

# Flocksy. Our Story



## Facts and figures.

Year founded

2016

Average rating



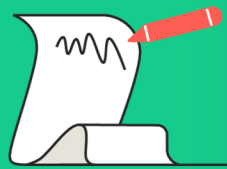
Total creatives in global network

350 team members

Company hub

Groton, CT

# Flocksy. Our Journey



## 2016

A beta version was released on November 2016 to a limited 100 users to perfect the process, system and offerings.

## 2017

In January 2017 Flocksy was released to the public. Flocksy initially offered only Graphic Design and Web Development.

## 2018

Nearly a year later, in February 2018, Flocksy decided to add a Copywriting Service. Shortly after that, in November 2018, Flocksy 2.0 was released.

## 2019

In July 2019, Flocksy 3.0 was released. The new system allowed custom teams to easily be formed around any account and offered many new services and features.

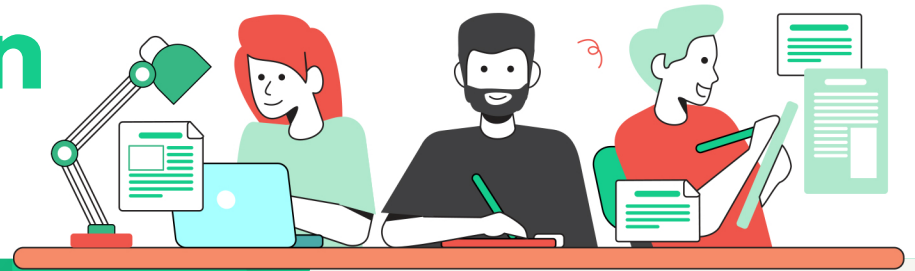
## 2020

Added a voice-over service, increased turnaround times to faster speeds and better improved teams.

## 2021

Completely overhauled our portal, and streamlined how projects are submitted and completed.

# Flocksy. Our Mission



Our mission is to help customers scale their business through amazing customer service and technology. We will always fight for the customer and go above and beyond their expectations.

Sam Ryan  
Co-founder & CEO

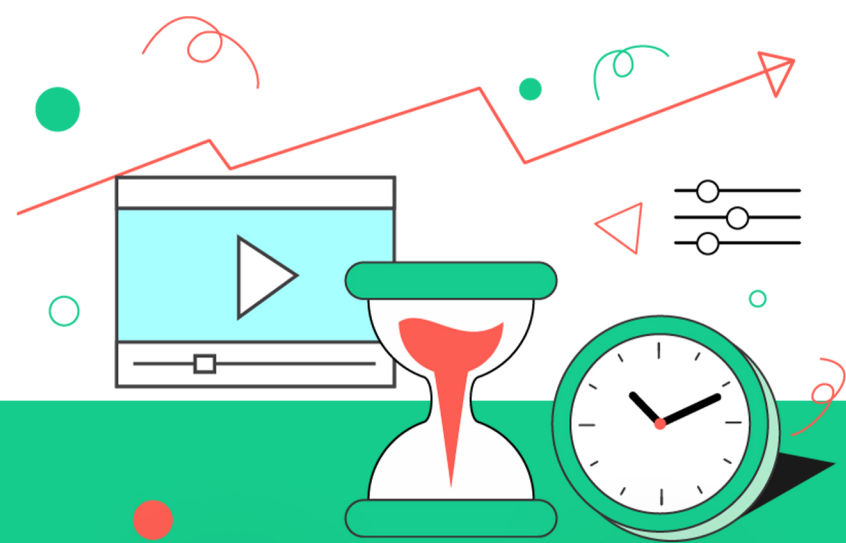
## Easy Brand Development

Whether you're building a new brand or managing several for your own clients, you'll love our versatile project management system.

We know that it gets challenging to track and manage multiple freelancers, which is why our intuitive platform lets you chat with your team, set up various Brand Buckets, and check your project timelines.



# Flocksy. Our Services



## Services we offer

A personal and vetted creative team can work on your videos, designs, websites and more.

### 01

GRAPHIC DESIGN

Stunning designs for print and digital – with a same-day turnaround! We can't wait to put your design into action.

### 02

COPYWRITING

No more hunting for great content. We'll bring it to you! We'll write whatever you need, any time.

### 03

CUSTOM ILLUSTRATIONS

Beautiful, compelling designs that make your brand stand out. Professional illustrators for all your needs.

### 04

VIDEO EDITING AND CREATION

Engaging, attractive content to fire up your digital presence. They say video content is the future. Let's go!

### 05

VOICE-OVER

We're eager to bring your script to life. Our team provides professional, high-quality voice-overs – FAST.

## Flocksy platform

We have a professional team of designers, video editors, voice-over artists and writers who are ready to work on your next project.

