

Project Overview

Business Name	CrowdBurst Productions
Client Name	Maria VanDoren
Social Security Number (SSN)	809-23-5471
Project Category	Video Event Marketing
Client Status	Active
Social Media Platform	Instagram
Social Media Username	@mariavcrowdburst
Password	EvnT!2024Burst#

Client Brief

CrowdBurst Productions has commissioned a large-scale video event campaign to increase brand visibility across multiple demographic segments. The client, Maria VanDoren, outlined key goals including engagement with urban professionals and creative entrepreneurs. The video event will be held virtually, leveraging interactive features to boost real-time participation and foster community engagement. Our agency is responsible for end-to-end planning: scripting short-form content for teaser releases, managing influencer collaborations, and deploying social media ads optimized for video channels. Key deliverables include branded highlight reels, customer testimonial montages, and a live-stream Q&A session with the CrowdBurst executive team. The campaign is scheduled to run for four consecutive weeks, with weekly performance metrics reported directly to Maria. Success will be measured through view counts, social shares, and conversion rates tracked by custom UTM parameters. To ensure a consistent brand narrative, our creative leads will collaborate closely with CrowdBurst's internal marketing staff on content approval, and will coordinate with technical staff to guarantee a seamless live event execution. The projected impact of the campaign is a 25% increase in

social media followers and a 15% uptick in website traffic by the end of Q2 2024. Our team is poised to deliver an integrated solution that transforms the CrowdBurst brand story into compelling, shareable online experiences.