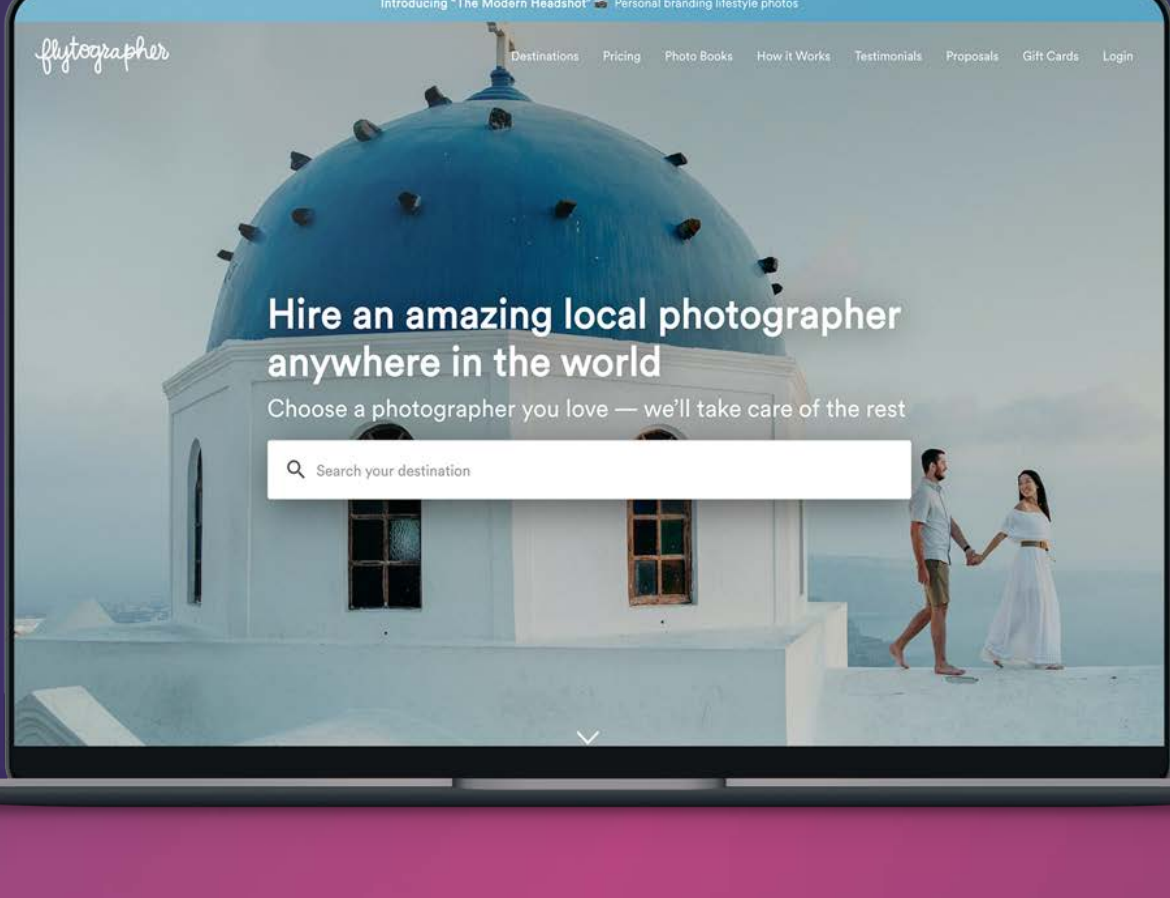


2022 Case Study:

# Flytographer & StoryTap

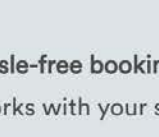


Flytographer connects people with hand-picked local photographers in over 350 destinations around the globe for fun, hassle-free photo shoots.

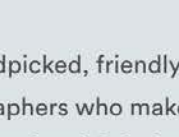
## Overview

From proposal shoots abroad to family vacation pictures, Flytographer is not just selling a service—they’re selling the joy that comes with capturing some of life’s best moments on camera. Traditional marketing simply doesn’t cut it when it comes to conveying the emotion involved with this type of purchase. Using StoryTap, Flytographer was able to capture customer video testimonials that convey the same real-life enthusiasm and honesty that you’d get from a friend raving about their photo shoot.

The proof: **Over 100 videos** were collected in just the first month, garnering hundreds of views.



