



## PROJECT DETAILS

### THE CLIENT

Lumos Produzioni is a destination wedding videography company based in Italy. It produces gorgeous cinematographic videos for high-end weddings in Italy and Europe.

### THE PROBLEM

The clients, who were scaling their business, needed gorgeously written, keyword-specific blog posts which captured the essence of the bride and groom's special day. Besides showcasing the talents of the company, these blog posts also assisted in its content marketing strategy.

### MY APPROACH

An interview with my client was the first step. Following that, I created a template for each blog post, so that no pertinent information was left out. I then reviewed the wedding video, researched the venue, and gathered other key information about designers for the formal clothing, food served, etc.

Following the completion of these steps, I then wrote richly detailed blog posts, telling the story of each happy couple's unique day.

### SUMMARY OF WORK

Completed interviews, created a blog template to streamline the process, wrote a thorough outline, revised, copyedited, and completed careful proofreading of each blog post before submitting it.

### WEBSITE

<https://www.lumosproduzioni.com/>