

# Amazing Food & Drink

<https://amazingfoodanddrink.com/>



# Carlingford Oyster Company



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# Objectives

Global  
Recognition

Education

Engagement

Long Term ROI

Objectives

# Content Outputs

Documentary



Social Media



Education /SEO



# Multi-Channel Distribution

- YouTube
- Social Media
- Blogs/Website
- Global PR

AMAZING FOOD & DRINK

carlingford oysters

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Search Results for: carlingford oysters

Amazing Food & Drink results:

January 12, 2024 by Ciaran Connolly

**Oyster Farming, Oyster Shucking, and How to Eat an Oyster with Carlingford Oysters**

Picture this: a tranquil coastal town where the rhythmic lullaby of the waves meets the savoury treasures of the sea. Oysters, those ocean gems, have captivated palates and cultures for centuries. These food delights have [...]

Read more

January 12, 2024 by Ciaran Connolly

**Carlingford Oysters: The 3 Year Process Of Creating Great Oysters**

This video in our Ingredients Sourced series takes a look at the amazing team who bring Carlingford oysters into the spotlight. While visiting with the team we learned so much about how the oysters go [...]

Read more

February 14, 2024 by AFAD Team

**How to Shuck Oysters with Carlingford Oysters**

In this video, we join Louët-Feisser, owner of Carlingford Oysters to learn how they shuck their oysters and how you can shuck oysters at home for your own recipes. He shares some of his best [...]

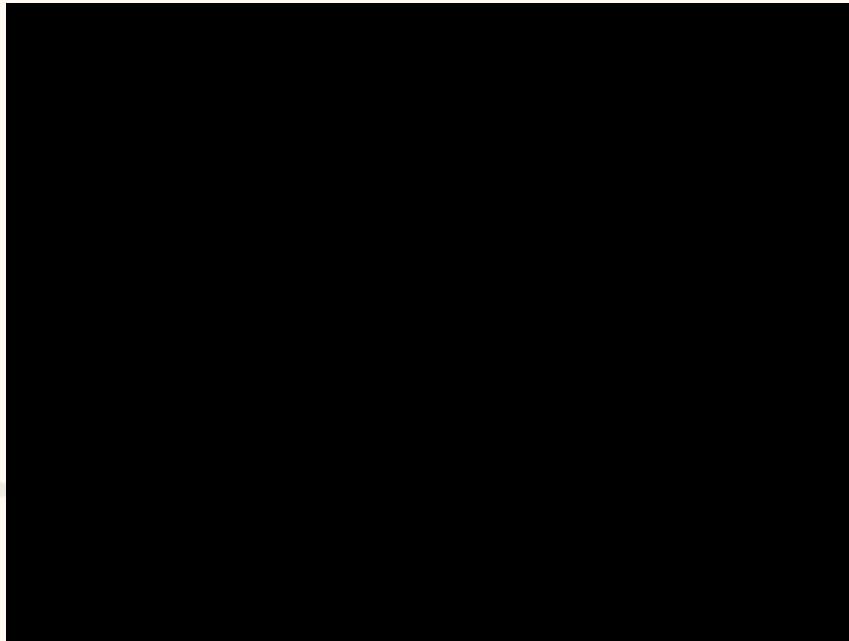
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COOKING SKILLS

DINNER

AMAZING FOOD & DRINK

# Multi-Channel Distribution



# Analytics and Optimization

## Metrics:

Impressions click-through rate (CTR) of 4.4%, high video views, and significant watch time.

## Costs:

- Production: €5,800
- SEO Optimization: €4,700
- Ad Spend: €750

# Outcomes

- Enhanced online visibility and engagement.
- High search ranking and increased organic traffic.

## Lessons Learned:

- Focus more on short clips for platforms like Instagram, TikTok, and LinkedIn.
- Engage with global forums like Reddit to reach highly engaged communities.