CASE STUDY: DARKER WATERS

Brand Overview

Darker Waters is a Newsletter in the film and entertainment sector. Based in Miami, FL, the start-up company has pushed its digital presence with topics ranging all stages of production. This includes personal development of cast and crew over their careers and processes, changing headquarters and studio initiatives, and procedures of high demand film skills.

Market Research & Analysis

Target Market

Target audience comprises of industry professional and aspiring filmmakers in the physical production stages of the live action and animated medium. Average ages for both races range from 22 to 55. This group lives in all major film locations and smaller places.

While film productions continue to increase their efficiency, U.S. productions have travelled overseas, causing U.S. job shortages in film. Moreover, U.S. production infrastructure is losing its strength with the introduction of social media and the rise of the influencer.

Price point varies tremendous from the lowest based exclusive subscription to the premium producer consulting ($5 per month for subscriptions and $30,000 budget).

Most Popular Social Media Channels are a first for targeting them- prioritizing established communities.

Industry Research

Film production has disseminated into numerous channels yet still soars in box office revenue. According to Global Box Office states revenue reached $33.9 billion in 2023. Projections estimate $50.67 billion by 2026. Theatrical release has suffered previously with Covid-19. It is bouncing back, but new challenges face productions. Streaming services were a major development that increase entertainment viewership online and lowered in-person and cable audiences.

Physical production has become cost effective and efficient for all stages. However high interest rates and reduced theatrical windows leave the industry in "runaway production" mode. Total profit margin has proven to be considerably vast from a lack of overseas unions, larger incentives, and more favorable currency exchange rate for budgeting. This has also led to a lack of investment in maintain U.S. infrastructure and studio dependency decline. Crew and cast members alike have seen a sharp decline in feature film presence.

Company Products

- Newsletter Subscriptions for online viewership
- Physical Newsletter magazine
- Independent Creator online and physical books plus movie codes
- Digital product plans for young filmmakers starting in production
- One-on-one business consulting for all stages of production and

Company UVP

Darker Waters focuses on building consistent microbudget independent web series and feature film to display on its platform. These productions champion local

filmmakers that push for social activism in rebuilding the importance of U.S. resources.

Brand Messaging

Purpose – Self-development of Filmmakers and building strong U.S. ties for physical production over foreign locations.

Mission- Darker Waters seeks to develop a stronger infrastructure for film and television in states lacking proper incentives for studio investment. Increase social activism for creating and maintain physical production in the US.

UVP – We provide microbudget web series and feature films companies long term business mentorship for brand growth

Key Values- Providing a center for the continued creation of rising film professional to create their own paths

Brand Voice & Tone- Unity & world building

Strategy and Tactics
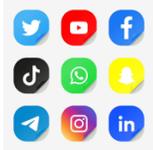
Considering our goal is to create a concrete foundation of content, an initial plan of content organization was made for easier viewership. The initial theme was not suited for newsletters. Even while creating initial tags and receiving data the website template did not allow for greater keyword placement.

I used social Media Channels (Instagram, Facebook, LinkedIn, Pinterest, TikTok) to track down established communities. Numerous Facebook groups seeking hiring opportunities are constantly waiting on the rise of the next obtainable position. A chance to gradually build their own foundation towards a sustainable business that can grow. The secondary source of potential customers are local film directories, film commissions, and local equipment vendors in all major and remote states. Accessing film financiers and distributors is also critical for a real-world view of what's going on in film.

Darker Waters is also involved in several in-person events. I suggested brand partnerships with the film festivals and looking at adjacent conventions in entertainment. Art, comics, gaming, and live events specifically. A number of these same customers intersect in the film and television space.

The last more common route is studying the archetype of the subscribers of the most popular news magazines. Those being Deadline, The Hollywood Reporter, and IMDB. And an accompanying podcast will maintain forums for industry questions and plans of action.

Long-form blog article
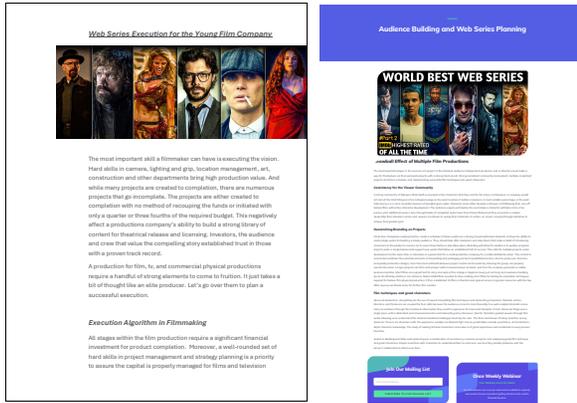
All articles above carry the user through an upselling path, from in-depth knowledge towards becoming a subscriber to weekly podcasts and those require digital roadmaps towards consulting.

