

# CONTENT IS KING

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PRODUCING ENGAGING CONTENT ON SOCIAL MEDIA IS AN INCREDIBLY POWERFUL STRATEGY TO PROMOTE YOUR BUSINESS.

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**T**he shift from the hustle and bustle of the big city life style, to a laid back region in the North Island of New Zealand has seen the Italian entrepreneur Andrea Bozzi, founder of Likuid Media, use it as an opportunity to fully focus on building his business.

Having worked as a freelance filmmaker and social media manager internationally for several years, Andrea acknowledges one of the things he enjoys about his business being based here in Taranaki is that it's easier to build a network very quickly. Being a smaller community, Andrea has found everybody here in New Plymouth very friendly, something that you don't always get in larger cities.

“Before moving to New Plymouth I was based in Sydney I did not have a solid network. It would have taken me much longer to forge quality connections. Quality over quantity is key for me.”

Likuid Media is a digital agency that helps businesses grow through social media marketing and content creation. Andrea and his team work with his clients to connect their products or services to thousands of people who may be interested in them through Facebook and Instagram.

“Advertising through social media is powerful because you can target your exact demographic of



your customers, according to their interests and behaviour”.

In addition to that, being a filmmaker and photographer he also produces content that's used to build his client's brand. He emphasises the importance to use video content. “If you think about it, people remember 20% of what they hear, 30% of what they see and a stunning 70% of what they see and hear combined. Video is hands down the best way to get people's attention and get a message across since it's immersive, instant and easy to connect with emotionally. Hence, it makes a lot of sense for businesses to invest in a corporate film or brand video for example.”

Andrea was able to integrate in the local business community very quickly, producing content for the Chamber of Commerce, WOMAD 2019, New Plymouth District Council and filming a project for the TSB community Trust capturing the story of the Parihaka community garden (Te Māra Hāpori ki Parihaka).

He acknowledges that it can be daunting for some business owners to invest more in video and social media marketing since it has become more popular only in recent years. “Social Media is where all the attention is right now. With over 3 million monthly active users on Facebook and Instagram in New



Zealand alone, these platforms can be extremely effective marketing channels for businesses”.

As a passionate photographer and filmmaker Andrea finds: “The most rewarding feeling is the positive feedback that a client gives me after they get to see the final result of a video or social media campaign”.

He wasn’t sure what to expect when moving to Taranaki. After Living here for a year now, he says the sight of Mount Taranaki still amazes him every time. “There is something very captivating about it.” Our beautiful landscapes are perfect for a photography and filmmaking, and Andrea takes time out by taking photos at Back Beach or flying his drone to capture aerial photography and footage. “Being based in Oakura I get to enjoy some stunning sceneries. With the mixture of ocean, forest and hills the beach is my favorite place to go for a run and disconnect.”

Andrea has also started a Facebook Group “Facebook Marketing support for Business Owners” where he gives weekly live training on how to leverage the social network. “It’s a good place for me to connect and engage with business owners and answer questions they have. Feel free to join if you would like to learn more.”

Likuid Media runs monthly seminars where Andrea teaches business owners how they can use social media to market their business more efficiently. He wants to

help and educate why it is essential to be more active on social networks and produce digital content. “The functionalities that Facebook and Instagram offer when running advertising campaigns are incredibly powerful. And we help our clients to fully leverage these platforms, in order to generate more leads and sales”.

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