

# FLIKLI Production Timeline

Successful videos don't happen by accident—that's why every **FLIKLI** project begins with a Video Strategy call to discuss:

- ✓ Your objectives, audiences, and ideal customer journey—so we know what your videos need to achieve
- ✓ Your overall content strategy and video library—to understand how each video fits in this broader context
- ✓ Your distribution strategy and channels—to make sure you're prepared and equipped to reach your audiences

Once this broader context is clear, we're ready to start the Production Process:



## 1. Creative Kick-Off

We discuss your objectives for this project—including the audience and intention—and review the stories we need to tell.



## 3. Video Animation

We add motion and sound to bring your videos to life—again, review and feedback are easy with **FLIKLI** Platform.



## 2. Script and Storyboard

Our creative team prepares the scripts and storyboards—**FLIKLI** Platform makes it easy for you to provide feedback.



## 4. Delivery and Distribution

Our Video Success team helps you plan and execute an effective distribution strategy to help you reach your goals!

## TYPICAL PRODUCTION BREAKDOWN

### Script

1-2 Weeks

### Storyboard

2-3 Weeks

### Animation & Sound

2-3 Weeks

**Are you ready to get more customers with beautiful 2D animation?**