



Video Production for Branding, Positioning, & Marketing Firm

PROJECT DETAILS

📁 Advertising, Digital Strategy, Video Production

📅 Mar 2022 - Jun 2022

💰 Less than \$10,000

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"We expect to see an increased demand for video production from our new and existing clients."

PROJECT SUMMARY

LiFi Media Production, LLC worked on a branding, positioning, and marketing strategy firm's videos. They divided the video into three phases, which included pre-production, live action, and editing.

PROJECT FEEDBACK

The client is satisfied with LiFi Media Production's work. They showed a clear advantage in interacting with clients and keeping on schedule with an emphasis on customer satisfaction. They make their deliverables quickly and accurately.



The Client

Please describe your company and your position there.

I'm the CEO of a branding, positioning, and marketing strategy firm. We are a nationally recognized, well-respected firm in the B2B industry.

The Challenge

For what projects/services did your company hire LiFi Media Production, LLC, and what were your goals?

We have worked with LiFi Productions on a number of projects that ranged from lifestyle videos, social media clips to a CEO corporate message. Our experience was fantastic; Mike was professional, prompt and always responsive to our needs. He worked with us to achieve our desired objectives and helped to produce a high-quality, well-received set of videos for our clients. I would highly recommend them. LiFi handled not only the tactical tasks but also had an excellent grasp of the overall project. We were very pleased with the final product.



Linda Fanaras
CEO, Millennium Agency

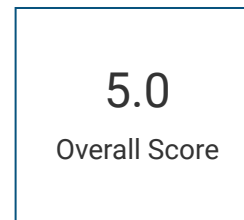


Advertising & marketing



Boston, Massachusetts

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 4.5





The Approach

How did you select this vendor and what were the deciding factors?

We wanted to work with a local video production company. Having worked professionally on both sides of this industry, we always look for authentic and honest people who have a clear understanding. We could easily connect with, solve problems with, and succeed with the LiFi team.

Describe the video(s) and the process in detail, including the project steps and all stages of production.

LiFi Media Production made the process simple by breaking it down into three phases. Pre-Production

Production (Principal Photography)

Post-Production

Who did you work with and what was the feedback process like?

We worked with Mike, the owner and lead videographer. Mike provided great insight into what lighting, camera angles, and composition would deliver the best images for our clients. He also helped coach our clients on how to feel comfortable on camera and did a great job capturing natural and organic responses. Our clients had numerous revision requests outside of the standard scope of work. Mike and his team were very responsive and were able to turn around the revisions in a short period of time so that we were able to meet our submission deadline.





The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

Our clients have been pleased with the quality and turnaround time that we have been able to deliver video production solutions to their businesses. We expect to see an increased demand for video production from our new and existing clients. We plan to establish a mutual partnership and leverage LiFi Media Production to help further expand our services and drive sustainable and continued customer success.

Describe their project management style, including communication tools and timeliness.

Communication with Mike was simple, he was very responsive by phone, text, and email. The videos were delivered on a hosting platform that allows us to apply timestamped comments for review and edits. Even though our client had numerous edit requests, Mike was able to make them quickly and accurately.

What did you find most impressive or unique about this company?

Most creatives struggle communicating clearly and with many aspects of running a business, but Mike is different than most. Mike holds a bachelor's degree in Business Management and has over 15 years' experience building and leading teams. As a business owner first, he has a clear advantage in interacting with clients, keeping on schedule, placing an emphasis on customer satisfaction, and delivering on expectations.





Are there any areas for improvement or something they could have done differently?

While every business has areas where improvement is possible, we haven't observed any shortcomings with LiFi Media Production. If anything we would like to see LiFi Media Production scale up and offer more services in the media creation segment as well as be able to handle more projects at once.

