



Video killed the radio star and it may be killing our idea of good marketing too.

In recent years, it's been said time and time again that video isn't just a marketing trend, it's *the* marketing trend. From live streaming to 360 degree video, more and more brands are beginning to hop on the bandwagon for 2019, and it's likely you've already started planning your own Oscar-winning Snapchat or Instagram ad. But before you go on, you should know that great video marketing isn't just difficult to pull off, it's probably not even necessary.

Don't get us wrong, we love video too, and there's no denying its effectiveness when done right, but there are several reasons to be wary of the video marketing craze:

- Live streaming and other ephemeral content is easy to miss and rarely memorable.
- Because viewers are difficult to hook, even short videos can be costly to produce.
- Trends change on a dime, and video content that's popular today may not stand the test of time.

Great marketing creates a long term relationship with consumers, and while video content can work toward that goal alongside a broader campaign, it usually isn't enough on its own. In order to succeed in the long run, brands must learn to create content that consumers have a reason to remember, and nothing beats the tried and true method of telling a story.

Storytelling shows not just *what* your brand is but *why* consumers should care, and can come in many different forms, from podcasts to blog posts or even photos. What medium you choose is ultimately up to you so long as it communicates your message effectively. Take Patagonia for example, an outdoor clothing brand whose minimalist ads showcase the people who use their products over the products themselves.



Patagonia's advertising encourages people who love the outdoors to identify with the brand while also piquing the interest of those who don't get outdoors as much as they'd like and it's just one great example of storytelling via imagery.

Finding a story to tell can seem like a daunting task, but it's easier than you think. There are many great places to start, whether it's the tale of how and why your brand was founded à la [Warby Parker](#) or an inside look at the people who make it all possible like [Ghirardelli's employee spotlights](#).

Something to keep in mind

What we're about to say is a no-brainer, but still needs to be said: When telling a story, always tell the truth. Stories are meant to be engaging, but adding dramatic flair that didn't actually happen is a recipe for disaster as Netflix founder Reed Hastings discovered after his co-founder Marc Randolph [revealed his origin story was a lie](#).

Even if you are telling the truth, inconsistency or miscommunication in your marketing or actions could make it appear as though you aren't. Take Fiji Water, whose claim to environmental responsibility has frequently [been disputed](#) due to its use of plastic bottles and the environmental impact of transporting the product across the world.

As with every form of marketing, storytelling should fit comfortably within your overall strategy. The good news is that there's almost always room for it. If you haven't already, it's time to start thinking about how you'll tell yours.

In other news... Know The Vote is launching soon!



Know The Vote is a mobile app for iOS and Android that will streamline local and national election information by clearly listing candidate policies, past history, important dates, and more.

Politics are complicated and we're looking to change that. By providing the information that matters at the push of a button, Know The Vote will make voting easier and help Americans make more informed decisions.

Take our social listening quiz

Social media has helped allow the world to connect on a personal level, but while the business-consumer relationship has become more transparent, there are still several questions you must ask yourself in order to gain a clear understanding of how your brand is perceived by consumers.

To find out how well you're listening, take our [social listening quiz](#).

May we keep emailing you our newsletter? If you would like to be taken off the subscription list, please complete the form [here](#).



Copyright © **ICURRENT_YEAR** **LIST:COMPANY**, All rights reserved.
IFNOT:ARCHIVE_PAGE **LIST:DESCRIPTION**

Our mailing address is:
HTML:LIST_ADDRESS_HTML **IEND:IFI**

Want to change how you receive these emails?
You can [update your preferences](#) or [unsubscribe from this list](#).

IF:REWARDS **HTML:REWARDS** **IEND:IFI**