



octave  
digital

# Digital and Social Media Campaigns

For Irish Public and Government Sector



# Contents

<b>HOW WE HELP OUR CLIENTS</b>	<b>03</b>
<b>OUR EXPERIENCE</b>	<b>05</b>
<b>MODERN MEDIA ENVIRONMENT: CHALLENGES AND OPPORTUNITES!</b>	<b>06</b>
<b>MARKETING CAMPAIGN SERVICES</b>	<b>09</b>
<b>SOCIAL MEDIA: ORGANIC CONTENT &amp; PAID ADVERTISING</b>	<b>10</b>
Social Media Strategy	11
Social Media Advertising	12
Organic Social Media Content Development and Management	14
<b>GOOGLE SEARCH ADVERTISING</b>	<b>15</b>
<b>VIDEO CREATION</b>	<b>17</b>
<b>YOUTUBE ADVERTISING</b>	<b>18</b>
<b>CASE STUDY</b>	<b>20</b>
<b>RECOMMENDATION</b>	<b>25</b>

# How We Help Our Clients

## Octave Digital - Delivering exceptional marketing campaign results for Public and Government Sector.

Octave Digital is a specialist digital and social media marketing company. Operating across Ireland, the company helps clients across the Public and Government sectors to significantly improve their impact online. We do this by using our wealth of experience and skills across digital marketing, social media, video content and search advertising.

Since 2009, Octave Digital has helped over 100 organisations – from Ireland South East to Tipperary County Council – to significantly improve their marketing performance through managed campaign services.

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### We deliver:

- Highly targeted and impactful online campaigns across Facebook, Instagram You Tube and Google – using deep targeting to ensure we reach the most relevant audiences
- Much better value for money compared to very expensive and low impact forms of communication (such as printed documents and newspaper adverts)
- Campaigns that work: most in-house public sector digital / social media is performed poorly and wastes valuable resources. We utilise digital advertising and our experience to ensure your campaign reaches the right audiences. This is incredibly effective when delivered properly.

## Demonstrable Results and Value for Money



### Octave Digital has helped Public and Government sector clients to achieve:

- High visibility campaigns – published directly into the social media newsfeeds of target audiences



### Demonstrable Results:

We can clearly show the impact of our work. Check out our client case studies for more details including -

- Royal Canal Greenway – significantly improved the social media performance for Royal Canal Greenway, including a 1500% increase in Page Visits / Increasing engagement by over 300%



### Highly Experienced Experts:

All our campaigns are powered by professionals with many years experience in their respective areas – from Google to Facebook Advertising



### Full Service Range:

From Website development to Video production and Training

# Our Experience

Operating across Ireland since 2009, we've delivered high impact advertising campaigns for:



Comhairle Contae Thiobraid Árann  
Tipperary County Council



An tOmbudsman Seirbhísí  
Airgeadais agus Pinsean  
Financial Services and  
Pensions Ombudsman



**Paul McGarrity**  
Director

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Octave Digital

# Modern Media Environment: Challenges and Opportunites!

## Digital and Social Media Opportunities - 'Follow the Eyeballs'.

Media habits have changed very significantly in the past decade, with Irish people now heavily dependant on Digital and Social Media platforms for information and news.

The overall time spent on social media in Ireland has increased to a massive 1.56 hours per day – on sites such as Facebook and Instagram.

Just as large brands and small businesses alike have realised – investing in targeting people using online and social media, can be very effective.

**Royal Canal Greenway**  
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Experience Old Ireland in all its nostalgic glory, experience pub culture and warm, welcoming people.  
Immerse yourself in the peaceful environment as you cycle along the greenway, taking in the sights and sounds of the beautiful Royal Canal Greenway surroundings 🇮🇪 🚲

Royal Canal Greenway in Ireland is the perfect destination for a peaceful and rejuvenating break

So why wait? Book your trip today and discover the beauty of the Irish countryside for yourself! 🍀

## Decline in Print Media - More News From Online and Social Media.

The trend corresponds with a very definite decline in print media readership in Ireland. RTE reporting on the Reuters Digital News Report Ireland in June 2023, highlighted that:

- The percentage citing newspapers as their main source has hovered around in the single figures: 5% in 2023\*
- In contrast, news from social media has grown from 16% (2017) to 20% (2023) and 'Online – excluding social media and blogs' has gone up from 28% (2017) to 32% (2023)\*

So over half of Irish people now get their main news consumption from online and social media!