Easy, hassle-free booking process that works with your schedule



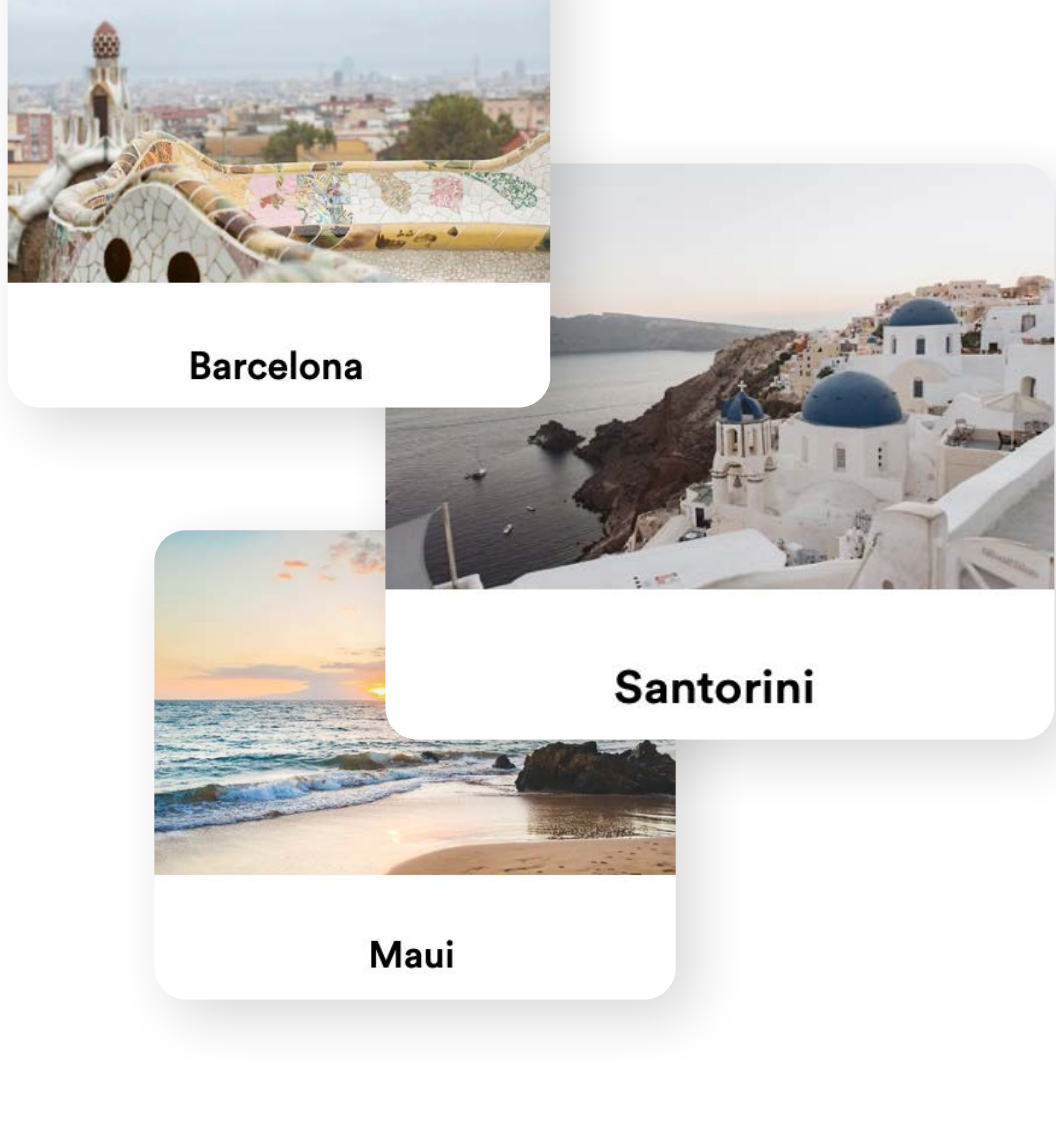
Handpicked, friendly local photographers who make you feel super comfortable in front of the camera



Professional photos you are proud to share with the world – guaranteed

“What I love about StoryTap is that it’s just so dead simple to use. We’re able to gather video testimonials from our customers in a few clicks.”

-Nicole Smith, CEO and founder of Flytographer



## Challenge

Flytographer was looking to bring to life their customer reviews and powerfully convey the experience of a Flytographer photo shoot, all in the challenging context of post-pandemic travel. While text reviews have a place in Flytographer’s marketing strategy, **it’s through StoryTap that their shining customer reviews were brought to life with genuine emotion and the inspiring backdrops of global destinations.**

The photography industry thrives heavily on real-person referrals, which presents an obstacle for the eCommerce marketplace Flytographer. The company was looking for a seamless way to collect more reviews from their customers. Additionally, there was a need to encourage more authenticity and storytelling in these reviews to help them come to life, since the Flytographer experience and the value in each booking are directly tied to these real customer sentiments.



