

Account: QRx Digital
Project: Customer Service

STB Artist:
Date:

Description/Script	Frames	
<p>SCRIPT/NARRATION:</p> <p>DESCRIPTION: Show: Title:</p> <ul style="list-style-type: none">• QRx Digital <p>Show: Animate:</p> <ul style="list-style-type: none">• QRx Digital logo		1
<p>SCRIPT/NARRATION:</p> <p>DESCRIPTION: Continue from previous frame:</p> <p>Fade out on screen text from previous frame:</p> <p>Show: Animate:</p> <ul style="list-style-type: none">• 94% shows up in front of a webpage while a heart and thumbs-up appear <p>Script: Do you know that 94% of first impressions from potential customers or clients relate to your site's web design?</p>		2
<p>SCRIPT/NARRATION:</p> <p>DESCRIPTION: Continue from previous frame:</p> <p>Show: Animate: Rotate:</p> <ul style="list-style-type: none">• Desktop with text inside - "New website? Website improvements?" <p>Script:</p>		3

<p>If you are looking into having a new website made or updating your existing one,</p>		
<p>SCRIPT/NARRATION:</p> <p>DESCRIPTION:</p> <p>Continue from previous frame:</p> <p>Show: Animate: Rotate:</p> <ul style="list-style-type: none"> • Desktop above then a great website appears on screen <p>Script: it's important for you to understand the basics of a great web design</p>		4
<p>SCRIPT/NARRATION:</p> <p>DESCRIPTION:</p> <p>Continue from previous frame:</p> <p>Show: Animate: Rotate:</p> <ul style="list-style-type: none"> • Desktop above with website on screen then QRx Digital logo suddenly appears <p>Script: ...and why QRx Digital is the best digital marketing company to help you create your own business' website!</p>		5
<p>SCRIPT/NARRATION:</p> <p>DESCRIPTION:</p> <p>Continue from previous frame:</p> <p>Fade out on screen text from previous frame:</p> <p>Show: Animate:</p>		6

<ul style="list-style-type: none"> • Desktop computer with website on screen then logos of other marketing services appear around it connected with dotted lines <p>Script: The website is the core of your online marketing activities.</p>		
<p>SCRIPT/NARRATION:</p> <p>DESCRIPTION:</p> <p>Continue from previous frame: Show: Animate: Rotate:</p> <ul style="list-style-type: none"> • The logos around the desktop magnify one by one <p>Script If you look at all the marketing channels and techniques,</p>		7
<p>SCRIPT/NARRATION:</p> <p>DESCRIPTION:</p> <p>Continue from previous frame: Show: Animate:</p> <ul style="list-style-type: none"> • From the logos of marketing services, logos of web visitors appear that cascades down to desktop through the dotted lines <p>Script what they actually do is bring visitors to your website,</p>		8

<p>SCRIPT/NARRATION:</p> <p>DESCRIPTION:</p> <p>Continue from previous frame: Show: Animate: Rotate:</p> <ul style="list-style-type: none"> • The logos of the web visitors above turn into logos of customers (maybe their shirts suddenly have dollars on them? lol) <p>Script: and the main purpose of the website is turning these visitors into customers. In marketing terms, this is called conversion.</p>		9
<p>DESCRIPTION:</p> <p>Continue from previous frame: Show: Animate: Rotate:</p> <ul style="list-style-type: none"> • Add more of the logos of customers on the screen <p>Script The better your website is, the more visitors are converted into your customers.</p>		10
<p>SCRIPT/NARRATION:</p> <p>DESCRIPTION:</p> <p>Show: Animate: Rotate:</p> <ul style="list-style-type: none"> • First show a logo of products or shopping bags, then show logo of services, then logo of house • After, show desktop again with logo of customers <p>Script: It doesn't matter if you sell products online, provide local services, or build houses - a great web design will bring you in more</p>		11

