

**“WE LANDED A NEARLY SIX-FIGURE
ENGAGEMENT”:
The Benefit of Compelling Stories and
Striking Personal Branding**

“This is what we were missing in our business... We needed to tell our story and our message in the right way.”



“Initially, I didn’t know what to do with our story, how to put the pieces together... and answer the question of, why does anyone care? Now, you’ve made it flow so nicely for us that we’ve started to weave the stories into prospect and client conversations, so it’s very natural and messaged together very clearly.”

BEFORE: Before speaking with us, Kym Insana, the founder of AlwaysOn Digital, a fast-growing digital marketing company, had initially planned on handling her marketing internally. But her company was growing at warp speed. **The reality was they were so focused on landing new business and servicing those customers that marketing for themselves ended up on the back burner.** After realizing that the ball kept getting dropped, it also became clear that their inconsistent messaging was not the only challenge – they were also speaking in different ‘brand voices’ that were not aligned. Kym admits their audience noticed this gap (and called them out on it, too).

DURING: Our StoryLede™ Team completely overhauled Kym's online presence, including personally branding her LinkedIn profile and strategic content to hone-in on her company's "why" while weaving in her core storylines, like: 7-figure women-owned business, NYC digital advertising exec turned mompreneur, and leading authority in the online media buying space. **Creating compelling stories along with 'Kym's take' on industry trends helped establish engaging content. This includes written form, graphic designs and video snippets. Kym also benefitted from our video coaching and producing for all of her video content.**

"This was out of my comfort zone, I didn't want to put myself in videos on LinkedIn by any means. But there's a comfort to it now. I feel safe, it's a big thing to have that safety net behind you – you're not going to let me put myself out there and look foolish. I'm a lot more confident now to just jump on and do video."

AFTER: As a result of this striking visibility, **Kym landed a nearly six-figure engagement with a prospect she reached out to *three years ago*** – whom she had given up on pursuing. But that prospect, along with others from her past, started following and engaging with her on LinkedIn. This new visibility – which kept her on top of mind – also led a former client to refer Kym for a high level digital advertising proposal. But the thing Kym was most surprised by? Skyrocketing confidence! She's greatly improved her own storytelling and video capabilities to be more clear and relatable – without the old nerves getting in her way.

"Working with you guys has been a dream, it's like talking to a friend. It's been really easy. You ask the right questions and it comes out into this beautiful content at the end of the day. It doesn't feel stiff at all, it feels fun and exciting."

"I couldn't even imagine pulling together content like this. You need somebody, sometimes, who says, 'I've got you here. I've got your back.' And I think that's exactly what this provided for us was the structure and the environment to make sure this happened. You made it so easy for us to have that story told to our audience."