

# VIDEO PORTFOLIO

Client: Systematiq  
Platform: LinkedIn



<https://vimeo.com/669994676>

## Purpose of the content:

This video is a draft (final copy remains property of Systematiq) for a campaign to engage new associates. I designed, planned, developed and delivered the full content, shot on an iPhone and edited using iMovie. It was released in 2021 across their socials with particular emphasis on LinkedIn alongside feature articles published in Infrastructure Magazine, formerly of Monkey Media and now Prime Creative, and podcast interviews with current and newly promoted associates.

## Video content goal:

To generate engagement via LinkedIn comment discussion and shares amongst our target audience – new graduates in Engineering and recent Army leavers.

## Analytics captured from this campaign:

1. Reach and Impressions
  - Unique views versus current staff views and engagement
2. Engagement metrics
  - Total reactions
  - Comments
  - Shares
  - Engagement rate % (the total interactions divided by impressions)
3. Viewership analytics
  - Views to completion
  - Average watch time
  - Drop off points
4. CTA (call to action) Performance
  - Profile visits after video
  - Connections made
  - Click through rate

### **Post Campaign Evaluation Goals:**

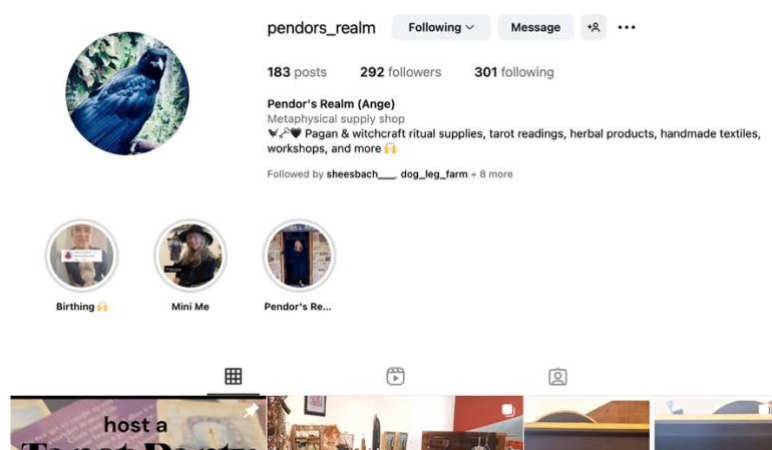
What seemed of interest versus where did audiences drop off?

Review of comments and discussion threads created :

- Were responses on brand and voice?
- Are were factual and accurate?
- Is there a positive reception to our responses?

### **Recommendations post campaign:**

Engage with staff in videos more – analytics showed more interested in content when there was direct staff interaction, comments and stories. Pod cast engagement proved most successful and medium-format listening (15 mins) proved most effective in CTA conversions and engagement direct with the company through both social platforms and direct mail engagement.



Client: Pendor's Realm  
Platform: Instagram/YouTube/Queanbeyan-Palerang Council Socials

<https://www.youtube.com/watch?v=sG9gt5BSllo>

### Purpose of the content:

To create a unique, engaging video and sound journey centred on the formation of Pendor's Realm and what visitors can expect to feel and experience when they visit released in anticipation of the [Arts Trail Braidwood Oct 2024](#).

### Video content goal:

To generate interest and develop a brand 'look and feel' which represented the client accurately and introduced viewers to the brand story. Conversions in the form of physical visits to the store during the Arts Trail 2024.

### Analytics captured from this campaign:

5. Reach and Impressions
  - Unique views versus current staff views and engagement
6. Engagement metrics
  - Total reactions
  - Comments
  - Shares
  - Engagement rate % (the total interactions divided by impressions)
7. Viewership analytics
  - Views to completion
  - Average watch time
  - Drop off points
8. CTA (call to action) Performance

- Instagram profile visits after video
- Connections made

**Post Campaign Evaluation Goals:**

Did visitor's to the store know about the story? Where had they heard it?

What seemed of interest versus where did audiences drop off?

Review of comments and discussion threads created:

- Were responses on brand and voice?
- Are were factual and accurate?
- Is there a positive reception to our responses?

**Recommendations post campaign:**

Shorten the video length – introduce snippet and soundbite-style cuts for quick release across socials.

Stronger CTA in video content to actively measure success rates and engagement metrics.