

## VISUAL MARKETING THAT **TRANSFORMS YOUR MESSAGE**

At The Story Sketcher, we offer clients a variety of design and content services to better their marketing, including:

- **Sketch and animation videos — our primary focus**
- Copywriting
- Illustrations
- Campaign creation
- The occasional website or digital/print media project



### **CONTACT US**

**Visit:** [thestorysketcher.com](http://thestorysketcher.com)

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## FROM BORING TO **BRILLIANT**

## FIND CONTENT THAT RESONATES

The present marketplace demands **more authentic and creative content**. But grabbing people's attention in this information-soaked world is a challenge.

With all the noise, quality content often falls to the wayside. Individuals and organizations that need to promote a complicated product or service find themselves unable to do so effectively. These obstacles lead to a message that sounds the same as everyone else's and doesn't connect with an audience.

We can help you turn complicated ideas into clear and captivating visual presentations.

## USE VIDEO TO REACH YOUR AUDIENCE

There's no better way to tell a story than through high-quality, personalized content. **But why choose video?** To cite HubSpot, Forbes, & OptinMonster, as of 2019:

- **54%** of consumers want more branded business videos
- **72%** of individuals prefer to learn about brands or products via video.
- **88%** of marketers find their ROI in videos more than satisfactory
- **66%** of marketers experience more qualified leads per year with video

## MAKE YOUR MESSAGE APPROACHABLE

We serve a market hungry for valuable stories by providing our clients personalized sketch and animation videos, alongside copywriting and content campaigns. In an era of distraction and overwhelm, our stories mesmerize with simplicity. **With our content, we strive to be:**

# CLEAR

Good messaging is clean, accurate, & engaging.

# > concise <

Good messaging avoids jargon & unnecessary detail.

# Creative

Good messaging has vibrance & personality.

# CAPTIVATING

Good messaging materializes in visual storytelling.

## TELL A STORY IN 5 STEPS

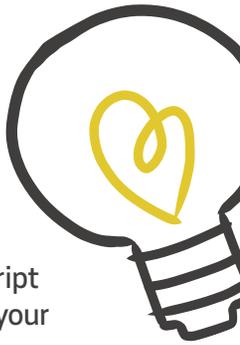
### Step #1: Discovery

Share your ideas, vision, and goals with us.



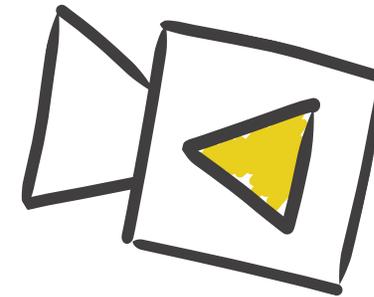
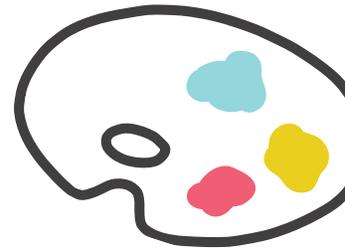
### Step #2: Scripting

We'll write a compelling script that supports your main message.



### Step #3: Storyboarding

Custom illustrations for your video will turn your script into visuals.



### Step #4: Production

Combining the script and storyboard, we'll create one cohesive and engaging video.

### Step #5: Delivery

We'll help you share your video on your chosen channels.

In the end, you'll have a story brilliantly told & uniquely illustrated.

