# Pre-Campaign Report

## Client Overview

### Client profile

Aidan Mulcahy Managing director, M3 TV Productions Ltd, The Rubicon Centre, Bishopstown, Cork, Ireland.

### Number of Employees

M3 TV employees normally between 0-40 people depending on the size of the production project it is working on.

### Goods and Services Offered

M3 TV are one of Irelands leading production companies who work on screen to deliver compelling and professional video content for both Irish and International broadcasters . They also produce company training videos and documentaries.

### Key online marketing personnel

M3 TV has not currently got online marketing personnel as its marketing is solely delivered by word of mouth and the manner of professionalism in which they work.

### Age of the company

The company has been set up and running since 2009.

### URL

<http://www.m3tv.ie/>

### Website age

The newly designed website is 1 month old. Previous version was not maintained and consisted of basic content.

### Website Management

There was a once off contracted personnel to design and publish the website and since there is currently no professional website management.

### Social media such as Google+

There is no social media used to promote the company or the website yet. A fundamental flaw of the website is that it is not currently listed on the Google search engine, but yet in its first month published thee website had 10,000 hits.\*\*\*\*

### Company presence and sales via online and offline channels

The company sales have currently all been worked offline and the company have worked with RTE, TV3, TG4 and also the company Stricker directing a training video for them. There are no online sales to date.

### Market analysis

The M3 TV market is consistently growing since they established the company back in 2009.

### Current and potential customers

The current customers that M3TV customers have been working with are RTE, TV3, TG4 and also Irish companies in producing training videos.

### Current and potential competitors

The current competitors in which M3 TV have are AV3 Productions and also forefront.

### Overview of the Industry

Production is a tough industry to break through in but it is apparent that M3 TV has been striving with little to no Marketing done. It is a trusted company whose feedback from customers has been extremely positive.

### Projected and historically online spend for the industry

With such little research done by the company there has been no online spending in marketing or advertising. In the last few months there has been very little expenditure in the company as it has been kept busy and there was no need for marketing.

### Market position/specialties

M3 TV specialise in delivering fully-equipped crews, for broadcast programme, commercials and corporate business video productions. M3 TV Productions creates compelling, and professional, video content and delivers it to the audiences our corporate clients want to reach.

### Unique Selling Point (USP)

M3 TV is the only Cork based production company and they work with extreme professionalism.

### Other relevant market information

\*\*\*\*\*\*

### Website uses

The website is currently not listed on the Google search results and is also extremely difficult to locate. This issue has got to be resolved as the website is full of useful information about the company and the services it provides.

### Website strengths and weaknesses

#### Strengths:

1. Useful information about the company
2. Nice layout

#### Weaknesses:

1. Not listed on Google
2. Homepage could be improved

### Website visibility such as Google page rank

A fundamental flaw of the website is that it does not appear on Google. Therefore missing out on a huge amount of traffic. It would be hugely important to immediately rectify this.

### Other online advertising and offline promotion of the URL

None