

Case Study:
Creating a Content
Production Unit for a
Social Media Agency



Issue:

The CEO of an all-remote social media marketing agency turned to us to solve a business problem. The CEO wanted to be able to offer in-house creative and production as part of his service model to clients, and to fully integrate this in-house production model into his marketing operations.

On this basis the CEO had sold in three 15 episode video series with a top tequila brand, a top vodka brand, and a top toy brand, and now was turning to us to create an internal content unit, using the first three video series as a way to jump-start the unit.

Challenge:

The company had no internal creative and production resources or capabilities. The challenge was to quickly build an all-remote production team would act as a "white label" production arm for the agency, integrating into their marketing operations.

The production deadlines on the first projects were extremely aggressive. As Executive Producers of the content, we would have to break down the components of each production to understand the production resources and roles needed, and a method by which to work - to communicate with the end client, and to present and deliver works in progress, working as part of the agency.

Solution:

- We implemented a review and approve tool that would have two silos - internal review (agency) and external review (end client), trained the account manager and agency executives on its use, delivered all work, and conducted all client communications through the tool
- We found shoot locations for each production and sourced local production crews (influencer talent was supplied by the brands)
- We sourced the creative and production roles needed for each production, e.g - writer, director, crew, editor, and negotiated project rates with each to meet the agreed upon agency budget
- We monitored the live productions remotely
- We created a post production schedule to meet the posting schedule of the client, and oversaw every aspect of the post production process through final delivery of each episode - with cut-downs over 100 videos

Results:

- We created a production methodology for the agency and laid the foundation for future productions
- The end clients were extremely pleased with the end product and we put the agency in a favorable light with the client
- The agency made a sizable margin on the production and established production as a new revenue stream