### 01

BRIEF

ASSEMBLE YOUR CREATIVE TO-DO LIST

Our intuitive project briefs make it easy to tell your team exactly what you need. Queue up your projects and attach specific reference files and Brand Buckets to each.

### 02

FINALIZE

POLISH TO PERFECTION

Your team is made up of trained professionals who work fast. In most cases, you'll have an update on your project within a few hours. Have questions?

### 03

NEXT

PRODUCTIVITY NEVER STOPS

As soon as you close out one project, the next brief on your list gets posted and the process starts again.

# Flocksy. Our Values

We believe that every business owner should want to be a customer of their own company – and at Flocksy, we use our own services every day.

We consider our team to be family, and we're proud to connect our talented creatives with our passionate clients.



**Treat everyone as you'd want to be treated.**

**Continue learning everyday.**

**Be excited about what you do.**

**Think outside the box and be creative.**

**Go above and beyond for the client.**

# Flocksy. Reviews

## "I've used almost all of the services, love it!"

I've been using Flocksy for a couple of months now and have put through an incredible amount of projects so far! After making the move over from another similar service, I can honestly say that Flocksy is a much more useful tool. I love the fact that they do more than just design! I have used their website development tools, copywriting tools and design work for graphics and custom illustration. I like being able to work with a team of different people for various projects. As someone with a few different businesses, it is nice to be able to set up all of your fonts, logos, and info into a bucket that is reusable as well.

Peter Mohr  
Shoetopia.ca

## "A wonderful partner! Has far exceeded my expectations"

My experience with Flocksy has been outstanding! My husband and I run a small content media site business and needed help with articles. I stumbled across Flocksy and thought I'd give it a try. I'm so glad that I did! The quality of the content is absolutely outstanding. We have high standards, and the content has far exceeded our expectations. Everything is superbly written. In addition to the quality, I've been highly impressed by the project communication and fast turnaround times. This was the boost our business needed. Flocksy has become a valued partner, and I can't recommend them enough!

Jessi  
mydogsname.com

## "writers that 'get' me and my ideal customer"

I am a small business owner that is spread thinner than thin. There are not enough hours in the day for me to do all my own marketing, copywriting, graphics etc. And I am not at a point that I can afford to hire full time staff. My Flocksy team is a perfect partnership. I have found writers that "get" me and my ideal customer. They are fast, easy and all around amazing. Highly recommend.

Pamela Engstrom  
Lita P Designs

# Flocksy. In the press

Featured in:

Forbes

The Washington Post



BUSINESS INSIDER

# Flocksy. Press release

## Flocksy Helps Small to Mid-Size Businesses Get Back to Work with Full Marketing Support on Demand

American Fork, Utah, United States, May 29, 2020 (Wiredrelease) Tork Media LLC Marketing support and customer acquisition are the mainstays of small businesses; they need outreach in a new way as a result of the shutdowns.

When sales plummet and revenue changes, the natural human response is to be concerned and look for ways to scale more conservatively. Whether it's the current COVID crisis, a natural disaster, or some other market influence, we still have to find ways to support our teams, our customers, and our marketing efforts. Planning for the future is critical, and that means planting some seeds you can harvest. There are two key marketing priorities to focus on during the COVID crisis, for example. They include generating sales and revenue for today and investing in marketing and sales for the future.

Flocksy enables companies to plant those marketing seeds on a limited monthly retainer. Their highly qualified, professional teams focus on client needs, delivering results in less than one business day. While planning for the generation of revenue may be difficult in today's climate, investing in a proven marketing program can make all the difference in the world.

Our professionals become your professionals, working as outsourced members of your marketing team, said Sam Ryan, CEO, and Co-Founder. We understand that marketing efforts are mission-critical to any business success, especially in a time of COVID-19. When outreach becomes the lifeline to your customers, Flocksys comprehensive teams are here to help. Our teams can support or even replace a full-time designer, video editor, developer, or writer, and more.

Flocksy was designed to work with small to mid-sized businesses the way they do business best. The retainer-based monthly service fee includes all work, licensing, and more. Clients can do as many projects as they can complete in a given month. To better focus on client work, projects can be located into Flocksys dashboard and are completed one at a time. When a business signs off on a project, the next one begins. Flocksy enables you to keep a team for the long haul or change them around whenever you want.

Determining your business marketing needs aren't always easy. The team at Flocksy recommends following these three steps:

Assess competitors and how they're handling marketing. Study both local competitors and ones in other regions where the COVID-19 situation may be different. It's important to get a broad range of marketing and communications examples and gauge whether customers are reacting positively or negatively. Create an updated marketing strategy that reflects the customer's current needs.

[\[read more +\]](#)



# Flocksy. Press contact

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