



storypath

2023 CASE STUDIES

FIRST OFF... WHO ARE WE?

Let's face it, as a business owner whether small or large, marketing your business is incredibly difficult. A small business on average should be spending between 5-10% of their annual revenue on marketing. The problem for small to medium business owners is that spending those hard-earned dollars on marketing initiatives can be intimidating and risky.

Not knowing who to use for your marketing, not knowing what strategy to employ, and not knowing who to trust end up keeping business owners from spending their money wisely and effectively. This leads to dollar spend with no ROI and leaves business owners frustrated, hopeless and defeated.



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THAT'S WHY WE FORMED
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No brand should have to sweat when spending their money on marketing initiatives. They should feel confident in their dollar spend and they should be able to trust the marketing teams that they choose to advertise their brand.



That is why our founders, James and Erin Merkley, created Story Path. They have a tremendous hearts to help businesses grow and better make a mark on their communities with high ROI marketing strategies.

At Story Path, we don't just see your brand as a dollar sign, we see it as a story that represents you as a person.

Your Story Matters and we help you tell it.



HERE'S HOW WE WORK

Story Path is all about helping businesses and Non Profits grow and scale their revenue and brand awareness through highly effective marketing strategies. Our services are designed to maximize your brand's reach and exposure and not break the bank. Here are our three solutions that can help your brand find success, even in highly saturated markets.

***VIDEO BRAND MESSAGING
BRAND MESSAGE CONSULTATION
WHITE-LABEL MARKETING SOLUTIONS***

BUT BEFORE WE GET INTO ALL OF THAT...

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YOU CAME HERE FOR METRICS

We get it, this is all great in theory, but the proof is in the marketing “pudding”. Don’t worry, we not only talk a big game, we play a big game as well.

**Numbers don’t lie,
and our numbers are pretty fantastic!**

The next few pages of this document will outline our most recent success in 2022.

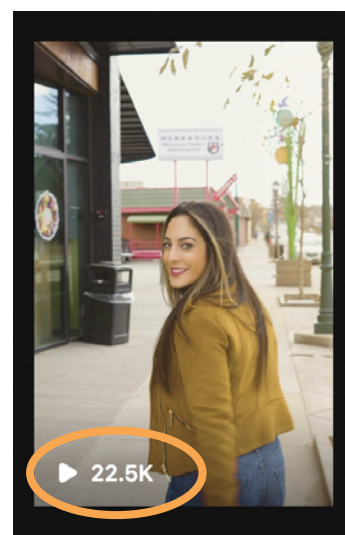
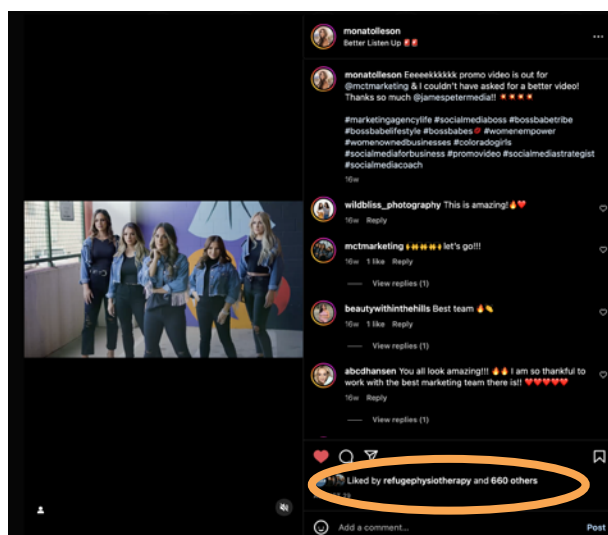
If you want to know more about these projects, please feel free to reach out to us at

info@yourstorypath.com



FIRST OFF, OUR VIDEO BRAND MESSAGING

Our videos don't just sell, they impact. From the humble yet vitally important social post, to high-budget advertising projects, we craft all of our videos with your "why" in mind. We take who you are as a business and encapsulate that into entertaining content that people eat up! In 2022 alone, our videos helped social accounts increase by THOUSANDS of followers, we saw our partner brands gain more public exposure through targeted marketing campaigns and we hit goals of attracting the right clients to our partner brands.



