

CREATIVITY HAS NO BORDERS



HOW CAN GLOBAL CREATIVE RESOURCES

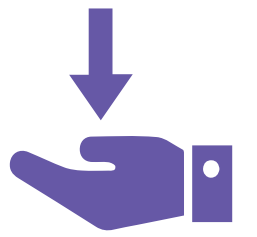
Slash sales materials costs? • Drastically improve quality? • Help you target more precisely?



Most organizations approach sales materials by looking at

**BUDGET
FIRST**

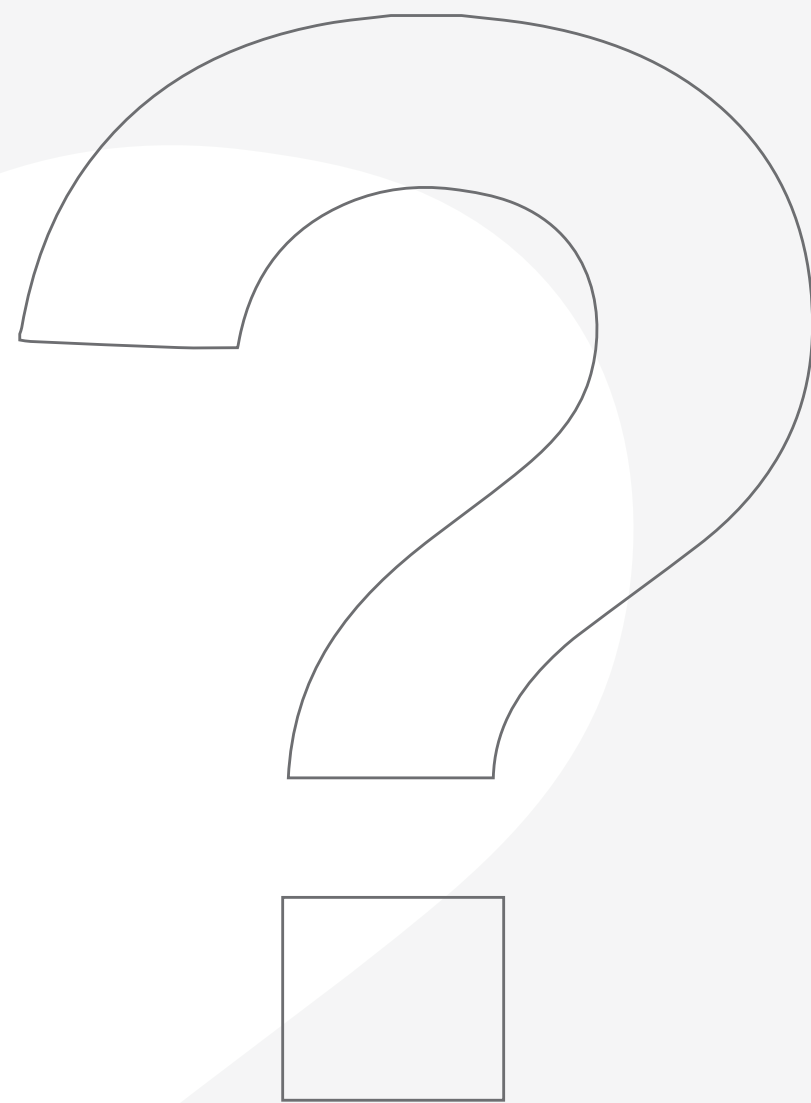
WHILE IGNORING WHAT THEY ACTUALLY



NEED

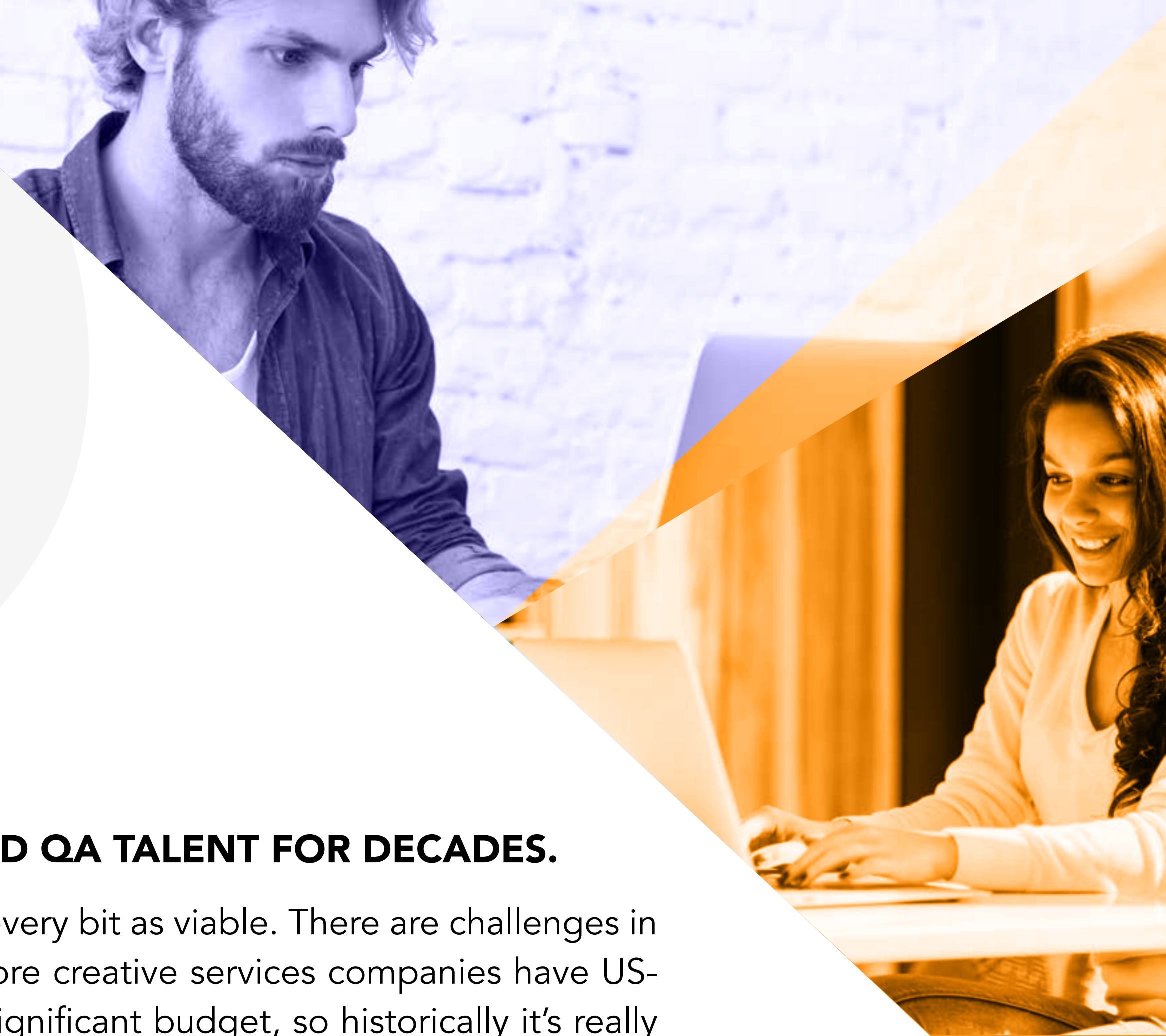
There is a better way...

WHAT ARE GLOBAL CREATIVE SERVICES



TECH COMPANIES HAVE USED GLOBAL DEV AND QA TALENT FOR DECADES.

The idea of using offshore **creative** talent is newer—but every bit as viable. There are challenges in managing creative work across the globe, so most offshore creative services companies have US-based project managers. However, this can still require significant budget, so historically it's really only been an option for larger firms.





BUT I CAN JUST
HIRE A
A DESIGNER
ONLINE

Yes, you can. If you've done that, then you know finding the right designers and managing them can be a headache, and ensuring their availability is inefficient at best. Driving satisfactory results can be problematic, and gaps in language and time zones can drag projects out far longer than anticipated.

WHAT ARE YOUR OPTIONS

Companies that can execute a global creative services model well, in real time, actually do exist. They're a great way to extend your in-house design team or augment your core design solution. They also eliminate a lot of payroll and tax risks associated with *full time freelancers*, and tend to be far less expensive overall.



ADVANTAGES

- ▶ **Scale more effectively**
- ▶ **Reduce strain on current resources**
- ▶ **Gain access to unique specialist talent**
- ▶ **Reduce design costs**
- ▶ **Grow your own branding team**

SINGLE RESOURCE MODEL



One full-time artist

Companies with this model may keep the same artist on your work, and you may get to revise until you're happy. But this only works as fast as one person can work, which may not be very fast. These artists work on single pieces, not entire presentations or full-scope projects.

