

# STORYTELLING

## ONCE UPON A TIME

**THE ART OF CRAFTING AND SHARING STORIES TO CREATE EMOTIONAL CONNECTIONS WITH YOUR AUDIENCE.**

Make the customer see themselves in the story and feel inspired to take action.



**The Emotional Funnel in Marketing**  
Attention → Trust → Emotion → Action



### KNOW YOUR AUDIENCE

Your customers are the people who make your business possible. Before crafting your story, ask:

**What's your business goal?**  
**What message will drive that goal?**  
**Who is your target audience?**

**Potential Story Heroes:** Employees, customers, or inspiring characters connected to your brand.



### THE CORE ELEMENTS OF A GOOD BRAND STORY

**The Challenge:** What is stopping your audience from achieving their goal right now?

**The Choice:** What values or actions will they choose?  
Stay in their comfort zone or try something new?  
Feel empowered to act?

**The Resolution:** A positive action aligned with your marketing objective.  
(E.g., Sign up, purchase, share, or engage.)



### TIPS FOR DIGITAL STORYTELLING

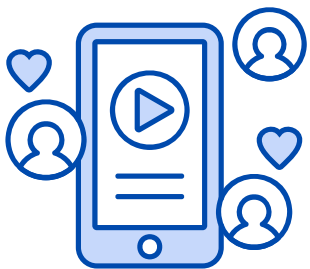
**Keep it Short and Relevant:** Bite-sized stories for fast digital consumption.

**Use Emotionally Relevant Language,** Speak your audience's language.

**Leverage Visual Elements:** Colors, images, GIFs, short videos, and music can boost emotional impact.

**WHY VISUALS MATTER?**  
The human brain processes images 60,000 times faster than text.

**Storytelling isn't just content...**  
It's influence, persuasion, and the spark that inspires action.



### DIGITAL STORYTELLING TECHNIQUES

**UGC (User-Generated Content):** Encourage your customers to share their own stories with your product or service.

**Multimedia Storytelling:** Mix text, images, video, sound, and motion to create immersive experiences.

### KPIS TO TRACK STORYTELLING IMPACT

- Website Traffic
- Time Spent on Page
- Engagement and Feedback
- Video Views

