Flipping the Script on the Traditional Agency Model

When Eric Eicher founded RightHand with business partner Bryan Kryder in 2018, they were determined to create a marketing and communications firm built on being strategic while telling the stories their clients deserved. Their mission – leverage their commitment to full transparency and open communication with clients to create video content that authentically speaks to their audience.

But in order to achieve that mission, RightHand needed to find a way to stand out from the crowd.

RightHand differentiated their business by utilizing stock video as the visual key to successfully helping their clients tell their stories. They recognized that in creating video content, traditional scripting isn’t enough. It’s just words on paper that can lead to clients unable to grasp the direction an agency is moving towards.

When they partnered with Storyblocks, they found the right provider to bring them the content that would simplify and enhance their workflow while setting their work apart from the competition.

“RightHand was able to blend in the Storyblocks video library with their client’s work, effectively adding an additional line item to their proposals or last minute charges with projects changes. Full transparency doesn’t stop at their creative process; it’s relayed into pricing as well. Because Storyblocks subscriptions are annual fee instead of single-use assets, RightHand knows exactly how much they’ll spend on stock assets each year and writes the annual fee as an operational cost. This unexpected value-add to customers means that they no longer have to worry about adding additional line items to proposals or last minute charges with project changes.”

Eric Eicher, Co-Founder of RightHand