



Our Process

Benefit from working with professionals in a comprehensive process that adds as much value to your business as conversion video does.

STEP 1 Discovery

We start by connecting with your team to understand the core of your product or service, as well as your target audience, and find the best way to tell your 24-karat story. Upon completing our creative brief, we'll start to develop initial concepts for your video.

STEP 2 Script

We transform your key content into an engaging, visually rich story that connects with your audience. This includes both a script and a description of the visual elements that will be presented on-screen. We work with you to review and refine until you are just as excited as we are by the narrative that emerges.

STEP 3 Storyboard

The script and visual are sketched out, delivering a clear idea of the flow of the video as well as the look and feel. A fully customized visual story is developed to explain your message using brand assets, color, imagery, and visual concepts.

STEP 4 Voiceover

The script is finalized and we select a voiceover talent that best matches your target audience. Then, we make sure your voiceover track blends seamlessly enhance the quality of your message.

STEP 5 Production

We pull together your script, storyboard, and audio to create your one-of-a-kind video. We integrate your feedback on animation direction and work with you to refine the video until you are thrilled by what we've produced. The final review stage gives you the opportunity to give feedback on transitions, timings and general animations. Want to be involved sooner? We offer 30 second reviews as well.

STEP 6 Delivery

We deliver your shiny new HD video in any format(s) needed. Your video is sent to post-production for final touches and then compiled in multiple formats. Need help with uploading your video or creating a video channel? We can help with that too!