\* Source: [www.rte.ie/brainstorm/2023/0614/1389033-reuters-digital-news-report-ireland-print-newspaper-readership/](http://www.rte.ie/brainstorm/2023/0614/1389033-reuters-digital-news-report-ireland-print-newspaper-readership/)

## The Missed Opportunity

Unfortunately so many Public and Government sector organisations in Ireland have missed out on huge opportunities to have a strong impact online. The dominant reasons for this include:



### Media Choices:

Over-reliance on news publishers (print and digital) – no investment in professional social media advertising



### Wasting Resources:

most social media activity (organic posts and advertising) is performed poorly and wastes valuable resources.



### Knowledge & Expertise:

Having a really effective impact on Digital and Social Media requires high levels of knowledge and practical skills

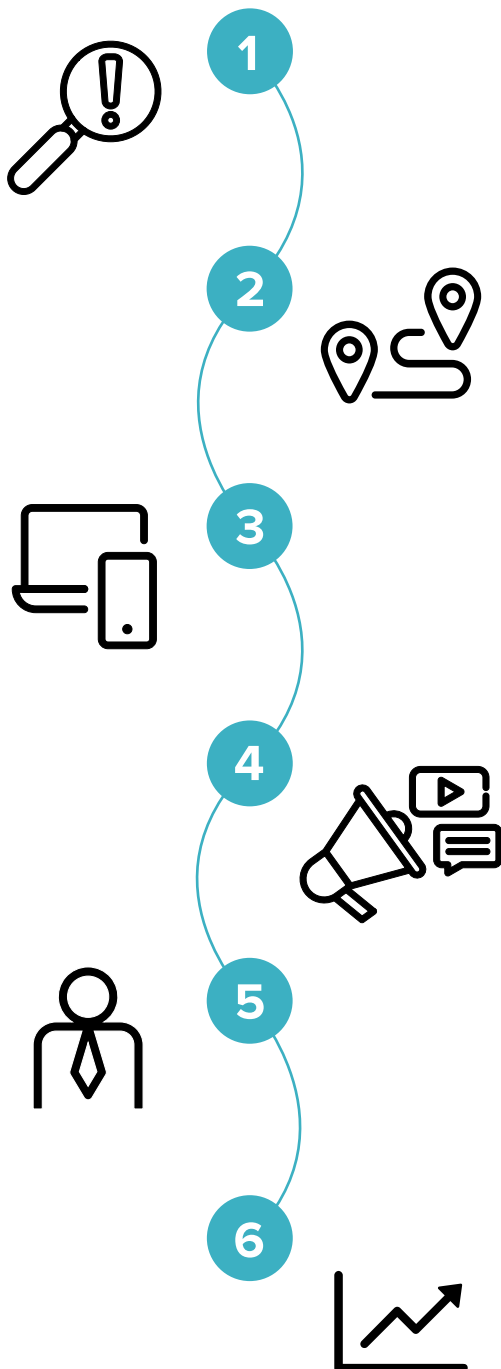




# Marketing Campaign Services

## Our Service Process

As a specialist company delivering professional campaigns to the Irish Public and Govt sector, we typically work with organisations based on the following process:



### Identify:

Assessing your current impact and defining your communications goals and required results

### Planning:

Developing a short but effective roadmap for your campaign

### Media:

Utilising opportunities including:

- Search Advertising to quickly achieve highly visible results in Google Search;
- Facebook and Instagram Advertising - to reach and influence audiences

### Content:

Development of high quality content – from Social Media Posts to Video content – that will perform very effectively online

### Campaign Delivery:

Professional expert set up of your campaign - marketing and – managed by experienced professionals

### Results Reporting:

We are highly results focussed - and will ensure there is a clear and demonstrable success based on the agreed objectives. And we'll support this with proven results reporting

# SOCIAL MEDIA: ORGANIC CONTENT & PAID ADVERTISING

Our service will radically and quickly improve your success on social media. We use our creativity and expertise to develop and post fresh and engaging content across social media. We'll also utilise highly effective social media advertising to focus in on your ideal target audiences.