And these are only a few of our success stories 🤪



NEXT UP OUR BRAND MESSAGE CONSULTATION

Story Path isn't like other agencies. We would rather save you money and help you achieve the same results that we can achieve on your own. Crazy, right?

Truth is, most brands have incredible uniqueness and can be easily advertised. The problem lies in the fact that business owners don't have a lot of time or understanding of their own brand, and that inhibits their ability to best advertise themselves.

That's where Story Path comes in.

Our consultation services are designed to help you tell your brand's story in highly effective ways that don't cost you much except your time.

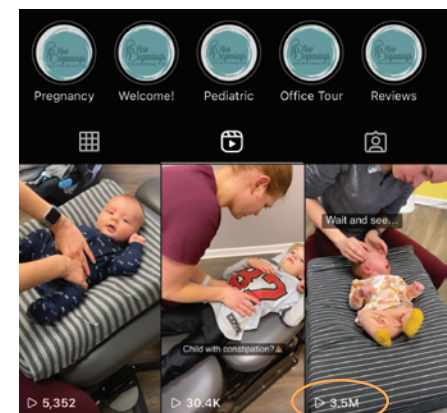
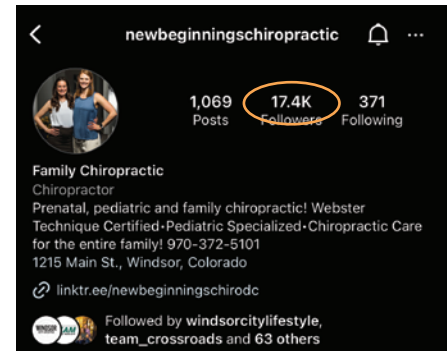
One of our partners was a small Chiropractor based out of Windsor, CO. They wanted help growing their Instagram account, that had taken 5 years to get to just over 800 followers. We sat down with their brand, their mission/vision/values and we helped them craft a posting guide that was brand-focused and would yield results.

In just 9 months, with our guidance, they grew their Instagram to over 17,000 followers and had several videos hit over 1M views. Yes, you read that right...one million views. Since then, we have helped move their brand to a digital sales model which will increase business revenue tremendously!

The best part is...there was no lofty contract, no high dollar spend, and no nights where the owner of the business lost sleep wondering if they made the right call with their marketing dollar spend.

They did it all themselves, and so can you...

WITH THE RIGHT HELP



LAST, BUT CERTAINLY NOT LEAST, OUR WHITE-LABEL SOLUTIONS

We get it, putting your trust in a marketing agency can be an ordeal. You don't know who to trust with your hard-earned dollars, and with the flooding of online agencies that are most likely just trying to take your money, it is easy to become a skeptic. That is why we have and are further developing a network of white-label solutions that are **local to your business**.

From graphic design to web development, and everything in between, we have developed a vast network of trusted brand messaging and advertising partners that we can direct you to for your project.

The best part is, **they give you special deals that are exclusive to working through us!**

Here are some of our trusted white-label partners



IF THAT WASN'T ENOUGH

Our founders, James and Erin Merkley, have a huge heart for Non-Profits. Having worked in many themselves, they saw the dollar spend scrutiny that took place when Non-Profits tried to spend their money on marketing initiatives. That is why they decided to take a portion of the earnings from every for-profit project that we do as a company and they funnel those earnings into comped projects for Non-Profits.

Our last comped Non-Profit project generated over \$53,000 for a Non-Profit in Colorado Springs in just one showing of the video. Those dollars went directly to helping heal and rehabilitate boys who have been sex-trafficked

Our videos don't just sell, they change lives and transform communities, and when you work with us, you are helping make an impact far greater than you could imagine.



YOUR STORY MATTERS

AND WE HELP YOU TELL IT

At Story Path, your brand's success is our #1 priority. We won't rest until you see the results that your brand deserves to see. Simply put, we care, and sadly you don't see that in the marketing/advertising industry. We care about your success because when you win, we win. Your business matters to us, your brand matters to us, your story matters to us.





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