## Solutions

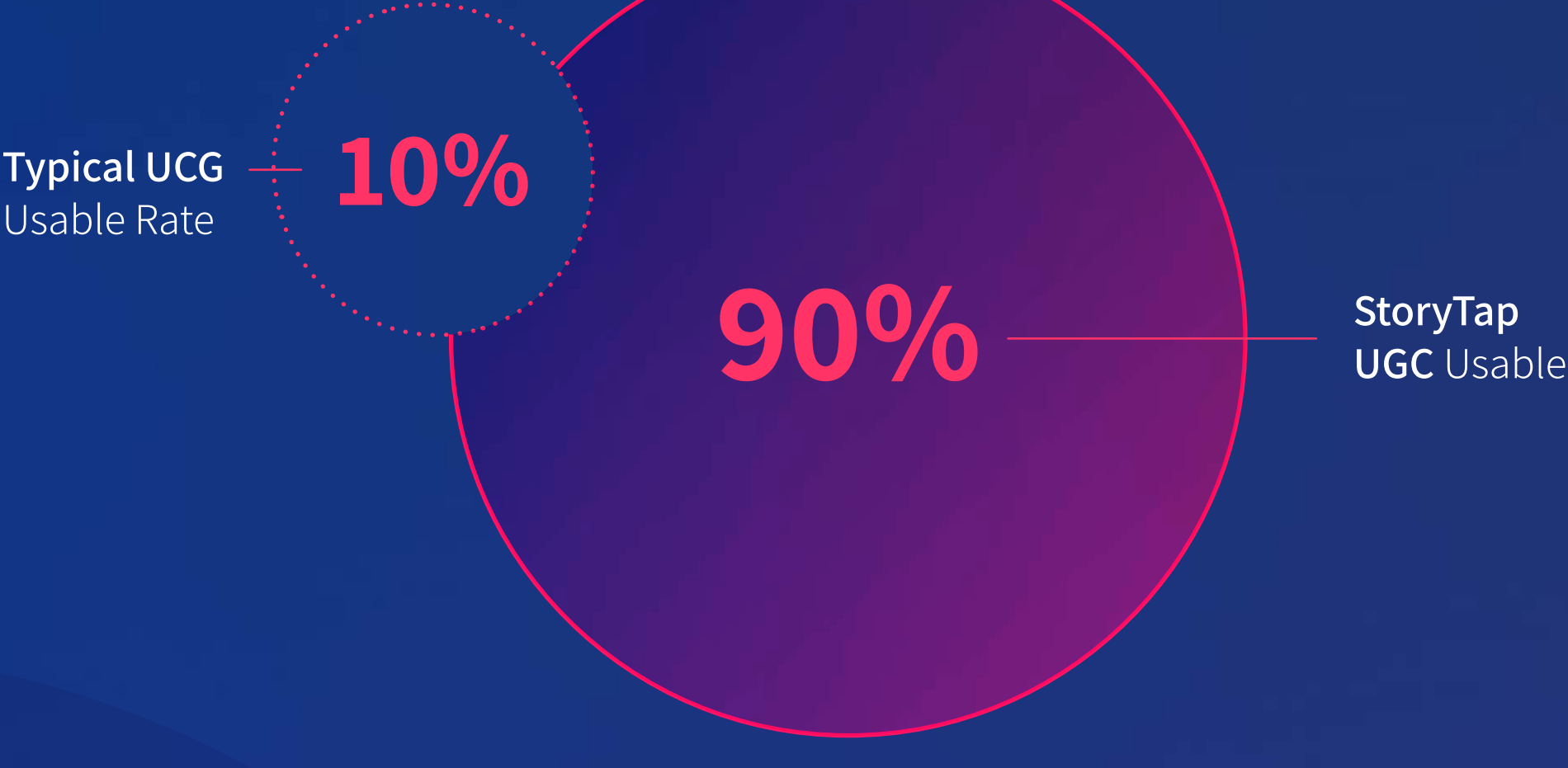
StoryTap helped bring immediate relevance to Flytographer by not only collecting genuine video reviews but also by capturing important post-pandemic stories about travel, helping Flytographer own the category of travel photography services on a global scale. In a tumultuous time when travel was ground to a halt, these stories not only helped would-be travelers understand the context of global travel and the emotion evolved, but also encouraged them to book their trips as the world began reopening.

