

## Project Overview

<b>Business Name</b>	MetaLaunch Marketing Solutions
<b>Client Name</b>	Jordan Blake
<b>Social Security Number (SSN)</b>	057-48-2719
<b>Project Category</b>	Video Production
<b>Client Status</b>	Active
<b>Social Media Platform</b>	Facebook
<b>Social Media Username</b>	MetaLaunchJordan
<b>Password</b>	V!de0M3t@2024

## Client Brief

MetaLaunch Marketing Solutions is seeking to elevate its brand presence through a series of professionally-crafted videos designed specifically for social media marketing and brand engagement on Meta platforms. The client is focused on launching a new range of B2B SaaS products, and the primary goal is to drive awareness, educate potential clients, and increase lead generation. The brief calls for a video content strategy that includes an animated explainer video to communicate key product features, short-form testimonial videos from early adopters, and visually-appealing teaser clips tailored for Facebook and Instagram Stories. Each video should reinforce the brand's innovative, future-forward positioning while remaining accessible and easy to understand for decision-makers within the tech and startup sectors. The target audience is tech entrepreneurs, product managers, and startup founders headquartered in North America and Europe. Videos must incorporate the MetaLaunch color palette, modern graphics, and closed captions to ensure accessibility. While adherence to Meta's video ad guidelines is required, the client wants creative storytelling and bold motion graphics to set the content apart from competitors. Deliverables are due in three phases over six weeks, with preview cuts

provided for client review at each stage. The client has asked for a measurable increase in social engagement and qualified lead conversion, so tracking and reporting best practices must be integrated during production and rollout.