Product Landing Page

Their current landing page consists of past work and concept art. The page required more call to actions directed towards all products. The priority was developing a strong viewership pool for stronger conversion rates. Hierarchy then follows the articles webinar.

Keyword Analysis

film producing	writing for television	film funding
movie producer	tv writing	webseries financing
movie production	writing a tv show	film investment firms
video production studios	tv script writing	film investors
television producers	writing for tv and film	motion picture financing
tv producer	television writing classes	film industry grants

The current short tail keywords were created for both the SEO and PPC front of the landing page and first batch of articles. The first column of green keywords is for all newsletters, the second in light blue for web series and episodic development, and last for long term consulting.
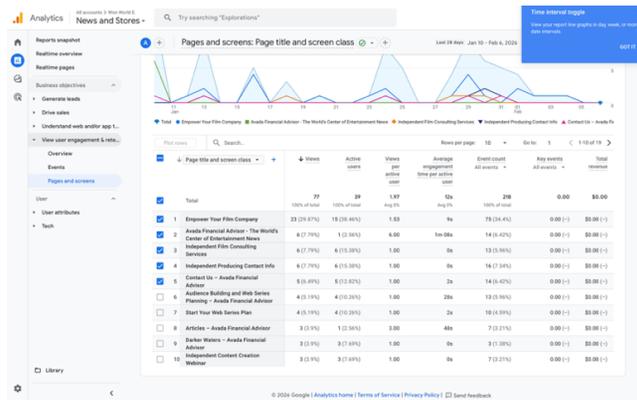
Page View Report
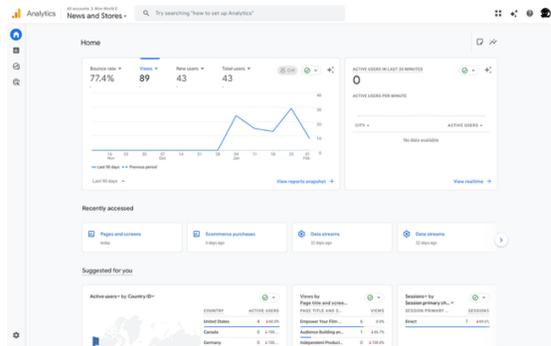
These are page views from January 2026, the initial launch of the items. A total of 89 views in the first 30 days of website publishing shows progress in successful data accumulation. Moreover, we can get initial data on the landing page and article page traffic before optimization.

Reflection

Placing greater emphasis on a larger funnel was the most important aspect of building an initial audience. However, working on the link building with the company website needed a better offer for its success. My technical skills in this regard were also lacking, in business sales technique and following a link building schedule. I was surprised by how monumental a change in the company template would garner greater viewership and will keep the design of said content in mind.

Moreover, this is one of my initial projects and look forward to the company's continued metamorphosis. I played a major role in creating the first stream of google analytics data and content creation in the form of blogs and service pages. It was great being able to build a website from the ground level with a great wholistic strategy for finding the audience.

Project Report

This is a January 2026 screenshot of the pageview Report, the initial views of the website during page publishing.

Project Element	KPI	Source	Target Value	Real Value
Blog Article	Page Views	GA Pageview Report	25	6
Landing Page	Page Views	GA Pageview Report	50	24
Contact Page	Page Views	GA Pageview Report	15	4

Insights and Recommendations

Data tags and Google Analytics are ready for audience accumulation. Current page views are not to optimal levels, only due to the chosen theme of the company which will need a strong change for greater keyword placement.

The addition of a larger number of pages for each specific product or service is the best method for proceeding with lead generation (from initial google search to the direct article then call to action directly to the service it relates, then horizontal sales and up sells). The website has received views from the U.S. and international (Germany, Finland, Canada, Iran, United Kingdom, and the Netherlands). This could be helpful for later online and in-person expansion.

The addition of a video carousel of podcasts for building an audience on the website. Utilizing the larger platforms like YouTube streams a larger pool of viewers. Analyzing major and minor news websites is also a strong option for checking their methods of accruing followers and subscribers.