<p>visitors that will turn into customers or clients.</p>		
<p>Continue from previous frame:</p> <p>Fade out on screen text from previous frame:</p> <p>Show: Animate:</p> <ul style="list-style-type: none"> • Show animation of poorly-executed website that does not convert visitors into customers <p>Script: Many in the industry can create websites, but not all can execute it successfully. Without careful planning and designing, this kind of website cannot convert your visitors into customers.</p>		12
<p>SCRIPT/NARRATION:</p> <p>DESCRIPTION: Show: Animate: Desktop with lots of logos of customers then QRx Digital logo appears on top</p> <p>Script: This is where QRx Digital comes in. Here at QRx Digital, we don't just build websites.</p>		13
<p>SCRIPT/NARRATION:</p> <p>DESCRIPTION: Show on screen text:</p> <ul style="list-style-type: none"> ✓ Website Purpose ✓ Website Goals ✓ Target Audience <p>Show: Animate:</p> <ul style="list-style-type: none"> • Magnifying glass beside on-screen text 		14

<p>Script: We analyze the website's purpose, goals, and target audience.</p>		
<p>SCRIPT/NARRATION:</p> <p>DESCRIPTION: Fade out previous frame:</p> <p>Show on screen text:</p> <ul style="list-style-type: none"> ✓ Sitemap ✓ Website Structure ✓ Technologies <p>Show: Animate:</p> <ul style="list-style-type: none"> • Planning board beside on-screen text <p>Script: We plan the definition of the site map, structure, and the technologies we will be using.</p>		15
<p>SCRIPT/NARRATION:</p> <p>DESCRIPTION:</p> <p>Show on screen text:</p> <ul style="list-style-type: none"> ✓ Wireframe models ✓ Visual Style ✓ Usability, UI, UX <p>Show: Animate:</p> <ul style="list-style-type: none"> • Two pencils (or anything design-related) beside on-screen text <p>Script: We do not focus only on the wireframe models and the visual style, but also the usability of the user interface for the best possible user experience.</p>		16

<p>SCRIPT/NARRATION:</p> <p>DESCRIPTION:</p> <p>Show on screen text:</p> <ul style="list-style-type: none"> ✓ Copywriting ✓ Photos & Videos ✓ Search Engine Optimization (SEO) <p>Show: Animate:</p> <ul style="list-style-type: none"> • Anything content-related beside the on-screen text <p>Script:</p> <p>We choose the best content for your website, not just for the visitors but also for the search engines.</p>		17
<p>SCRIPT/NARRATION:</p> <p>DESCRIPTION:</p> <p>Show on screen text:</p> <ul style="list-style-type: none"> ✓ HTML and CSS Coding ✓ Databases ✓ Responsive Design <p>Show: Animate:</p> <ul style="list-style-type: none"> • Tools beside on-screen text <p>Script:</p> <p>We'll create your website using hypertext markup language and cascading style sheets. We'll make sure that your website can be viewed and used in mobile, bug-free.</p>		18
<p>SCRIPT/NARRATION:</p> <p>DESCRIPTION:</p> <p>Show on screen text:</p> <ul style="list-style-type: none"> ✓ Technical Testing ✓ Browser Compatibility 		19

<p>Show: Animate:</p> <ul style="list-style-type: none"> • Checklist beside on-screen text <p>Script: Before launching, we test all the technical features like codes and scripts compatibility with major browsers.</p>		
<p>SCRIPT/NARRATION:</p> <p>DESCRIPTION: Show on screen text:</p> <ul style="list-style-type: none"> ✓ Monitoring ✓ Bug Fixes ✓ Maintenance <p>Show: Animate:</p> <ul style="list-style-type: none"> • Completed website on desktop computer beside on-screen text <p>Script: Our job does not stop with your website's launch - we always monitor what's happening after the start which enables us to quickly fix deficiencies.</p>		20
<p>SCRIPT/NARRATION:</p> <p>DESCRIPTION:</p> <p>Continue from previous frame:</p> <p>Show: Animate: Rotate:</p> <ul style="list-style-type: none"> • Show the desktop with completed website being encircled by all the photos (beside on-screen text from frames 14-20) <p>Script: Web design is a complex process, but QRx Digital Services believes that this is how it should be done.</p>		21

<p>SCRIPT/NARRATION:</p> <p>DESCRIPTION:</p> <p>Show: Animate: Rotate:</p> <ul style="list-style-type: none"> • Photo of smiling businessman beside the website in a desktop computer then QRx Digital logo appears <p>Script: If you are looking into creating or improving your business' website, let's get in touch.</p>		22
<p>SCRIPT/NARRATION:</p> <p>DESCRIPTION:</p> <p>Show on screen text: For more details Get in touch here https://qrxdigital.com</p> <p>Script: QRx Digital will be happy to help you.</p>		23
END		