

AirReel Assets

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SOCIAL MEDIA PROPOSAL

Build a Reel

EXECUTIVE SUMMARY

The need for the project “Build a Reel” is that as a brand, AirReel Assets needs to form some type of connection with their customers. Communicating and interacting with customers is one of the most important aspects when it comes to creating a successful brand. Through “Build a Reel”, AirReel Assets will get to interact with potential customers by having them interact to help create reels. AirReel Assets will be responsible for leading the entire campaign. This includes introducing the purpose and how users can participate, showing updates along the way, and displaying the final product. On the user side, they will be responsible for interacting with AirReel Asset posts to provide criteria for the result to be made. They will provide criteria such as the style, location, theme, feeling, etc. AirReel Assets will take this feedback and use it to create the result. In short, the entire goal is that the audience is essentially responsible for creating the reel, and AirReel Assets just puts it together. The anticipated result of this campaign is that AirReel Assets forms some sort of trust with their customers by providing insight into their process while also displaying what the potential results of working with AirReel Assets can look like. This project will take place over a two week period where there will be three main phases: introduce & explain how to participate, gathering the data, showing behind the scenes of the shoot, and showing the final result. The budget for this project is 7,500 dollars.

INTRODUCTION

AirReel Assets

AirReel Assets is a drone cinematography service that delivers ready to post aerial content designed for social media. The brand primarily supports small businesses and independent creators who rely on social platforms to promote their work. Our mission is to help these creators stand out online. In a landscape where competition is high and content often looks the same, standing out has become increasingly challenging. As digital media evolves, new formats consistently capture attention, from early film cameras to action cameras and 360° videos. Each innovation initially feels fresh and engaging, but once it becomes widely accessible, feeds become saturated and the novelty fades. AirReel Assets recognizes this pattern and aims to leverage the next major shift in content creation: drones. Aerial footage provides dynamic, visually striking perspectives that naturally stand out in crowded social feeds. However, drones remain less accessible than everyday tools like smartphones due to cost and skill requirements. AirReel Assets bridges that gap by making high-quality drone cinematography accessible to small brands and independent creators. We provide cinematic aerial content that elevates their social media presence and helps them remain competitive among a saturated feed.

Number and type of clients

AirReel Assets has collaborated with a range of different clients, including both large organizations and smaller community-based brands. We have worked with local government departments seeking standout aerial content for promotional and awareness campaigns. We have also partnered with community events to produce dynamic drone reels tailored for social media engagement. On the small business side, we often work with local entertainment venues, independent businesses, car dealerships, and real estate professionals who rely on social media content to attract customers. Additionally, we support independent creators who want high-quality aerial footage to elevate their personal social media presence.

Experience

AirReel Assets has experience across multiple areas of drone cinematography. With years of experience, we've navigated a wide range of challenges that have strengthened our technical skills and shaped our creative approach. We are experienced in flying in different environments: from tight, complex spaces to open outdoor locations. We are skilled in multiple styles of aerial footage. We offer traditional cinematic drone visuals as well as action packed FPV shots. Our specialty is crafting

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narratives from the sky. We've developed an understanding of which angles and movements allow us to tell compelling stories using aerial imagery.

Mission statement

AirReel Assets mission is to empower small brands and independent creators by providing them with access to high quality aerial footage to use when promoting their brands. We believe that every brand and creator deserves the opportunity to stand out and capture attention in a creative way. Our goal is to remove any barrier that prevents creators from using drones to create content, such as cost, skill, or time. Through creative storytelling and accessibility, AirReel Assets aims to help brands share their world from a new perspective.

People



Liam Davis

Content Producer

Role:

- Sources assets for the campaign
- Prepares graphics and videos
- Edits content

Experience:

- 2 years of experience in drone cinematography
- Skilled in editing
- Strong understanding of social media

Daniel Johnson

Creative Lead

Role:

- Determines the visual direction of the campaign
- Oversees creative development
- Approves assets

Experience:

- 5 years of experience in production
- Skilled in composition and storytelling

Sara Smith

Campaign Manager

Role:

- Oversees the campaign
- Schedules posts
- Ensures the message is on-brand.

