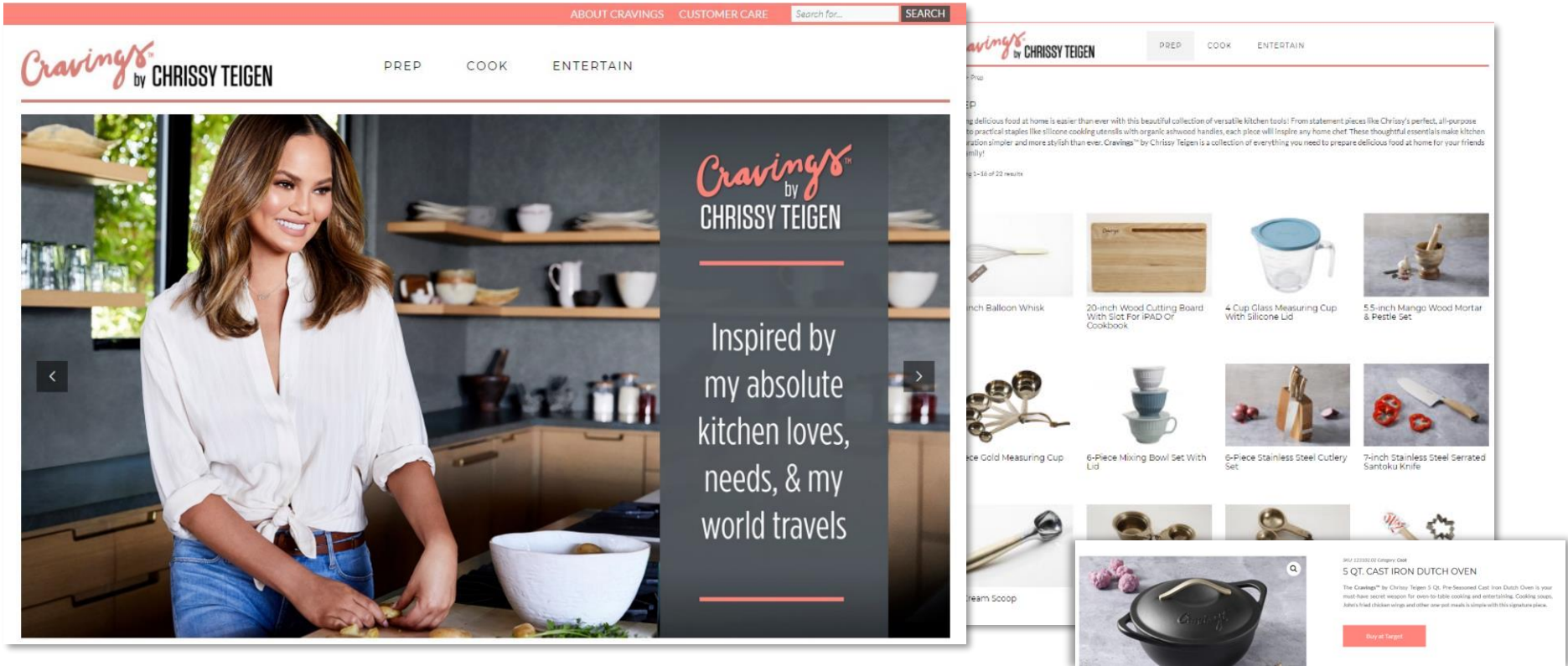
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ROLES Hardware, Software, Electronic, Design

