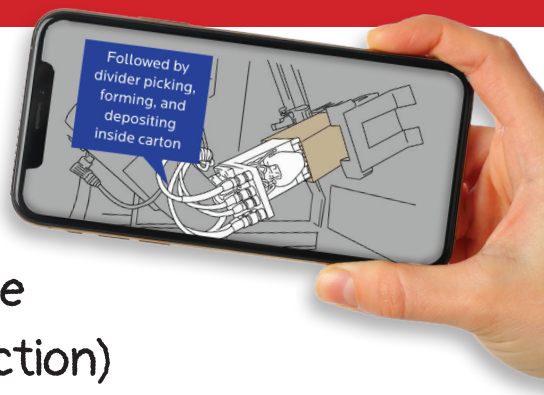


TURCHETTE
B2B MARKETING & PUBLIC RELATIONS

FOUR KEY BENEFITS OF USING WHITEBOARD ANIMATION IN YOUR NEXT VIDEO

By **FRED GHILINO,** Account Director

Whiteboard animation videos are great tools to have in your marketing arsenal. These videos utilize two powerful forms of persuasion: visual content and storytelling. Here at Turchette, we've collaborated with several clients to produce whiteboard animation videos that provide an engaging and informational video experience.



Whiteboard Animation Videos

1. Are extremely engaging
2. Are incredibly informative (and move markets to action)
3. Offer a fun, warm, unique way of highlighting your products/solutions
4. Are different, fresh, and creative



With animation, the sky's the limit!



Whiteboard animation videos can be a great tool for engaging audiences, improving understanding of company benefits or solutions, and imprinting a lasting impression. To find out more, contact Turchette today for a FREE consultation!

If you're looking to develop a highly effective whiteboard or explainer animation video that will help promote your product or services, our video team can help.

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