## Core Services:

- **Social media strategy:** Developing a social media plan / policy for your organisation
- **Advertising:** Set-up and management of highly impactful ad campaigns
- **Organic content:** Production, posting and management of quality content on your social media channels
- **Support:** trouble shooting service to help with challenging social media issues





# Social Media Strategy

**The Octave Digital Social Media Strategy service enables you to:**

- Gain professional support and guidance to improve your social media

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- Quickly identify areas for improvement

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- Expert assistance at navigating common problems and challenges with social media (such as lack of resources, gaining content etc )

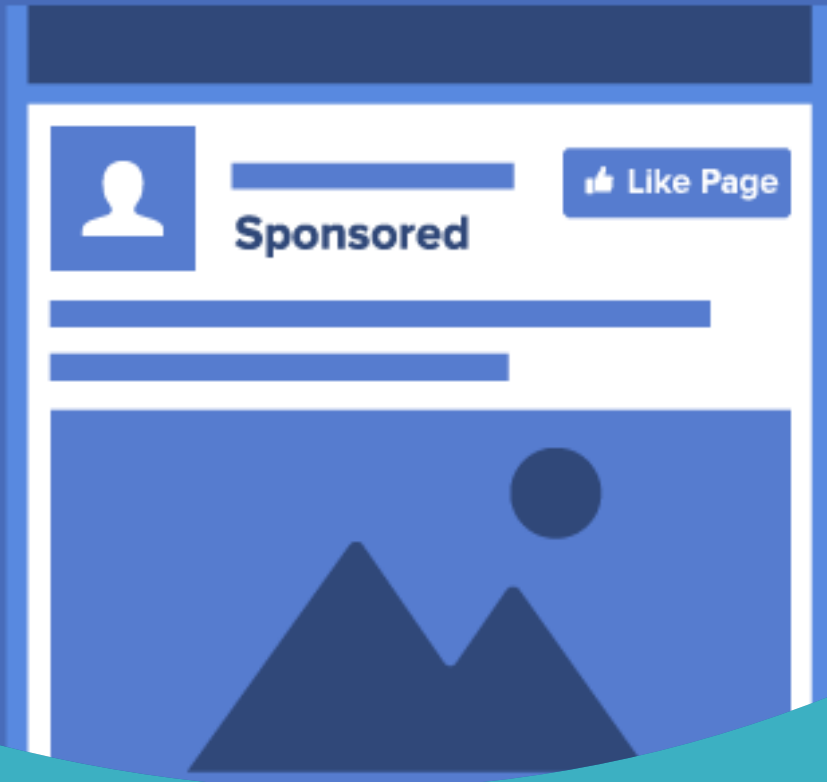
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- Training and upskilling in key areas of social media

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Octave Digital has helped many public and government sector organisations to significantly improve their social media - from Wicklow County Council to Special EU Projects Body.

Check out our Case Study on Social Media Planning: [octave-digital.com/case-studies/wicklow-county-council/](https://octave-digital.com/case-studies/wicklow-county-council/)



## Social Media Advertising

**Targeted social media advertising is a highly effective and good value way for organisations to:**

- Gain a huge increase in the volume of people you can reach on platforms such as Facebook
- Target very defined audiences: for example, an audience aged between 18 – 26 on Instagram
- Make excellent use of media spend compared to traditional media

All of our clients witness a very sharp improvement in their social media performance – as can be seen from our results in the case studies below.

## Why you need to Advertise on Social Media

There is a strong element of ‘Pay to Play’ on social media platforms – especially Facebook and Instagram.

Organic Reach (non-paid reach ) on Meta is now very low – meaning that very few followers (about 5%) will actually see your content.