StoryTap’s custom prompts and ultra-simple recording platform [accessible from mobile, tablet or laptop] **make it an ideal tool for harnessing the genuine customer satisfaction of Flytographer customers, wherever they are in the world.**



EASILY COLLECT POWERFUL USER-GENERATED VIDEO THAT IS 90% USABLE AND REUSABLE

Research shows that traditional UGC is only 10% usable by brands on average. StoryTap is changing the game with user-generated video that’s on brand, high-ranking on search engines, and powerfully usable.



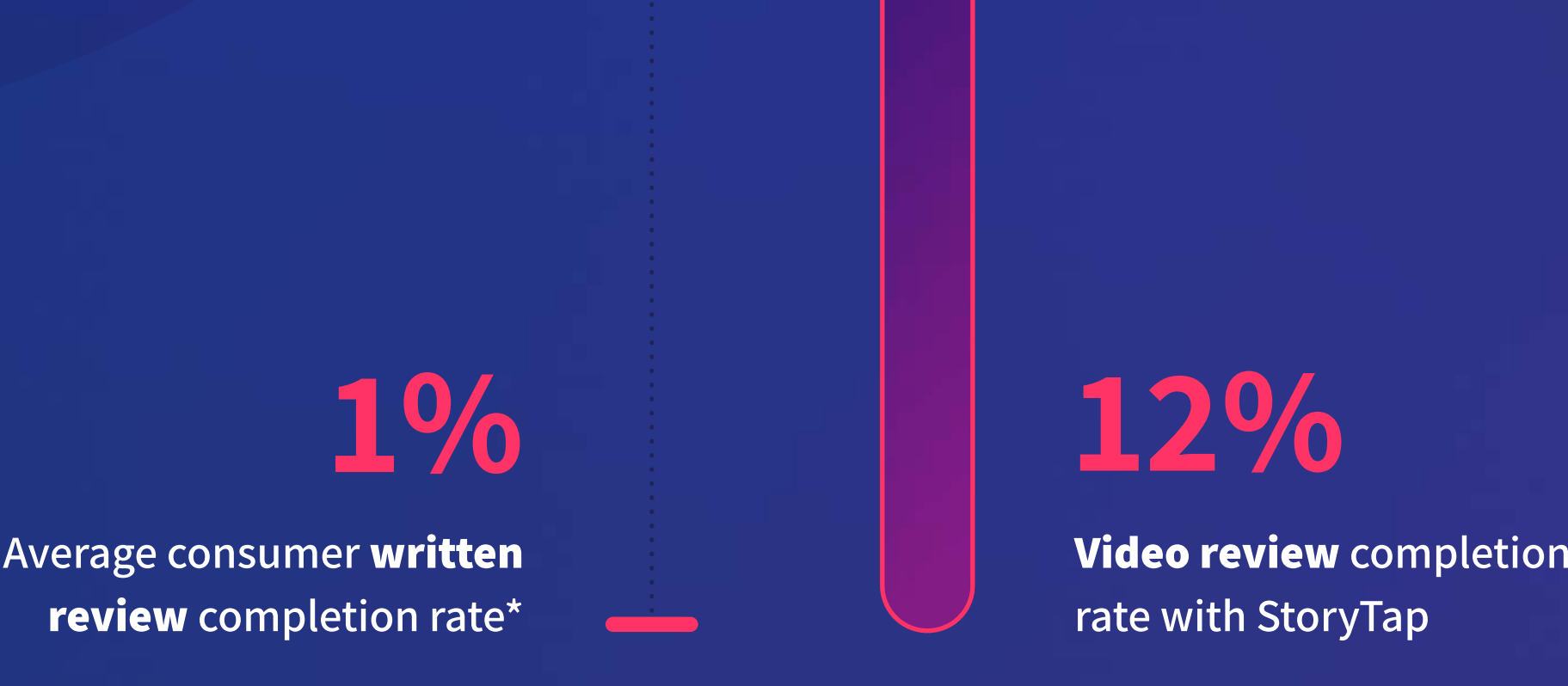
CREATE A BUZZ ON SOCIAL - ORGANICALLY



**11%** of videos have been shared on social media so far.

REVIEWS ARE CRUCIAL

StoryTap is 12x better at getting them, from ask to completion



COLLECT STORIES ON A GLOBAL SCALE



Canada | Greece | Hawaii (islands) | Iceland  
Italy | Mexico | Portugal | Spain | United States