PROS:

- ▶ Meets very specific graphic needs
- ▶ Least expensive model (can start around \$300+/mo)

CONS:

- ▶ Results can be inconsistent and off-brand
- ▶ Requires significant in-house resources to manage
- ▶ Not consultative - significant ramp up to begin
- ▶ Not sales or pitch savvy specialists





TEAM RESOURCE MODEL



One full-time team

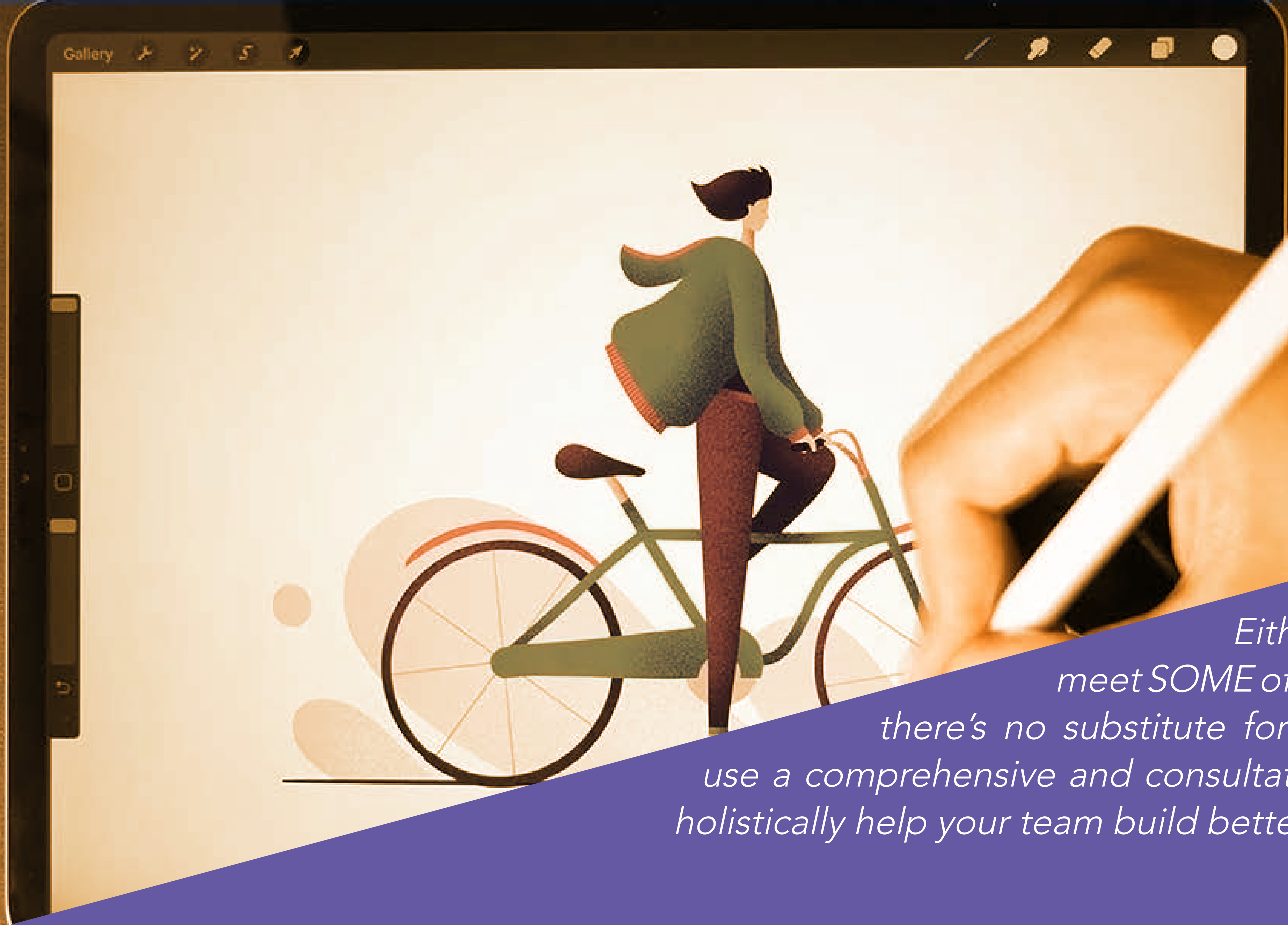
Typically comprised of a one or more artists, a project manager and access to basic project management tools. This can support more complex needs and smaller teams who know what they need but can't afford to hire specialists or more in-house team members.