And if you want to reach and impact a sizeable volume of people with a campaign – an ‘organic only’ (non-paid) approach is going to be very challenging . For larger campaigns, organisations need to commit to advertising, and that activity requires a strong level of knowledge and practical capabilities – in what is a very competitive field.

## Our Social Media Advertising Service

### Planning and Deliverables:

- Budget planning and maximisation
- Campaign Timelines and goals

### Targeting:

Targeting of key relevant audiences depending on network

- Geo-Location, Age Groups Targeting
- Interest Targeting

### Content Creation:

- Development of Ads – Ad copy and images
- Campaign Management and Results and In-depth reporting of campaign results

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- 🏠 Planning Application Alerts
- 👤 Community & Miscellaneous Alerts
- 🌊 River Height Alerts
- 💧 Bathing Water Quality Alerts
- 🏠 Property Price Register Alerts
- 🗳️ Electoral Area Updates

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# Organic Social Media Content Development and Management

Operated by experienced Social Media professionals, our Content Management Service will deliver a steady stream of professionally written, creative and engaging content. This will be used in conjunction with our highly impactful advertising service.

The outline of the service is as follows:

- **Planning:** Development of an overall social media strategy
- **Engagement Activity:** Positive interaction with people and stakeholders
- **Content:** Regular social media content design and posting
- **Monitoring Posts** for comments and issues

# GOOGLE SEARCH ADVERTISING

Search engine advertising is a highly effective way of promoting your organisation to people who are searching for a relevant key phrases on Google.

A search advertising campaign will ensure your website is highly visible in search engines for relevant key phrases. It will drive relevant search traffic to your website and result in a definite increase in interest and awareness for your organisation.





Google Ads work by placing paid-for adverts Google. The ads are shown when users enter relevant search terms, such as 'Make a Mortgage Complaint' on Google. The advertiser only pays when their advert is clicked by a user, who will then be directed through to your website.

While some public organisations are benefiting from using Google Ads, so many are really missing out on very relevant traffic.

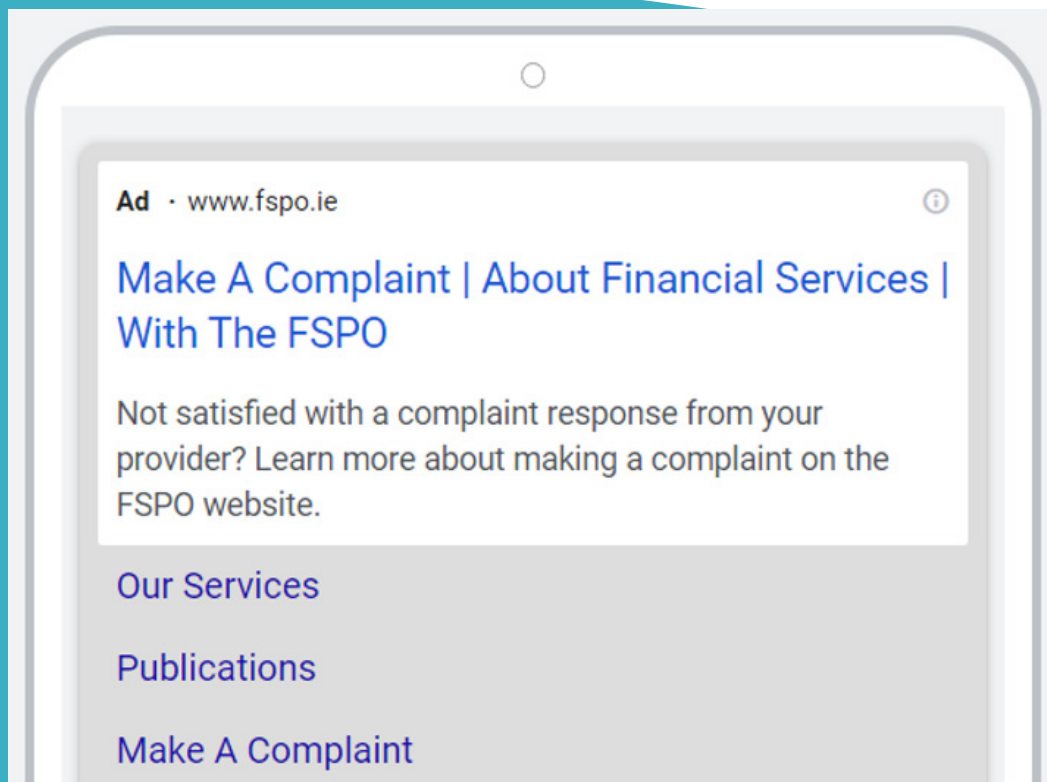
## Our Experience Helping Public Organisations Dominate Search

