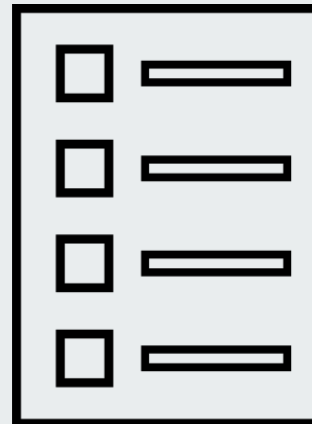




The Importance of Storytelling in Marketing

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The Importance of Storytelling in Marketing

Storytelling has always been a part of human communication. Whether it is writing a novel, making a movie, or even having a casual talk with your buddy.

So why not incorporate storytelling into marketing?

Why you should use storytelling?

- Stories evoke emotions in people. Hence, storytelling gives you the chance to **connect with customers** emotionally.
- Stories allow customers to look deep into the brand creating **trust and credibility**.
- Storytelling gives you a **unique touch** - believe it or not, a lot of people are not taking advantage to stand out! And even if they are, your story is always going to be unique.
- Stories are a great way to **bring retention**. Retention leads to sales!

How to use storytelling in marketing

Using storytelling can be confusing. Here are the easiest ways to use storytelling in marketing.

- **Brand Stories:** Use stories to tell your mission, values, and history.
- **Customer Stories:** Customer Stories help build trust for future customers.
- **Employee Stories:** What better way to show your humanity than from the employees themselves? Use it to make your brand more ethical and approachable.
- **Testimonials:** Even better than customer stories are a review or testimonial direct from the horse's mouth. Yes! Testimonials are forms of storytelling.
- **Case Studies:** If you are a service industry, then case studies bring value of customer journey. This helps understand the pre and post your business in the customer's life.

How to create stories for your brand in every use-case

No matter what your use-case is... you can follow a few simple guidelines to create a powerful story for your brand.



1. Hook them in

Begin with a great hook.

Your story should instantly catch the reader. Your hook can be your title, a character in the story, or even a surprising fact.



2. Minimalism is in!

There is so much content on the internet. Perhaps this is the reason why people have developed a short attention span.

When it comes to storytelling, ensure quick, simple, easy-to-read, and attentive stories.

Granular details are good, but only when they are important.

3. Vocabulary is key

Using the right words is imperative when creating content. When talking about vocabulary, it does not mean using the best and most difficult words.

Using good vocabulary means using words that are wholesome, easy to understand by your target audience, and finally it means that when you use an uncommon word, the context should be strong enough for the person to understand and skim through.

4. Be true (to yourself)

One of the most important aspects is to be true to yourself, your brand, and your customers.

Your customers are not naive... they can smell a fake story a mile away. And if they would want to read a fake story, they would just pick up a fiction novel.

The truth is sometimes more intriguing than your imagination. So stay strong and honest

5. Call to action

What's the point of storytelling when you cannot invite customers.

Ensure you end with a call to action. Moreover, ensure it is loud and clear!

