# 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 employ normally between 0-40 people depending on the size of the production project it is working on. With 1 Permanent employee.

### Goods and Services Offered

M3 TV a TV production company. It also produces company training videos and documentaries.

### Key online marketing personnel

M3 TV has no online marketing personnel its marketing is solely by word of mouth.

### 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

The website was set up but there is no on-going management. 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 the website had 10,000 hits.

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

The company sales have currently all been offline. 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

Customers are RTÉ, TV3, National Geographic Television and also Irish companies in producing training videos. Recent customers also include national broadcasters.

### Current and potential competitors

The main competitors are AV3 Productions and Forefront Productions.

### Overview of the Industry

Production is a tough industry to break into, but it is clear that M3 TV has been succeeding with little Marketing. It is a trusted company and 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 programming, 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.

### Other relevant market information

None

### Website uses

The website is currently not listed in Google organic search results and is also extremely difficult to locate. This issue has 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
3. No keywords in meta tag
4. Needs SEO

### Website visibility such as Google page rank

A fundamental flaw of the website is that it does not appear on Google organic search it is 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

### Conclusion on How the AdWords Campaign Aligns with the Client's Business

AdWords will further improve M3 TV’s position on the market because so far it used only offline channels to gain contracts. This isn’t easy because they are located outside of Ireland’s capital Dublin. Companies who are searching online for training video or documentary video productions will be able to find M3 TV easier. Because of it’s location in Cork, company is able to offer services for more competitive prices.

## Proposed AdWords strategy

### Number of Ad Groups and the focus for each Ad Group

We will start off with two Ad Groups.

First is: TV Production Ireland

-Focusing mostly on the fact of local award winning TV and documentary in Ireland.

-Irish Based TV producer

-RTE Irish Based TV company

Second is: Documentary production Ireland

-Irish Based Documentary producer

-Award winning Irish Based Documentary Production Company

-Lusitania Documentary Production maker.

### Keywords and negative keywords

Keywords:

TV Commercials Cork, TV Commercials Ireland, TV Production Ireland, TV Production Cork, Corporate Video Ireland, Corporate Video Cork, Video Production Ireland, TV Crew Cork, TV Crew Ireland, Post Production Cork, Post Production Ireland, Music Video Cork, Nationwide Cork, Broadcast Production Ireland, Independent Production Ireland, DVD Production Cork, DVD Production Ireland, Documentary Television Ireland, Health Safety Ireland, Health Safety Cork  
  
negative keywords:

Free

### Text for at least two AdWords versions for an ad group

Cost efficient high quality TV Production.

Producers of the National Geographic documentary Lusitania.

### Daily and weekly plans for spending their campaign budget

Ideally 10 euros a day max and a maximum of 90 euro a week.

### Network(s) for their AdWords ads

Google search network.

### Target audience settings

People within Ireland and UK looking for experienced TV Production Company

### Ad serving options

We choose those two options as they would best suit company’s needs.

**Optimize for clicks** (the default) gives preference to your ads that are expected to get the most clicks, based on your past click through rates (CTRs). Google will try to show those ads more often than other ads in your ad group to help you gain more clicks and impressions.

**Rotate indefinitely** shows ads in a manner similar to "Rotate evenly," but does so for an indefinite amount of time, without ever optimizing.

### Keyword bidding

2 euro

### Geo-targeting

It would be Cork, Dublin, Ireland and the UK as most of his business and website statistics taken from his CMS panel is coming from these areas at the moment.

### Goals for impressions, clicks, CPC and CTR

AdSense CTR (Click through Rate) about 10%

AdSense CPC (Cost Per Click) anything from 5 cent to 25 cent and an increase if the rates and CTR are meeting goals.

### Proposed success metrics

For the first week we hope to get at least 2000 add impressions. Hopefully this will have an effect on the webpage. Over the period of the Campaign we hope to improve our website impression week by week. If the targets will be met we will increase our budget.