Octave Digital has gained highly impressive results for public organisations by using Google Ads – many of whom were previously missing out on Google traffic.

In fact, it's one of our most valued services – and we've delivered hugely beneficial results for clients including:

- **Financial Service and Pensions Ombudsman**
- **Ireland South East**
- **Cavan Tourism**

Our clients report a high impact and a tangible increase in relevant traffic / on-site activity coming directly from our Google Ads campaigns.





# YOUTUBE ADVERTISING

You Tube is a hugely popular social media platform (YouTube is the second most visited site globally) and should form a very important part of the overall digital marketing mix.

Despite its power and potential, You Tube is the most underutilised marketing platform in Ireland.

If you have good quality video content then we guarantee that we can gain very good value for money media spend to drive quality traffic to your website – and massively increasing the reach and impact of your video content!



YouTube

What To Watch

YOUTUBE

# VIDEO CREATION

## The Power of Video for Marketing

Video content now plays a hugely important part in the modern media mix. As a quick and easy to digest form of content video, consumer use has increased massively in recent years.

In response to the growing demand, more organisations are investing in video content as a fast, easy to digest way of communicating with audiences - often forming the bedrock of online campaigns.

This is especially the case of social media – where video content is now prioritised by most platforms and plays a critical part in advertising campaigns.





## Service Summary and Contents

Octave Digital offer a superb video production service for public and government sector organisations. Our main services are based on:

- **Video Production: Professional, Quality Short Video production**
- **Animated Video: Explainer videos**

Find out more on how we have created and promoted high quality video that played a central part in very successful campaigns for FSPO and Cavan Tourism, in the case studies below.

## Video Production: Professional, Quality Short 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 / animated production**
- **Post-Production: Editing, voiceovers or music**
- **Delivery of final video**

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# Case Study

## High Impact Social Media Management – Royal Canal Greenway

### Background

The longest greenway in Ireland, the Royal Canal Greenway stretches for 130km between Maynooth in Co Kildare and Cloondara in Co. Longford and opened in March 2021.

Waterways Ireland working in partnership with the four Local Authorities (Kildare, Meath, Westmeath and Longford) sought an experienced social media marketing company to promote RCG via social media platforms.

Octave Digital was selected to manage social media marketing based on the following objectives:

- **A meaningful increase in social media engagement and followings across key channels. Monitor and respond to queries twice weekly.**
- **Design and implement a highly productive social media advertising service to target specific audiences**

Shortly following our appointment, we delivered a very significant improvement in the quality of the social media content, follower numbers and engagement with audiences and stakeholders.

## Strategy

Our strategy work began where all proper marketing strategies should – with insightful, actionable market research to identify the best approach for reaching and connecting with the right audiences. Following our research, we created a strong strategy emphasising smart, effective use of modern digital marketing.

## Delivery

Octave Digital developed a social media plan based on the overall marketing plan – outlining key improvements across content and tactics and much-improved use of Meta advertising.

Social Media Content – development of inspiring and attractive content designed to stand out in social media news feeds and encourage engagement. The content played to the strengths of the RCG – with a strong focus on the following creative ideas:

- **RCG Scenes:** posting beautiful photos – that captured the seasons mood (e.g winter frost and dawn break at the Greenway)
- **User-Generated Content:** encouraging creation of sharing of social media content (photos and reels) that we shared on our own channels
- **Business profile:** key bars, coffee docks and restaurants along the RCG
- **Humour:** April fools ‘Penguins on the Greenway’ post
- **People profiles** on business owners from across the Greenway – to provide a much greater focus on real people.



