



# Video Production for Electric Company

## PROJECT DETAILS

 Video Production

 Jan 2022 - Ongoing

 Less than \$10,000



*"He takes his time to make sure it's perfect."*

## PROJECT SUMMARY

LiFi Media Production, LLC has been hired to create video content for an electrical company's social media platforms and website. The vendor communicates all stages of the production to the client.

## PROJECT FEEDBACK

The videos created by LiFi Media Production, LLC have been receiving positive feedback from the viewers, which leads to more social media followers and leads. The vendor has a smooth and collaborative workflow with the client. Moreover, their creativity and patience make the engagement flawless.



## The Client

Please describe your company and your position there.

I am the Director of Business Development at Spark Electrician Services LLC. We are an Electrical Company out of Londonderry NH

## The Challenge

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

We hired Lifi to create video content for our social media platforms and website. It is very hard to find a Company with as much dedication and communication as Lifi Media.



**Matt Daly**  
Director of Business Development, Spark Electrician Services

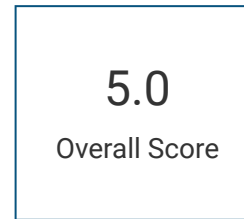


**Construction**



**Londonderry, New Hampshire**

### CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0





## The Approach

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

Mike was very personable and engaged. He listened to all of our needs and worked with us for the best possible solution. It is very easy to work with Mike from Lifi.

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

Mike and I would communicate and meet to discuss the content of the video we wanted to create. Then we would create a strategy and schedule the shoot. Mike from Lifi Media is very creative and professional.

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

We work directly with Mike from Lifi Media. Mike always listened to our needs and gives positive motivating ideas to make the video creative.

## The Outcome

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

Our videos have created a buzz in our community. Many people comment on the quality of the video production. We have gained followers and leads from social media.





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

Mike worked with our timeline and made it work with his schedule. Early morning and evenings. We would text/call/email when ever we needed to touch base. Very easy to reach Mike even after hours.

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

Mike's creativity and patience. He doesn't cut corners to hurry up the video shoot. He takes his time to make sure it's perfect.

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

Not at all. We have been very pleased with the work Mike from Lifi Media has put out for pur business. Customers love the content and it has been a very easy process with little to no interruption to our daily goals.

