

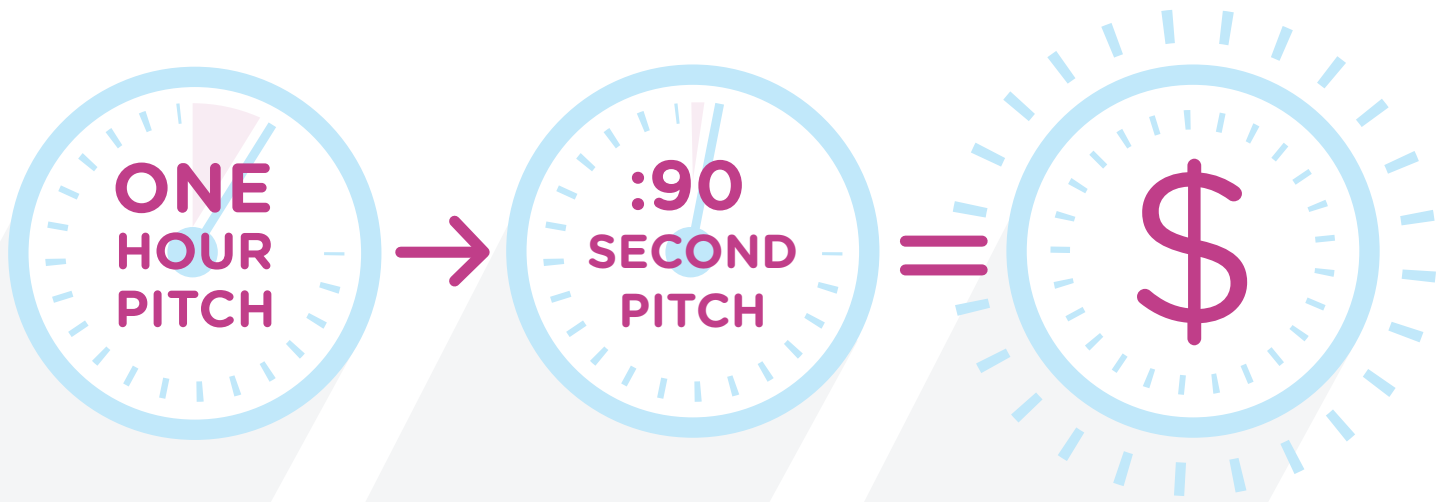
Explainer Video Helps Social Influencer Agency




Shorten Sales Cycle and Close More Deals



How Video Helped Our Client

Shorten their Sales Cycle and Close More Deals



-  **Problem:** Agency finds it difficult to clearly communicate value, gain traction
-  **Promise:** Craft a compelling, easy-to-understand story that delivers an “aha!” moment
-  **Proof:** Hour-long pitch transformed into 90-second video, driving interest and sales



The Hero

collective **bias**

- Marketing & Advertising Agency
- \$1 - 10 million (at time of engagement)
- 1-50 employees

- Working with clients like Coca-Cola, Disney, and Kraft



The Call to Adventure

Collective Bias began at a time when few people (especially businesses and brands) understood social, and they found it difficult to communicate their value quickly and clearly when they first approached us in 2012. This led to hour-long elevator pitches, 100+ page sales decks, and a lot of confusion around their brand - which made it difficult for them to gain traction and sign on new clients.



The Quest

We worked with Collective Bias to clarify their messaging and positioning, and created a short video that perfectly captures their value proposition - driving immediate interest in their services. Because they were doing something new, in a space that few people really “got,” we knew they needed a way to make people understand what made them great - quickly.



Happily Ever After

The Collective Bias team swears by our video. We were able to tell their story engagingly and effectively in 90 seconds, creating immediate clarity for their potential clients - so their team could spend less time explaining what they do, and more time actually selling. And now, Collective Bias is one of our longest standing, most valued clients.



How We Slayed This Dragon

The linchpin of the Explainify process is our Story Awakening stage, where we work with our clients to get to the core of their brand story - What makes their product or service unique? What do they do that matters most to their audience? How can we tell that story for maximum impact?

For Collective Bias, here’s what we discovered:

Telling Tangible Story - When it comes to showing off a new product, live-action video works really well. Your customers can see your gizmo in action, and when they go to the store, they’ll recognize it on the shelf. But how do you explain a service? How do you show something that people can’t see? That’s the power of animation. We were able to tell Collective Bias’ story through conceptual, iconic imagery that made it really easy for people to “see” - and understand - what they do.

Drive Home the Pain Point - When Collective Bias started in 2009, brands didn’t really understand the value of social - and if they did, they didn’t really know how to tap into that value. But something that every retail brand understands? Product gathering dust on the shelf. By framing Collective Bias’ story in terms of driving retail sales, we showed brands that it wasn’t just a good idea for them to develop a social/blog strategy - it could spell disaster if they didn’t.

A Friendly Approach - We've all heard the corporate videos narrated by men with deep voices using words like "synergy" and "bottom line." Those videos usually create more questions than they answer - and for a new agency like Collective Bias who needed to establish trust quickly, it wasn't a good idea. That's why our video is brimming with friendly, conversational enthusiasm - from the voiceover, to the bright colors, to the simple imagery.

And the results of our approach speak for themselves.



Epilogue



"Services like theirs come in at a high price point but they pay huge dividends not just in measurable goals but in brand lift and so much more. They've been a great partner for us - not only do we trust them with our brand but with our clients' as well."

- Amy Callahan, Co-Founder of Collective Bias

Collective Bias understands the power of great storytelling. And they understand the power of video. Over the past few years, we've worked together to create a ton of compelling content - from animated educational pieces, to live-action brand anthems, to award submissions (which one a Gold Effie Award) and case studies.

Odds are, you've got your own product or service that's truly disruptive, but have a hard time explaining that value to your target market - which makes it really hard to gain traction and move people down the funnel.

And if they don't get it quickly, they will never convert. If that's true... how does a business win?

Explainify helps you communicate in a way that's relational rather than salesy - and get people to sign up, request a demo, contact you... or best of all - pay you real money.

Do you want results like these?

CONTACT US TODAY!





About Explainify

At Explainify, we make short, engaging videos that enable businesses to explain their services simply, effectively, and meaningfully. We help “explainify” every client’s story to increase their company’s conversion rate, site engagement, and - best of all - sales.

We don’t create cookie-cutter, one-size-fits-all video templates that we can tack on to every business. We work closely with each client to awaken their story and create a video that accurately and uniquely tells the story that their audience needs to hear...and moves the needle on their business objectives.

Are you ready for results like these?

Email eric@explainify.com

