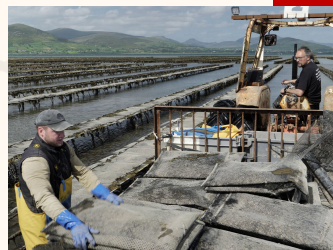


Amazing Food & Drink

<https://amazingfoodanddrink.com/>



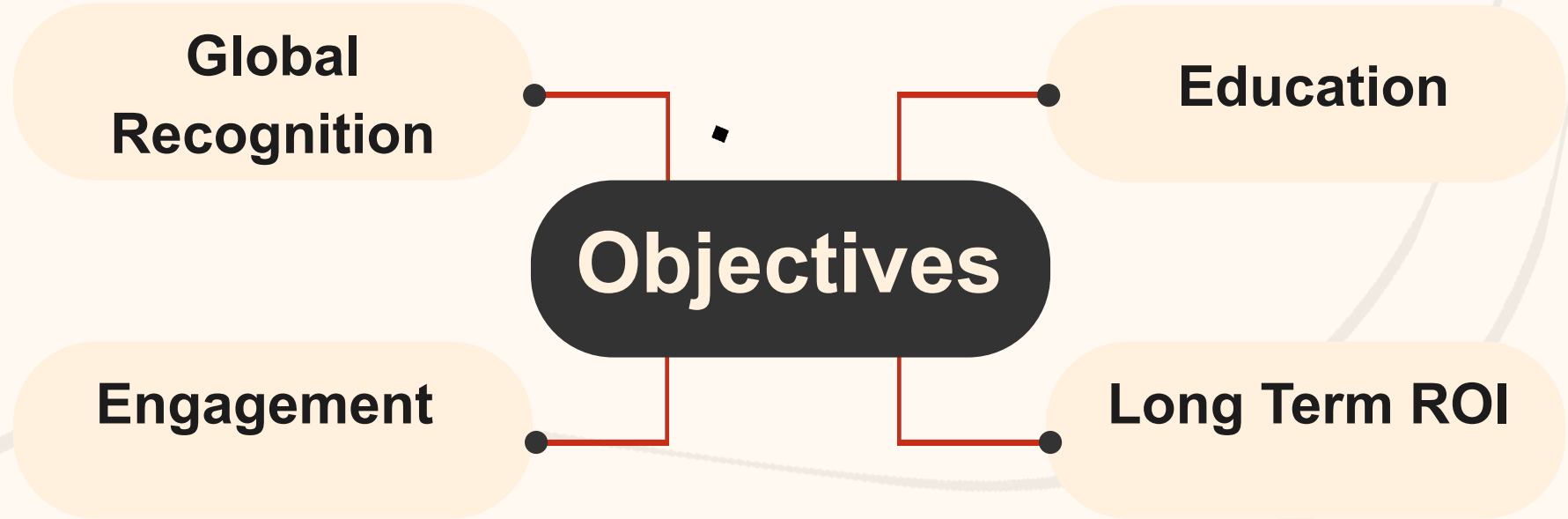
Carlingford Oyster Company



Carlingford Oyster Company



Objectives



Content Outputs

Documentary



Social Media

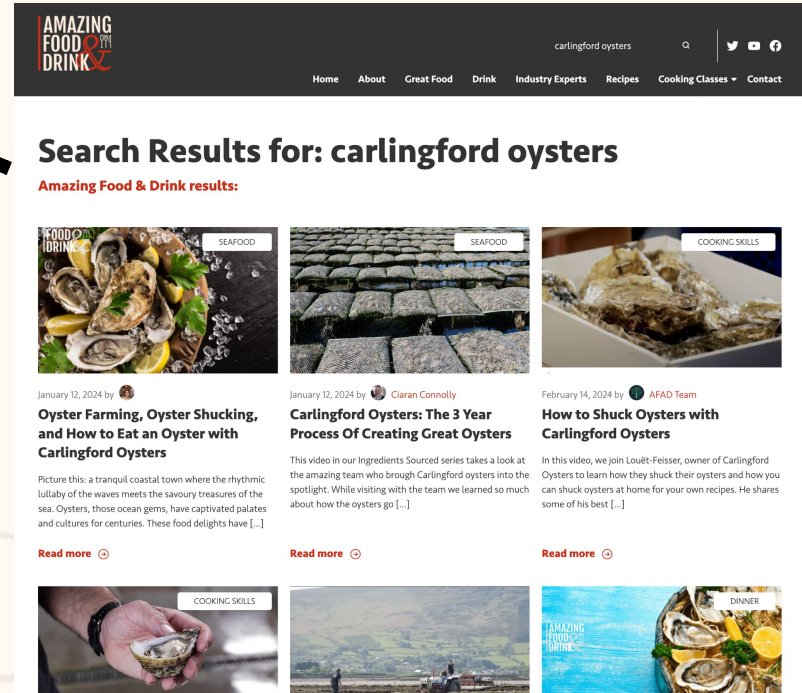


Education /SEO

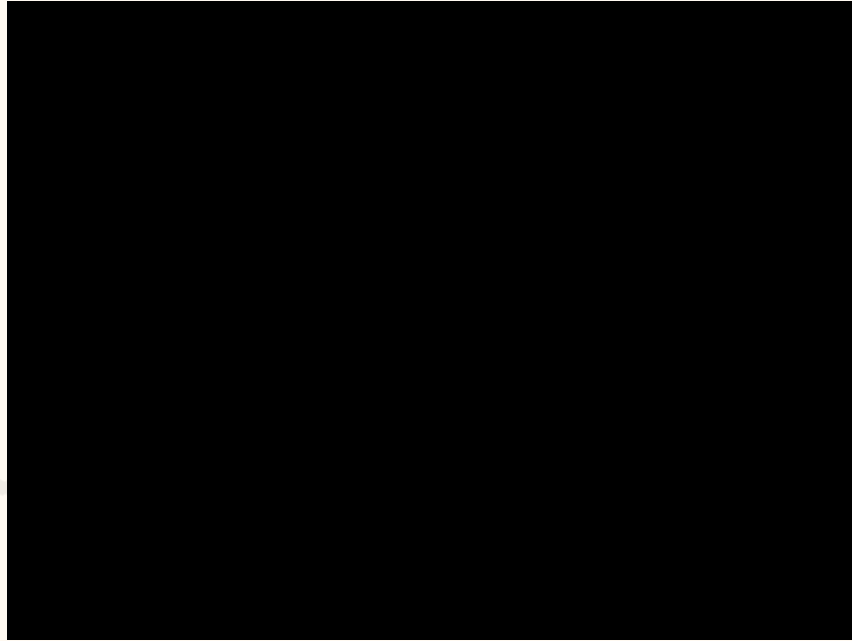


Multi-Channel Distribution

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



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.

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Lessons Learned:

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