

octave
digital

VIDEO PRODUCTION AND PROMOTION SERVICES



SERVICE OVERVIEW

The Power of Video in Marketing

Video content now plays a hugely important part in the modern media mix. As a quick and engaging form of content, consumer use of video has increased massively in the past few years. In response to the growing demand, more businesses are investing in video content as a very effective way to communicate with potential customers.

Put simply, a professional short video of your brand, product or service will act as an attractive and engaging way to target consumers.

Service Summary and Contents

Octave Digital offer a superb video production service for businesses. We also offer a highly effective video marketing service to promote the video content online - using highly targeted digital and social media advertising to get your content seen by the right audiences.

- Video Production: Professional, Quality Short Video for your Business (Page 3)
- Marketing Campaigns for Video: Highly effective digital and social media marketing campaigns to promote your video content (Page 4)

If you want to gain an insight into how we've helped businesses - check out the Case Study and learn how we helped an Irish recycling company gain a huge increase in electrical item donations at its events across Ireland.



VIDEO PRODUCTION AND MARKETING SERVICE

Video Production and Marketing Service

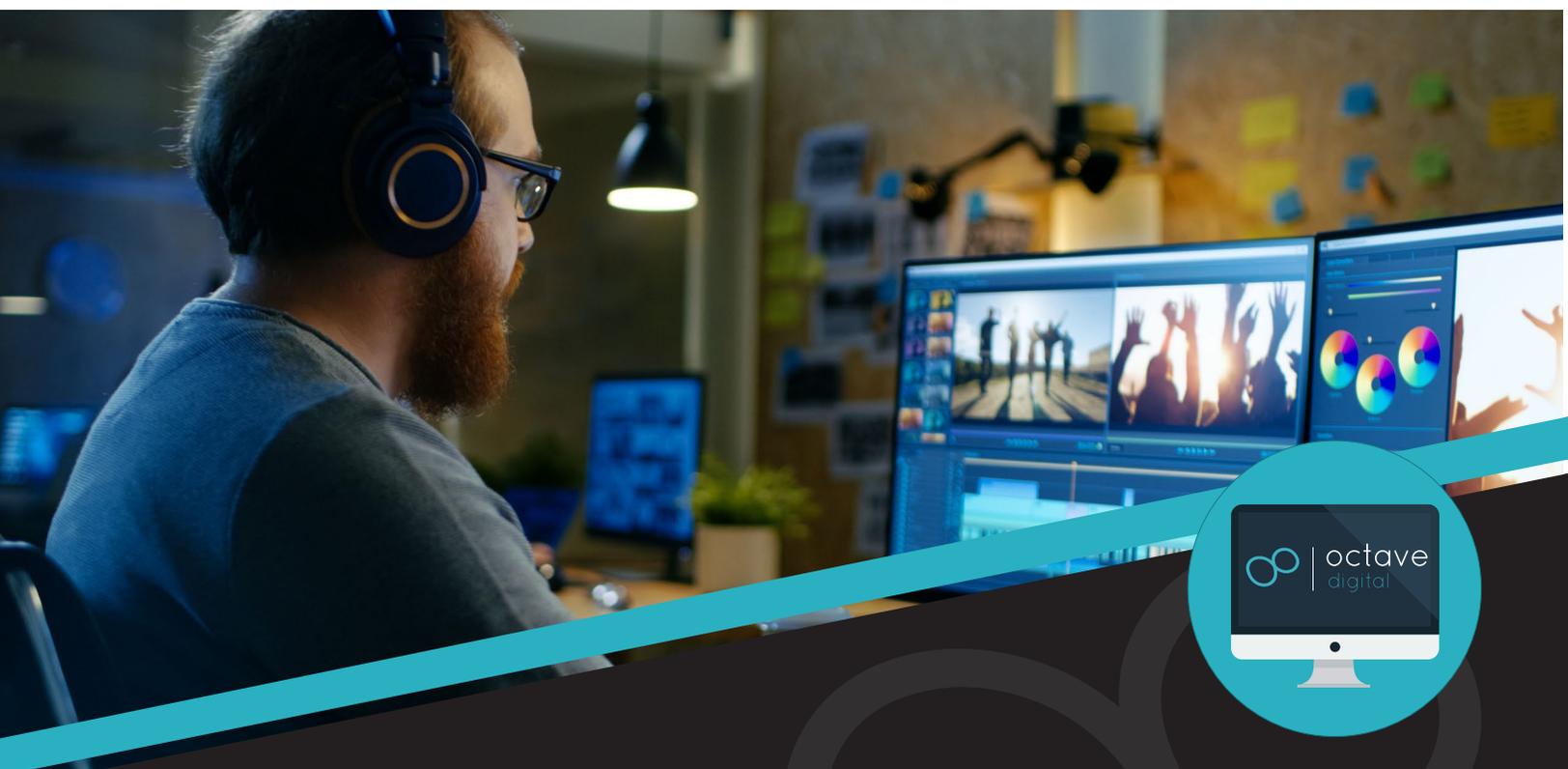
Video Production: Professional, Quality Short Video for your Business

Octave Digital offer a fast and efficient service delivery to produce the right video for your business. The stages in the process are:

- Client meeting to assess needs, agree content and cost
- Storyboard of video - breakdown of the key elements of the video production including key shots, interviews, products, use of background images
- Live shoot
- Post-Production: Editing, voiceovers or music
- Delivery of final video

Timescales: Typically less than 3 weeks from initial client brief to final delivery.

