



Its micro storytelling framework disrupts the mechanical generation of messaging to create emotional, inspiring digital stories across all digital platforms

LimeStory, the world's first AI-powered storytelling content and engagement engine, announced it has partnered with MCMK, a B2B marketing agency that provides a strategic focus on agile marketing playbooks for tech startups, private equity and venture capital firms, to introduce its storytelling engine and micro storytelling workflow to North American higher education institutions. MCMK is leading strategic marketing initiatives for LimeStory in North America.

In today's fast-paced, overly-automated, and digitally-driven society, the human element is often lacking and businesses are failing to build sustainable relationships with their customers by sending repetitive, disengaged and unqualified leads to their CRM graveyard. LimeStory is disrupting the way colleges and universities interact with their audiences by guiding the storytelling process with its micro storytelling methodology and natural language processing (NLP) algorithm. The LimeStory content and engagement engine creates two-way online dialogue through traditional storytelling techniques and advanced optimization tools. This enables marketers to structure all marketing strategy and content under a single hub across all digital channels.

"LimeStory invented our micro storytelling workflow with Paul Smith, one of the world's leading experts in business storytelling. It is proven to convert web visitors to customers. Our con-



tent and engagement engine drives content management and creates heartfelt, compelling marketing and lead generation campaigns,” said LimeStory Founder and CEO Afik Bar Yoel. “We’re excited to bring our innovation to North America and help higher education institutions engage more thoughtfully with stakeholders and prospective students.”

“Storytelling is the best vehicle humans have to build relationships. From a marketing perspective, this is the strongest way to get qualified leads,” said Melroy Coelho, Founder of MCMK and Strategic Marketing Advisor to and Investor in LimeStory. “To survive, businesses need to connect with their audiences by being relatable, pull at customers’ heartstrings, and engage with them on a much deeper level than ever before. That’s where LimeStory comes in and the results are truly amazing.



**Melroy Coelho**  
VP MARKETING

✉ [melroy.coelho@mcmk.io](mailto:melroy.coelho@mcmk.io)  
☎ 1-647-993-4353  
🌐 <http://www.mcmk.io>