

# CASE STUDY

# Sortly

**INDUSTRY** Inventory Management  
**SECTORS SERVED** Construction, Medical,  
Warehousing, Interior Design, Auto, Dental, Events

Sortly provides inventory management solutions tailored to diverse sectors, including construction, medical, and warehousing. Their easy-to-use platform helps businesses streamline their inventory processes, boosting efficiency and productivity.



## COMPANY OVERVIEW

Sortly, a leader in the inventory management industry, partnered with Flikli to refresh their outdated video content and expand their video footprint. The collaboration resulted in an engaging "Intro to Sortly" video and compelling customer testimonials, significantly enhancing Sortly's marketing assets and driving customer engagement.

## CHALLENGE

Sortly's existing video content was limited and no longer effectively represented their product and value proposition. The marketing team sought to create fresh, impactful video content.

Their goals were to:

1. Replace the old "Intro to Sortly" video with a modern, engaging version that reflected their current product
2. Expand their video footprint to include customer testimonials from top industries.
3. Develop marketing assets for top and mid-funnel initiatives across organic and paid media.
4. Highlight the exceptional business results achieved by enthusiastic Sortly customers.

## SOLUTION

Flikli designed a comprehensive video content strategy that included:

- A new "Intro to Sortly" video that clearly communicated Sortly's product and value proposition.
- Four new customer testimonial videos showcasing success stories across key industries.
- A seamless production process that ensured comfort and trust for Sortly's customers during filming.

## IMPLEMENTATION

The collaboration between Sortly and Flikli began with detailed pre-planning and coordination, setting the stage for a smooth process and impactful final videos. Flikli's commitment to deeply understanding Sortly's product and brand through a comprehensive discovery process was key to crafting videos that authentically told Sortly's story and highlighted their customers' success.

Key steps in the process included:

### ► INITIAL KICKOFF CALLS

These initial calls were key in aligning on goals and vision, ensuring both teams were aligned from the outset. By clearly defining the narrative for each video and determining key distribution channels, Flikli was able to strategically plan content and technical requirements, guaranteeing that the shoot covered all necessary video edits and formats.

### ► PREPRODUCTION

Flikli honed in on the core narrative for each video, conducting interviews with Sortly's customers to surface the strengths of their stories and ease any concerns about the day-of filming. This preparation was crucial in creating highly engaging content that would resonate with viewers.

### ► ON-LOCATION FILMING

Leveraging their expertise in customer relations, Flikli made Sortly's customers feel at ease and confident during filming, resulting in authentic and powerful testimonials. The team's efforts to build rapport with Sortly's customers ensured that the best stories were captured while safeguarding Sortly's customer relationships and overall experience.

### ► CONTINUOUS COLLABORATION

The Flikli platform facilitated seamless collaboration and feedback throughout the entire process, ensuring that the final videos not only met but exceeded Sortly's expectations. The review process included strategic checkpoints, capturing input from key team members and subject matter experts. This approach ensured that every detail aligned with Sortly's vision, resulting in videos that were perfectly tailored to their needs.

This methodical approach ensured that the final videos were not only visually compelling but also effectively communicated Sortly's brand story and the success of their customers.

**"I would absolutely work with Flikli again—in fact, we are planning on it! They have been an amazing video partner for us. They excel not only as videographers but also in customer success, making our customers feel comfortable and confident during what could otherwise be a stressful process. When I show up to a customer testimonial shoot with Flikli, I know it's going to be great from start to finish."**



**REGINA DIPERNA**  
**DIRECTOR OF ORGANIC**  
**MARKETING, SORTLY**

Flikli's partnership with Sortly is a testament to the power of well-crafted video content. By understanding Sortly's unique needs and industry challenges, Flikli delivered a suite of videos that not only revitalized Sortly's brand presence but also amplified their customer engagement across multiple channels. The success of this collaboration highlights the importance of strategic storytelling and execution in driving measurable business outcomes. As Sortly continues to expand its video footprint, Flikli remains a trusted partner, ensuring that every visual asset aligns with Sortly's vision and propels their marketing efforts forward.

 [VIEW THE FULL VIDEO SUITE HERE](#)



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Ready to transform your video content and drive customer engagement?  
[Contact Flikli today](#) to learn how our expert team can create impactful video solutions tailored to your needs.

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