Costs: Video production costs from £900 + Vat.



VIDEO PRODUCTION AND MARKETING SERVICE

Video Promotion Services

If you've invested in a good quality business video then you need to promote and market it effectively online. Octave Digital offer a first-class service to promote the video to carefully targeted social media advertising aimed at reaching the right target audiences online. The service includes:

- Identifying your target audiences online
- Setting up and managing an advertising campaign online focussed on Facebook (for consumer campaigns) or LinkedIn (for B2B)

The promotion and advertising activity ensures that your video appears highly visible to a very sizable and relevant audience and benefit from interaction and engagement via social media.



CASE STUDY



A Landbell Group Company

Powerful mix of video and Facebook marketing achieves a huge boost in recycling visits.

The European Recycling Platform Ireland, part of the Landbell Group - a leading global supplier of recycling services, required a campaign to quickly build awareness, interest and increase donations at Electrical Recycling Drop Off Days across Ireland in autumn 2018. The company wanted to go beyond a traditional approach to marketing and utilise video content and social media marketing.

Our Solution and Service

Octave Digital developed a campaign based on a powerful mix of video content and Facebook advertising.

The Video: Consumers needed to quickly understand the background to the Electrical Recycling Initiative and find out how they can drop off their spare items at their local depot. Octave Digital worked with video production expert Niamh MacAuley to storyboard and produce a short 45-second professional video the featured the following elements:

- Images of footage of people recycling electrical appliances
- Customer Interviews
- Information on how people can get involved



CASE STUDY

The Facebook Advertising Campaign:

Octave Digital combined the power of professional video content with targeted Facebook Advertising. We created eight different Facebook Ad campaigns featuring the video and geo-targeted at the local county area.

Campaign Results

The video and Facebook marketing campaign was a huge success - resulting in a very significant increase in attendance and recycling donations at a number of Drop-Off Day events. In total the Facebook marketing activity resulted in a total reach of over **137,000** people and over **36,000** post engagements (likes, comments, shares, video views).

ERP Ireland added a new video: **Electrical Recycling Drop Off Days in October 18: Co. Kerry.**

Posted by Paul McGarrity
25 September 2018 · 🌐

Want to support the environment and de-clutter your home by recycling? Then check out the free Electrical Recycling Drop Off Days in Kerry:

Listowel: Lidl Car Park, Fri 5th Oct (10am – 4pm)
Tralee: The Mart, Sat 6th Oct (10am – 4pm)
... See more



👍 52 38 comments 116 shares 10.4k views



CLIENT RECOMMENDATION

“ Octave Digital delivered superb results from their Social media advertising campaign to help promote our Electrical Recycling Drop Off Days in 2018. We were really happy with the short video produced for the events and with the targeted Facebook Advertising campaign. The combined activity had a very significant impact on increasing donations and showed the power of Facebook marketing when managed professionally. I'd certainly recommend working with Octave Digital. ”

Yvonne Holmes

Head of Corporate Communications
European Recycling Platform Ireland



A Landbell Group Company



ABOUT THE TEAM

Niamh MacAuley

Video Director



Niamh MacAuley is an experienced professional video producer and Director of Purple Dot Media. Since 2013, Niamh has worked with a diverse range of clients across the business and public sectors throughout Ireland including:

- First Trust Bank,
- Mid-Ulster District Council,
- Menarys Retailers
- The Ranfurly Arts and Visitor Centre

Niamh is dedicated to helping clients successfully communicate their brand and products via great quality, professional video content.



ABOUT THE TEAM



Paul McGarrity

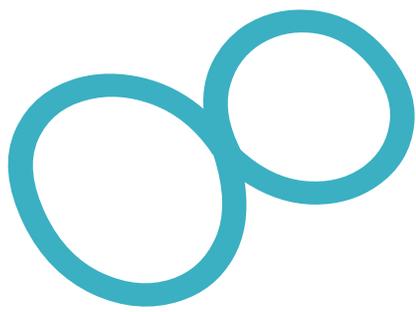
Marketing Director

Paul McGarrity is a digital marketing consultant with over 18 years experience in the UK and Ireland marketing sector and is Director of Octave Digital. Paul helps clients understand, adopt and utilise digital and social media marketing and focuses on consultancy advice, campaigns and training.

He has successfully worked with a range of clients including:

- Weightwatchers Ireland
- Wine Inns
- Monaghan County Council
- Wicklow County Council
- The Institute of Public Administration Ireland
- Transdev Ireland (Operators of the LUAS system)
- European Recycling Platform Ireland





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If you want to gain a professional video for your business promoted at your target audiences online, then call Paul McGarrity today to discuss your needs.

07974 689642

00353 1 6855942 (Rep of Ireland)

Email: paul@octavedigital.co.uk

