

From the Boston Business Journal:

<http://www.bizjournals.com/boston/print-edition/2011/05/06/business-social-movies-exposure-on.html>

Business social: Movie's exposure on YouTube was 'Dream' come true

Premium content from Boston Business Journal

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Rick DiGregorio | CEO of North River Films

Founded: 1994

Employees: freelance, hired as needed

YouTube: northriverfilms

Facebook: North River Films

Web: www.northriverfilms.tv

For years, **Rick DiGregorio** had a website up for his film production company. The problem was attracting people who didn't already know about the company.

He started posting trailers on YouTube when he entered his documentary, "Dream," in the 2009 Santa Fe Film Festival and ended up winning the audience award. Now, whenever he does a new film, he posts a segment on the popular video site rather than his own company's website, where it's not only more likely to be found in a search, but it's also free.

"It costs absolutely nothing to post it on YouTube, and it costs absolutely nothing to embed it on your website," he said.

DiGregorio, 55, is making a his foray into Facebook and Twitter slowly, making sure to get it right from the outset.

"The problem with the Web is, once you do something, it's very hard to undo it," he said. "I don't want to mess up out of the gate."

He says the biggest challenge is not so much the technology, but the culture. Any small event can be the basis for a blog post, he said, as long as it somehow relates to the business.

"The way it is now is incremental, not monumental," he said.

When he launched a website to promote videos aimed at high school athletes who want to market themselves to colleges, he first bought banner ads on sports club websites. But it didn't pan out.

"The banner click-through is just not working," he said. "People have been inundated by banners, and they're basically noise."

Now, he focuses on making the site come up high in the largest search engines when someone looks for "high school sports video," as well as raising the profile of his company in a digital age using old-fashioned word of mouth. That's where the social media comes in.

"The thing is, this whole social media is what it is," he said. "It's not just getting there. It's getting there, and to the target audience."