## Digital Marketing Campaigns and Management

Our activity was based around gaining a sizeable increase in new followers and engagement from target audiences, in addition to encouraging existing followers to re-engage.

Facebook advertising played a very significant part in the marketing activity. With the right creative, messaging and promotion, Facebook is a genuinely powerful marketing tool that allows businesses and organisations to micro-target audiences quickly and effectively. It also offers the most cost-effective advertising on the market.

The Facebook advertising activity was concentrated around a number of core products and events. There's a snap-shot of some of the activity:



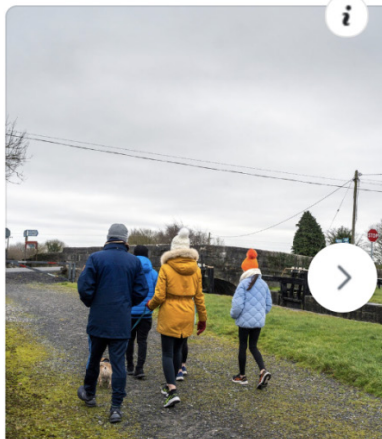
Experience an enchanting 130km trail with endless discoveries - There are plenty of spots to join the Royal Canal Greenway to connect with family, friends, nature or yourself for a long or short walk.



One Trail, Endless Discoveries

130km of endless discoveries - Visit t...

Learn more



130km of endless discoveries - Visit t...

Learn mo

## Social Media Advertising

Octave Digital significantly improved the results from social media advertising with a short timeframe. Our highly effective Ad campaigns were based on:

- **Targeting:** Much improved targeting of audiences across Facebook and Instagram
- **Ads Variants:** Developing a constant cycle of creatives – with optimising ad campaign results based on best performing ads
- **Retargeting:** Using best-practice Meta advertising strategies by Re-targeting people who were interested and engaged in the initial Ads campaign.
- **Reach:** Together we gathered a target audience through research and statistics and created two avatars to target. This was then the basis of our campaigns along with the board targeting to gate her any interested traffic to the page and website.
- **International Ads:** Throughout the campaign we target international ads. This was through some consumer research as we visited the business around the canal to gain information on who the main types of visitors were.

### Results

Our immediate impact across the quality of the social media content and the impact of the improved ads campaigns was commended by the client. We continue to build on the success of our work, which includes the following headline results include:

- **Page Following:** Significant increase in Page Likes by 79% from November 22 to March '23. From 4752 to 8,500 followers
- **Engagement:** Improving engagement (likes, positive comments and shares) by over 300% November 22 to March '23
- **Reach:** Throughout the campaign we gained over 3,100,000 impressions and over 808,000 reach from December 2022 – March 2023.
- **Likes –** We reached an impressive €0.20 per page like which is absolutely incredible and resulted in over 6000 page likes and followers for the page
- **Targetting the right demographics** we increased the average page visits from 450 per month to 7500 which is over a 1500% increase

# About Octave Digital

## Paul McGarrity Managing Director

Paul McGarrity is a digital and social media marketing Director and trainer with over 22 years experience in the UK and Ireland marketing sector. He is the Managing Director of Octave Digital, a specialist digital and social media marketing company.

Octave Digital helps clients across the Public, Government and Businesses sectors to significantly improve their online reach and engagement by using its wealth of experience across digital marketing, social media, video content and search advertising.



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Since 2009, Paul has helped over 100 businesses and organisations improve their digital and social media skills and to significantly improve their marketing performance. Clients include The Financial Services and Pensions Ombudsman, The Institute of Public Administration, Tipperary County Council, Cavan Tourism.

Paul is also an experienced and successful speaker and trainer on social media, and since 2014 has served as the Chair and key presenter at Social Media Belfast.



# Recommendation



*Octave Digital have delivered social media campaigns for my organisation for the last two years. They deliver a second-to-none service, always professional, organised, knowledgeable and reliable. I would have no hesitation in recommending Octave Digital.*

Joanne Hayes, Tourism Manager, Cavan County Council

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## Contact Us

Contact Paul McGarrity today to find out now we can significantly improve your digital and social media marketing.

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