

# Brand Storytelling

## YOUR BRAND

How much do you remember of a good movie you saw two years ago, compared with a PowerPoint presentation you sat through at work last week? The chances are that you remember the movie because of storytelling. Telling a story connects you emotionally to your potential buyers and it makes you more memorable.

At the basic level, brand is what your customers know, remember and think about you. It's your reputation in the market place and it plays an important part of helping you market and sell your products or services.

One easy and effective way to build your brand is by creating stories - it helps you develop a persona for your company, it helps fuel your reach and connect with prospects.

Businesses using brand storytelling for consumers attract new customers at a much higher rate than companies relying on social media alone. Let's have a look at a few key factors, in creating your brand story.

### Know your Audience

Creating your brand with a specific audience in mind will ensure that your content is more relevant to the consumer. So, think about the person who would likely buy your product or services, think about what they would like to hear. People relate to a good story! Telling a generic story will not work as well – and is likely not be shared. People are more likely to share content (stories) that they like and relate with so make sure you know your audience.

### Develop a storytelling strategy

Know the results you want to achieve, how you plan to get closer to your goal, and the resources you'll use along your marketing journey. You need to tell your company's story not only to your clients, but to your salespeople as well so that they can relate it well.

Help your prospects understand why you are selling your products or services, get them as invested as you are. Sales people who truly understand the value of your product or service and believe in it are more likely to tell your story the way you want it told, they will automatically convince their prospects to feel just as passionate about your product and or services as you are.



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CLOUDZONE ONE

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### It's all about the TITLE

Titles, headlines and taglines are an effective brand storytelling method. Think about what would make you stop and read something if you were the prospect or customer. Clickbait titles don't work, especially if your content doesn't deliver. Make sure your titles are click-worthy, thumb-stoppingly good and your content is share-worthy.



### Why are stories so powerful?

We're evolutionarily wired for stories, we're brought up on them, we read them! Stories release a cocktail of neurochemicals that increase our focus and empathy. They also act as memory magnets which is why you can remember that movie from 2 years ago, but not a PowerPoint slide from 2 weeks ago. We share stories easily – they are more shareable than facts and figures. Stories (within reason!) are believable and help disarm cynicism. Generating stories about your company/products/services will help you relate to your prospects and customers.

A great brand is built on great storytelling – put your prospect at the centre of your brand story, make it about them so that they emotionally connect with you.

