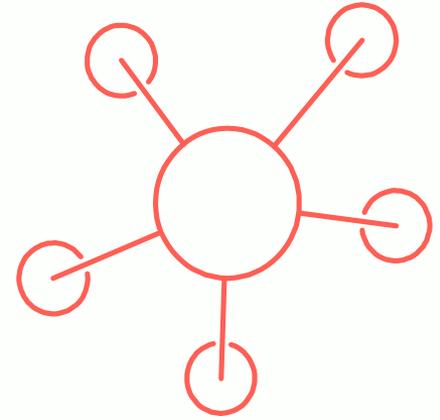




We Are Story First Creative

branding



A promise to our clients in what they can expect from our services, and how we can differentiate ourselves from competitors.

Who Are We?

- ✓ Story First Creative
- ✓ Story First
- ✓ SFC

What Is Our Brand?

Our brand is derived from:

- ✓ Who we are
- ✓ What we want to be, and
- ✓ What people perceive us to be

Who Are We?

- ✓ What do we do?
- ✓ What do we do best?
- ✓ What can we do better?
- ✓ What sets us apart?

Brand Voice

- ✓ Tag Lines
- ✓ Tone of Comms – Emails, Vlogs & Blogs, Newsletters
- ✓ Social Media Hashtags
- ✓ Social Media Mission

Mission Statement

*We're Story First. We Tell One Of
A Kind Stories Through World
Class Visual Content Creation.*



We're Story First, an Atlanta-based creative agency that specializes in helping non-profits, causes, and brands tell their story.

We have spent over a decade specializing in beautiful, unique visual content for clients around the world.

We pride ourselves in being a one-stop shop for all visual identity and media needs.

 **story**first



We Are Story First Creative

Who We Are

- ❑ Storytellers
- ❑ Creators
- ❑ Collaborators
- ❑ Innovators
- ❑ Influencers
- ❑ Dreamers
- ❑ Community

What We Do

- ❑ Visual Content
- ❑ Branding & Design
- ❑ Promos
- ❑ Animation
- ❑ Documentaries
- ❑ Virtual Reality
- ❑ 360 Filmmaking
- ❑ Curriculum
- ❑ Audio Engineering

Marketing Strategy Overview

- ▶ Outreach – Existing and New Clients
- ▶ Content Creation
- ▶ Social Media Strategy
- ▶ Networking & Outreach

Networking & Outreach

- ▶ Attend local networking events
- ▶ Submit for film festivals and awards
- ▶ Reach out to alumni associations of staff alma mater for alumni storytelling opportunities
- ▶ Reach out to marketing agencies that do not offer video content creation.
- ▶ Speak as Subject Matter Experts at marketing seminars and local events

Client Outreach

- ▶ **Expand or add projects to existing client profiles**
 - ▶ Offer 360/VR, animation, origin stories, bio videos of founders
- ▶ **Referral bonuses for existing clients**
 - ▶ Offer complimentary social shorts, animated logos
- ▶ **Expand industry outreach**
 - ▶ construction/architectural, real estate, youth camps

Client Verticals

- ▶ Religious organizations
- ▶ Non-profit foundations
- ▶ Corporate non-profit
- ▶ Healthcare
- ▶ FinTech
- ▶ Higher Ed
- ▶ Agencies

Content Creation

- ▶ Content from different staff members posted on our web site providing expert advice based on our roles
- ▶ Testimonials
 - ▶ Video/Written. Ask clients why they picked SFC
- ▶ Expand each staff member's story profile and journey to being a storyteller on web site.
- ▶ Tell more of Story First's origin story
- ▶ In The Loupe Newsletters

Web Site Changes

Team Page

Include videos that inspire us

Favorite SFC project

Favorite podcasts, restaurants, Atlanta spot, etc

(4th Quarter 2019)

Estimator Tool

Incorporate decision flowchart

Timeline - Yesterday, Tomorrow, Someday

Type of video project

(1st Quarter 2020)

Contact Form

Include Hubspot integration with WP Forms

(1st Quarter 2020)

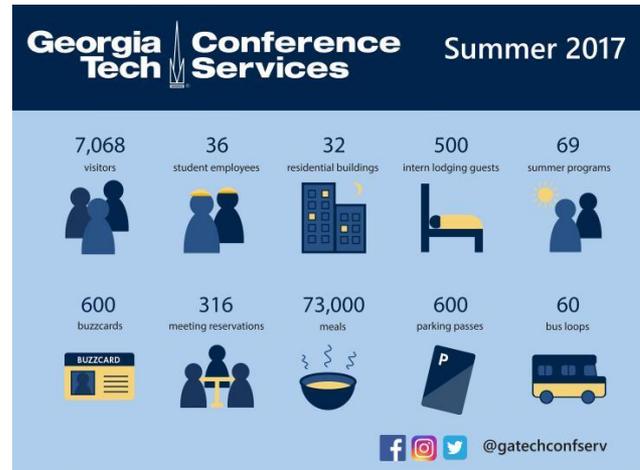
Social Media Strategy

- ▶ Share content that is posted on web site
- ▶ Share content from influencers & inspirations
- ▶ Post photos and videos from shoots and projects to show “Behind the Scenes” footage
 - ▶ Post BTS footage with the final videos
- ▶ Drive traffic to web site

Content To Share



Share year-end video reel to showcase number, types of projects completed, and client verticals served



Clients Need Video (created by us). Why?

More people
watching
video on
multiple
platforms

We know
what will
entice them
to watch

End users don't
want to be sold
– stories about
service or
product are
more effective

Video
increases
awareness
and drives
decision
making

Video Statistics: Consumer Perspective

79%

prefer watching video to reading about a product

* Wyzowl

88%

more time spent on a web site with video by the average user.

* Forbes

43%

want to see more video content this year

* Hubspot

54%

want to see more video content from a brand or business they support

* Hubspot

72%

people would rather watch video to learn about a product or service than read about it.

* Wyzowl

84%

have bought something after watching a video

Video Statistics: Marketer Perspective

66%

more qualified leads per year
* Optimmonster

93%

landed a new customer because
of a social media video

90%

users say that videos are
helpful in the decision-making
process

Social video generates 1200%
more shares than text and
images combined

Adding video to emails
generates a 200-300% increase
in click-through rates.

Video Statistics: Content

50%

Consumers believe an explainer video should be 1 minute long.
- Wyzowl

91%

Consumers have watched an explainer video.

85%

Facebook Video is watched without sound.
- Digiday

82%

Consumer web traffic will be video by 2020.
* Cisco

54%

Consumers want to see more video content from a business or brand they support.
- Hubspot

81%

Consumers mute video ads
- Meeker

We can use these statistics to convince clients why (more) video is vital to their future

%

- * Social Media
- * Vlog/Blogs
- * Email Newsletters