PROS:

- ▶ Can meet more complex needs
- ▶ Somewhat inexpensive (usually around \$500/mo)
- ▶ More consistent results than single-resource model
- ▶ Requires fewer in-house resources to manage

CONS:

- ▶ Scalability is limited
- ▶ Can become difficult to manage
- ▶ Not consultative - significant ramp up
- ▶ Not sales or pitch savvy specialists



Either option might meet SOME of your needs, but there's no substitute for specialists who use a comprehensive and consultative approach to holistically help your team build better sales materials

HIRE
SPECIALISTS

NOT
GENERALISTS



TO IMPROVE YOUR PITCH MATERIAL DESIGN **AND** PROCESS

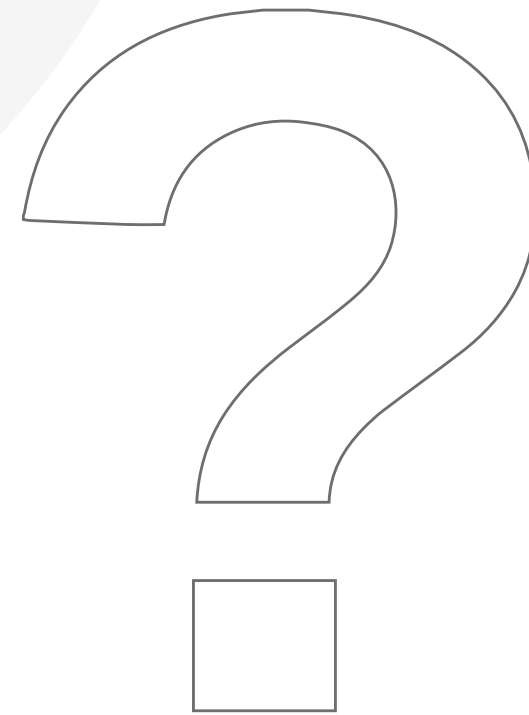


PITCH MATERIAL EXPERTS

There's more to pitch design than making things look pretty. A visual narrative and strategy crafted by trained specialists to tell your unique story will increase impact, which increases attention, retention, recall, and provides quantifiable results.

Specialists require consultation, resources, and unique skillsets, but their solutions help your team work more efficiently on their own without costly external or internal design models.

WHAT MAKES PITCH MATERIAL CONSULTATION DIFFERENT



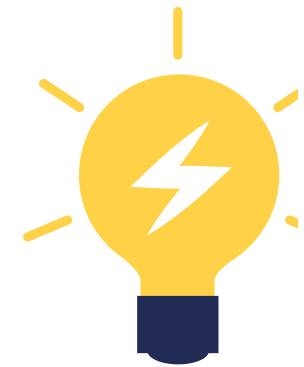
Specialists trained to create visual pitch narratives understand how to use storytelling elements like narrative arc, pacing, and tension to drive impact. They help you make complex concepts clear and easy to understand, and they keep your pitch's branding consistent with your other corporate branding.

Advantages

- ▶ Focus on telling your story
- ▶ Gain a partner solely dedicated to your pitch materials
- ▶ Provide your team with the tools they need, more consistently



PITCH MATERIAL DESIGN IS ACTUALLY PITCH MATERIAL CONSULTATION



There is far more than aesthetics at stake. Your sales and marketing teams need flexible materials they can adjust on the fly, plus a variety of unique supporting collateral like case studies, capabilities slides, pricing or package slides, and account based marketing (ABM) solutions.



WE COMBINE

THE EFFICIENCIES
OF **GLOBAL
CREATIVE SERVICES**



WORLD-CLASS
SALES MATERIAL
THOUGHT LEADERSHIP

Our unique set of personalized services helps your sales team solve daily challenges, free up time, and arm them sales materials that are actually useful.



Global + Local
SALES MATERIALS CONSULTANTS

Book a free consultation by **CLICKING HERE** to access our Calendly app

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