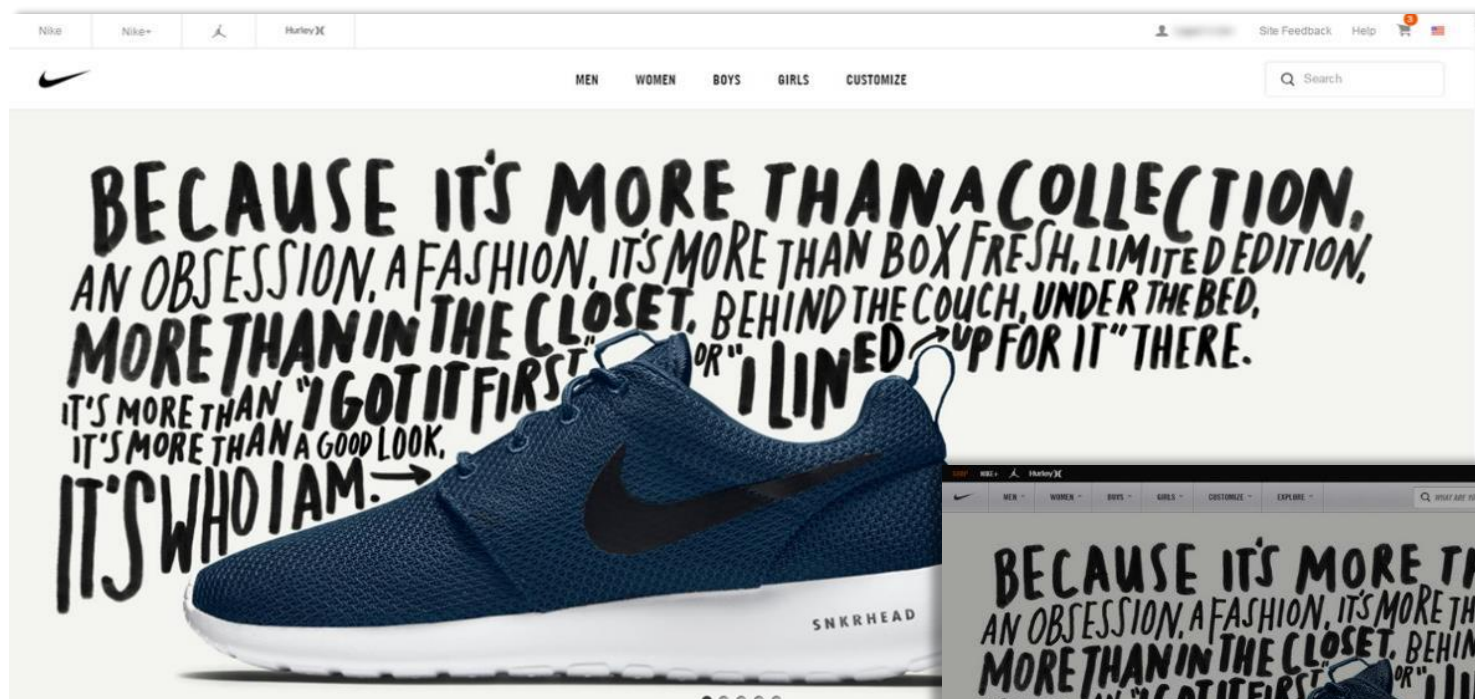
ENDURANCE

thinkENDURANCE.com

Web Design & Development



UX/UI Content



Social Media Pages/Apps

KINDER'S The Official Sauce of the San Francisco 49ers

Kinder's Ultimate 49ers VIP Blitz

Just 6 Kinder's® VIP Party package for two available. And it could be yours!

THE NEXT HOME GAME - Nov 10
Panthers vs. 49ers

Your November 10th Game Day package turns you into a superstar VIP, earning you exclusive access to the Kinder's® VIP Tailgate Party inside The Stick.

GRAND PRIZE

- ★ The ULTIMATE VIP Party Blitz!
- ★ Exclusive access to The Pavillion
- ★ 2 great tickets to the game
- ★ Stadium parking pass
- ★ All you can eat Kinder's BBQ
- ★ Complimentary drinks
- ★ Meet legendary 49ers in person

SECOND PRIZE

1 Year Supply of BBQ Sauce (5 Winners Picked Each Week)

THIRD PRIZE

1 Year Supply of BBQ Sauce (5 Winners Picked Each Week)

You know you're hungry for this. Let the games begin...

Enter your email below for a chance to win this amazing One-of-a-kind experience. Then IMPROVE your chances of WINNING by sharing on Facebook and Twitter pages, AND by grabbing a picture or video of yourself with your game face on showing your love for Kinder's BBQ and the 49ers and posting to Instagram including the special hashtag.

Already Entered From Your Phone? [Click Here.](#)

All others, enter the contest below.

Enter Your Valid Email Below
(Contest winner details will be sent to this email)

Your Full Name

Your Valid Email Address

☐ By checking this box I agree to receive future offers from Kinder's BBQ. Opt out anytime.

Enter Me For This Party!

Now put your game face on and SHARE using the hashtag below for more chances to win! It's easy.

[f](#) [t](#) [i](#) **#KindersVIP**

IMPORTANT! Make sure all posts are set to PUBLIC.

Facebook {5 Points}*

Either on your own directly from Facebook, or using our share button, share status updates or pics about how badly you want to be at this party using the hashtag #KindersVIP.

That's it! 5 points towards more chances to win for every share! 100 points = another contest entry!

Share to Facebook

Twitter {5 Points}*

Either on your own directly from Twitter, or using our share button, tweet or post a picture about how badly you want to be at this party using the hashtag #KindersVIP.

That's it! 5 points towards more chances to win for every share! 100 points = another contest entry!

Don't have a Twitter account? Sign up for free at [Twitter.com](#).

Share to Twitter

Instagram {25 Points!}*

Put your game face on and show your love for Kinder's BBQ and the 49ers by sharing Instagram pics and videos using the hashtag #KindersVIP.

That's it! 25 points towards more chances to win for every share! 100 points = another contest entry!

Don't have Instagram? Free download available at [Instagram.com](#) for iOS and Android.

Share to Instagram

Instagram real-time feed

Total Points Scored: 1,980,156

WHAT NOW?

Let's keep the ball rolling.

Can we Help? Have any Questions? Want more examples?

info@azadvertising.co

