

How Storyblocks helps Luma Health *scale* their video production to *achieve marketing results*

Luma Health is a software company that created the first Patient Success Platform™, making it simpler for patients to get access to healthcare. When they decided to invest in video marketing to build their business and brand, they ran into different challenges including HIPAA compliance laws and how to budget for the content they needed.

Luma Health chose Storyblocks to help their team create videos more efficiently, easily experiment with content, and maximize their budget – and it’s paying off. Luma Health’s demand generation team confirms that videos are working “night and day” above any other marketing content.



The challenge

When Casey Clark joined Luma Health to kickstart their video marketing, he faced quite a few challenges—many of them all too familiar as a video professional. Having worked for global companies in the past, he knew that it was cost prohibitive to “fly all over the world getting b-roll at all of these various locations.” But at the same time, he wanted to ensure that his videos looked and sounded as appealing and progressive as possible.

With that, Casey knew that having a predictable budget would be essential, especially when it came to stock assets. When he joined Luma Health, he explained **“I don’t want to buy individual pieces of stock footage for every single project because I plan on doing a lot of stuff.”**

Being in the medical industry, Luma Health also had to follow HIPAA compliance and privacy laws. That meant getting access to shoot doctors and patients wasn’t an option, so they needed to find a different way to tell their patients’ stories in a visual way.

On top of all of that, Luma Health was getting busier and had a lean marketing team. So they needed to be able to move quickly, streamline their entire video production process, and Casey had to hit the ground running.

Luma Health needed an all-in-one solution that gave them access to medical stock media and templates that were licensed for all of their marketing needs without blowing their budget. They also wanted a way to be able to differentiate themselves in their industry by creating a visual brand that people would recognize.

How Storyblocks solved the challenge



Casey knew Storyblocks was the perfect solution, having used it as a freelancer and at his previous company.

And he had already incorporated Storyblocks into his production process. In his own words, **“I brought Storyblocks with me because it's become integral in my workflow. It expedited things that would have taken me a long time in the past. I didn't want to fix what wasn't broken.”**



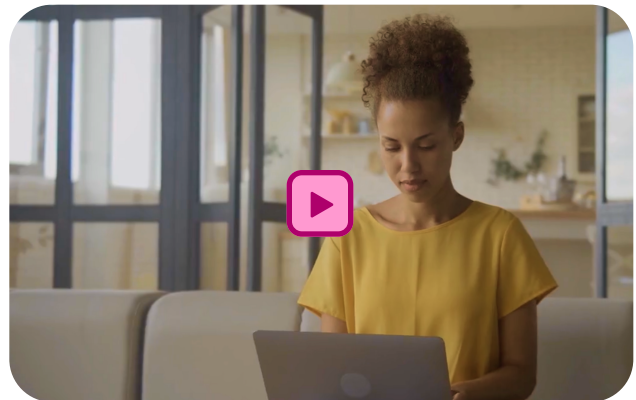
With Storyblocks, Luma Health got unlimited downloads of over two million different stock assets, including footage, images, music, and templates for one flat price.

All of those assets are covered by a comprehensive business license, so they never had to worry about running into copyright claims. All of these features allow them to tell customer stories in a much more visual and compelling way with video.

The results

Simplified testing and experimentation

Having a platform like Storyblocks that gives Luma Health unlimited downloads from a huge library of stock assets and templates, without having to worry about buying assets, opened the door for Casey to get as creative as he wanted.



It was kind of eye-opening for me because it opened the floodgates, so to speak. There were no more preview clips. There were no more watermarks. If I wanted to try out this shot, I would just download a low res file. It opened up a lot of opportunities just simply for the fact that having access to all of this stuff that I previously had to piecemeal my way through. It was fantastic.

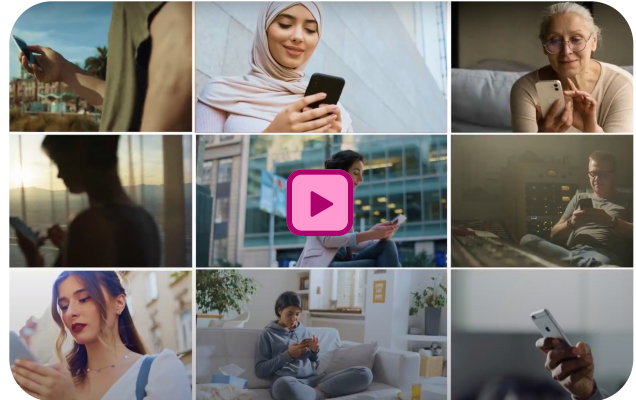
The flexibility and experimentation of having access to a large library of stock content matched perfectly with Luma Health's innovative mindset. Instead of traditional approaches, Casey can suggest creating a video.



There's been an edict to go try different things. And having Storyblocks allows for that experimentation without having to pay the price, like literal price, for it. We're doing a lot of testing, and video is the kind of marketing material that resonates with people.

Faster production workflow

By not having to worry about getting approval for buying individual assets, Luma Health can move much more quickly with video production. Plus, Casey didn't need to search multiple different websites to find the content he's looking for.



On average, Storyblocks saves its members three and a half hours a week, but Casey thinks it's saving him more than that. **"I've never quantified it in that way, but it's probably more than that for me because I'm working on multiple projects simultaneously."**

Within the first six months, Casey created 25 videos because he was able to hit the ground running immediately with Storyblocks in his workflow. On average, he's able to create 5 to 10 videos a month for Luma Health.

With Storyblocks, videos are now a key part of Luma Health's marketing strategy. They're able to effectively leverage videos to generate results across the company, incorporating them into landing pages, sales decks, social media, events, and more.



I think it creates excitement when our sales team can go out and show a deck that's filled with moving visuals – it sets us apart from our competitors.

Check out some of Luma Health's videos:



Find out how Storyblocks for Business can help you and your team create better video, faster than ever. www.storyblocks.com/business-solutions