



Written Success Story Process

Do you have a compelling story to share? Curious about the process involved? This document outlines the steps to guide you through creating your success story with us.

1 Initial Advocacy Onboarding Call

The process begins with a 30-minute onboarding call with a member of our Customer Marketing team. During this call, we'll ask you to provide an overview of how you're utilizing Syncron solutions and the impact it has had on your business. In the second half of the call, our team will walk you through the advocacy program, highlighting the activities that may be of interest to you.

2 Internal Approvals

If you choose to proceed with a success story, we'll request that you secure the necessary internal approvals (typically from your PR or legal team). If needed, we are happy to facilitate these discussions—just let us know the appropriate point of contact.

3 Story Interview

Once approvals are in place, we'll schedule a one-hour interview with one of our writers to dive deeper into your story. The interview is usually recorded to aid in the drafting process.

4 First Draft Review

Following the interview, we will provide you with the first draft of your story for review. You and your approval team can suggest any edits or revisions.

5 Final Approval and Publication

Once all parties are satisfied with the content and the draft is approved, we will format the story into a polished PDF. The success story will be published on the Syncron website's customer page, and we will create a one-page slide summarizing the key highlights of your story. We will also promote the story through Syncron's social media channels and if you gave agreed, pitch it to relevant media outlets.

Video Testimonial Process

Interested in creating a video testimonial to share your success story? Below is an overview of the steps involved in bringing your video testimonial to life.



1 Initial Advocacy Onboarding Call

The process begins with a 30-minute onboarding call with a member of our Customer Marketing team. During this call, we will ask you to provide an overview of how you are leveraging Synchron solutions and the impact they have had on your business. In the latter half of the call, our team will walk you through the advocacy program to explore the activities most relevant to your interests.

2 Internal Approvals

If you choose to move forward with a video testimonial, we will request that you secure the necessary internal approvals (typically from your PR or legal team). We are happy to support these discussions—please connect us with the appropriate contacts within your organization.

3 Discovery Call and Pre-Production Planning

Once approvals are obtained, we will schedule a discovery call with our film production agency. This call will focus on understanding how you use our platform, developing a storyboard, identifying suitable shoot locations (including access to your distribution center, warehouse, or machinery for b-roll footage), and planning production logistics.

4 Shoot Day

On the day of the shoot, we recommend that speakers wear comfortable attire, as the lighting can be warm. Please avoid wearing striped clothing. We will interview each speaker on camera and capture b-roll footage around your premises. The b-roll footage helps convey the authentic look and feel of your organization, enriching the final video.

5 Post-Shoot Story Creation

After the shoot, we will share the audio with one of our writers to craft a written story that complements the video content.

6 Review of Drafts

Once the first drafts of both the video and written story are ready, we will share them with you and your approval team for feedback and revisions.

7 Final Approval and Distribution

When everyone is satisfied with the content and approvals are secured, we will format the written story into a polished PDF. The final video and story will be published on the Synchron customer page. We will also create a one-page slide highlighting the key points of your story. We will promote the content via Synchron's social media channels and if you have agreed, pitch it to the media.

Ready to **Get Started**? Contact Us to Learn More:

customermarketing@synchron.com