

# INSIDE business

## Apple Drop can help put your business in the frame online

### STARTUP

**THIS WEEK: Apple Drop Media**

ANY COMPANY worth its salt needs a stellar online presence to remain competitive in today's market, and one of the best ways to build a strong online profile is through using video content to connect and engage with audiences, both internal and external.

This has created a market for entrepreneurs with filmmaking skills to whom companies can now outsource this function, a market that firms like Rathnew-based Apple Drop Media - founded last year by David Coyle - are making waves in. Apple Drop specialises in the production of corporate videos, from seminars and training videos to social media clips.

'It's no longer enough for a business to have text and still pictures on their website - you need video now,' David tells the Wicklow People. 'We found that there was a need there for a website to make video solely for the corporate side of things.'

Foxrock-native David has been residing in Greystones for the last seven years, where he lives with his partner and child. He has had a longstanding interest in video, completing a Diploma in Video Production before Mastering in Multimedia at DCU. Unpaid work in the industry followed before he found a paid position with a funding company. Soon after, he launched his first business that specialised in filming family occasions.

'On the side I was getting this business going

filming weddings, communions, confirmations and christenings,' he explained. 'That's when I found I was getting a lot of enquiries about corporate video production. I started tinkering with the idea and saw there was a need for it, and that's when I started Apple Drop.'

Like any new website, Apple Drop took its time to make an impression online, but David is pleased to see that its profile has begun to grow, as evidenced by a spate of new bookings in the opening weeks of this year.

'Now people are hearing about us,' he enthuses. 'After Christmas we got a good few inquiries in, and those inquiries turned into booking. We're looking pretty good for this year. Hopefully it's gonna' get better.'

And far from serving as a handicap, he believes Apple Drop's SME status could afford it a unique advantage, with lower overheads enabling him to under-price bigger rivals.

'There are loads of video production companies, but they're big companies and they charge a lot because they've massive overheads,' he says. 'So rather than giving someone a massive fee to film a seminar, we could do that at a much cheaper rate.'

He urges other entrepreneurs to have both patience and diligence, persevering with their business through the tedious early stages until the turnover starts rolling in.

'Just keep on at it,' he insists. 'When I started, it seemed like so much work, but it really pays off. It's time-consuming and you have to put in a lot of evenings. You don't reap any awards until the eureka moment when people start making enquiries. Just keep your head down, keep working at it and it will pay off. It does take time.'



■ David Coyle of Apple Drop Media.

## Business people to think of 'The Big Idea'

BUSINESS PEOPLE throughout County Wicklow are being asked to identify the opportunities and challenges they face in a major survey being conducted as part of the County Wicklow Economic Think Tank.

The Think Tank which comprises representatives from businesses throughout the County was established by Wicklow County Council in partnership with the County Wicklow Enterprise Board at the end of last year.

The objective of the County Wicklow Economic Think Tank is to develop an economic strategy incorporating a number of practical actions that will drive and maintain economic activity and increase employment in County Wicklow.

The short survey asks a number of questions including: What are the areas of opportunity for the county; What actions must be taken to realise these opportunities; What barriers are hindering business growth; What actions must be taken to address these?

Business owners and managers operating in Wicklow taking part in the survey will also be asked about their experience of doing business in the county.

Responses received will be used to



■ Pictured at the launch of 'What's The Big Idea' at the Wilton Hotel in Bray were (from left): Vibeke Delahunt, (AO, Wicklow County Council), Tom Murphy, (Director of Services, Enterprise and Corporate Services, WCC), Sheelagh Daly, (CEO, Wicklow County Enterprise Board), Eddie Sheehy, (County Manager, WCC), Lorraine Gallagher, (SEO, WCC), Cllr John Ryan, (Leas-Chathaoirleach WCC, Chairman Wicklow Economic Think Tank) and Declan O'Neill, (Chairman of Working Group on Large Businesses and Mobile Investment, Wicklow Economic Think Tank).

inform the development of the Economic Strategy for County Wicklow. All replies will be treated anony-

mously and all data will be reported in aggregate form.

All data will be subject to the

strictest standards of protection in accordance with Data Protection Legislation.

Cllr John Ryan, Chairman of the County Wicklow Economic Think Tank Steering Group, said: 'Creating a jobs strategy for Wicklow is crucial and the input of the people of Wicklow and their ideas will drive real economic activity in the county, giving our young people prospects of living and working in their local town and will allow the council to provide much needed community facilities to make Wicklow a great place to live, work and play.'

Eddie Sheehy, County Manager, said: 'We are delighted to launch this business survey as part of the County Wicklow Economic Think Tank.'

'The findings from this survey will help to shape the new Economic Strategy for the County and we are looking forward to getting some great ideas towards job creation and increased local economic activity.'

'With the creation of the new Local Enterprise Office at Wicklow County Campus in Rathnew, I want to stress that County Wicklow is open for business.'

The business survey will be open until Wednesday March 5 and interested parties are invited to complete a short survey on [www.surveymonkey.com/s/WhatsTheBigIdea](http://www.surveymonkey.com/s/WhatsTheBigIdea).