

Get More Sales Without Increasing Ad Budget



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The Problem

You want to increase sales and revenues.

The focus is normally on getting more leads.

But what if you converted more of the leads you're already getting into sales?

Doing that would increase your company revenue without needing to increase your ad budget.



James Rostance, CEO, Story Hero

The Challenge

Unfortunately, you're burdened with an unfair advantage.

You already understand in detail:

- How your competitors expose clients to risk
- Why your competitors don't do as good a job
- Why your processes are better
- The additional value you offer
- Why you are the overall better choice

Because of this your marketing is centred on promoting those reasons to buy.

Problem is, so are your competitors.

So if everyone is doing the same, how can you stand out?

And how can you do it without increasing your ad budget?

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What's The Answer?

The secret lies in your target client having an epiphany moment. An epiphany is one of the strongest reactions you can have.

If you can engineer it for them to have an epiphany where they realise:

"oh, this is the company I need!"

All of a sudden your competitors become noise.
And you win the client.

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What Do You Need?

You need a marketing asset that will:

1. Catch their attention with the promise of value
2. Teach them more about their problem or goal
3. Highlight what can hinder them or cause problems
4. Educate them on what's crucial to achieving success
5. Leverage undeniable social proof that you can deliver

Regular case studies will not do all of the above.

However, a video case study using 'The Story Hero Method' will.

What Is The Story Hero Method?

The Story Hero Method positions your client the hero of the case study.

Your target clients are drawn to hearing:

- How someone similar to them had a problem or challenge
- What they had to account for
- What they learned along the way
- How and why they made their decision for a solution
- What life is like from now on

The goal is not to tell people they need your company.

Instead, it's setting it up for them to realise they need your company.

The epiphany moment is the key.

This is how you create it.

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What Does It Look Like?

Gone are the days of stuffy looking corporate videos.
These videos look more like a Netflix style of production.

A beautifully filmed interview packed with great shots of your
client's business in action.

We capture your audience's attention with a great story.
And we keep their attention with stunning footage.



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What Is The Service?

It's a complete done-for-you service.

Produced by B2B marketing experts who specialise purely in video case studies.

- Worldwide coverage
- We film wherever your client is based
- Local crews - No international travel costs

- Your choice of language
- If you client speaks Spanish - the video is produced in Spanish
- No premium charge applies

I'm Interested, What's Next?

The next step is for you to get a clear picture of how one of these new style case studies would work for you.

- What the focus of the case study should be
 - Which client would be best to feature
- How your team can put the case study to work

We can look at some recent examples and map out a strategy.

To do this we just need to book a discovery call.

You can have all your questions answered.

And have a clear path to increasing sales and profitability.

BOOK A STRATEGY CALL