Experience:

- 6 years of digital marketing
- Previous management of social media content

NEEDS/PROBLEMS

The core problems that AirReel Assets is trying to address during this campaign is building brand to customer trust. In order for a customer to work with a service that they have never worked with before, we need to build a relationship with them built on transparency, being professional, and showing our brand's value. Despite providing high quality aerial footage for social media, many customers do not fully recognize how drone videos can elevate their social media presence. Another problem that AirReel Assets has had has been limited audience engagement. We mainly rely on our portfolio of work to showcase our brand's value, but sometimes that is not enough. These have been ongoing problems since AirReel Assets was created. Since, we have attempted to resolve these problems but have not been successful. We believe that this campaign will help us overcome these problems by driving more audience engagement in a unique and fun way. The potential impact that this could have on our business is significant. If we can reach our target audience during this campaign, we are confident that we will get more clients as we are building trust and showcasing our services.

BUSINESS GOALS/OBJECTIVES

Our number one business goal is to build trust. We want to increase trust between our brand and our customers by being very transparent when it comes to showing our process. Our second objective is to increase engagement. We want to increase audience engagement by allowing them to vote on creative decisions as if they are part of the project. We want this to be the main goal where we increase trust by delivering on their input and giving them as much control over the outcome as possible. It is supposed to be a fun, interactive campaign. Our final business objective is to showcase our services. While this is the least important objective of this campaign, it is still very valuable because it shows what we are capable of.

SOCIAL MEDIA GOALS/OBJECTIVES

Our social media goals will align with our business objectives. First, we want to increase our engagement across all platforms by 10% by the end of this campaign. We are aiming to increase comments, shares, and poll responses. This is vital to the success of our campaign. Second, we aim to post consistently on our platforms to showcase our work. This is vital to our brand. Although the audience is making creative decisions, it is vital that we produce and share our best work. Finally, we aim to boost our reach. We set a goal to reach 5,000 impressions during this campaign. This is vital in order to reach as many potential customers as possible.

SCOPE OF WORK/TACTICS

The “Build a Reel” campaign will be run over a two week period on Facebook, Instagram, and X (formerly Twitter). During this time, posts will include a combination of static imagery, video content, and text/poll posts, each playing a key role in achieving the campaign goals. Content will be sourced

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by the content producer, who will collaborate with the creative lead and campaign manager to ensure all posts align with the overall creative vision. The campaign will follow a structured flow: text and graphic posts will introduce the campaign and explain how to participate, poll posts will gather creative input from the audience, and video posts will showcase the final results based on the audiences' creative decisions. Throughout the campaign, user engagement will be monitored, tracking metrics such as impressions, likes, comments, shares, and poll responses, to measure the effectiveness of each post type and maintain an interactive experience for the audience.

BUDGET

The total budget for this campaign is 7,500 dollars. It will cover content creation, campaign management, travels (if necessary), and social media activities.

Phase 1:

- Activities include static and text posts, campaign instructions.
- Costs include:
 - Labor

Phase 2:

- Activities include creating poll graphics, preparing posts to schedule.
- costs include:
 - Labor
 - Assets needed for the posts
 - Editing software.

Phase 3:

- Activities include producing the final reel to share.
- Costs include:
 - Travel (if necessary)
 - Gathering assets
 - Music licensing
 - Editing software

	Scope of Work	Start and End Dates
Phase One	Introduction & Explanation	\$1,750
Phase Two	Interactive Polls & Audience Input	\$1,750
Phase Three	Final Reel & Showcase	\$4,000
	Total	\$ 7,500

EVALUATION

Progress will be evaluated throughout this campaign by analyzing data and making conclusions. Throughout the campaign we will analyze audience engagement across our platforms and compare them to engagement previous to starting the campaign. This will help us know if we are seeing a noticeable increase in engagement or not. Additionally, we will do research to see if our brand has reached a broader audience. These progress checks will be carried out 24 hours after every post that we make. This will give each post enough time to gather enough data for meaningful conclusions to be made. At the end of the campaign, we will look at the overall metrics and compare them to our baseline that we had before the campaign. Working with our campaign manager, we will conclude whether or not this campaign was successful.

NEXT STEPS

The immediate next steps for AirReel assets will be for the campaign manager, creative lead, and content producer to all meet and finalize the details for this project. They will finalize the creative vision, create a posting schedule to follow, and plan as much of the posts as they can. This can be a little bit tricky as the majority of our posts rely on feedback from the community, meaning things can vary, so we need to finalize a clear plan that will allow us to be flexible and prepared for whatever the community decides. As for the potential client, all they have to do is have fun with our campaign. They need to interact with our posts when we post them and have fun when it comes to making creative decisions. Our goal as a brand is to make this campaign seem like a game for the audience, but a strategic business plan for our team.