



HOW TO CREATE A STORY FOR A BUSINESS

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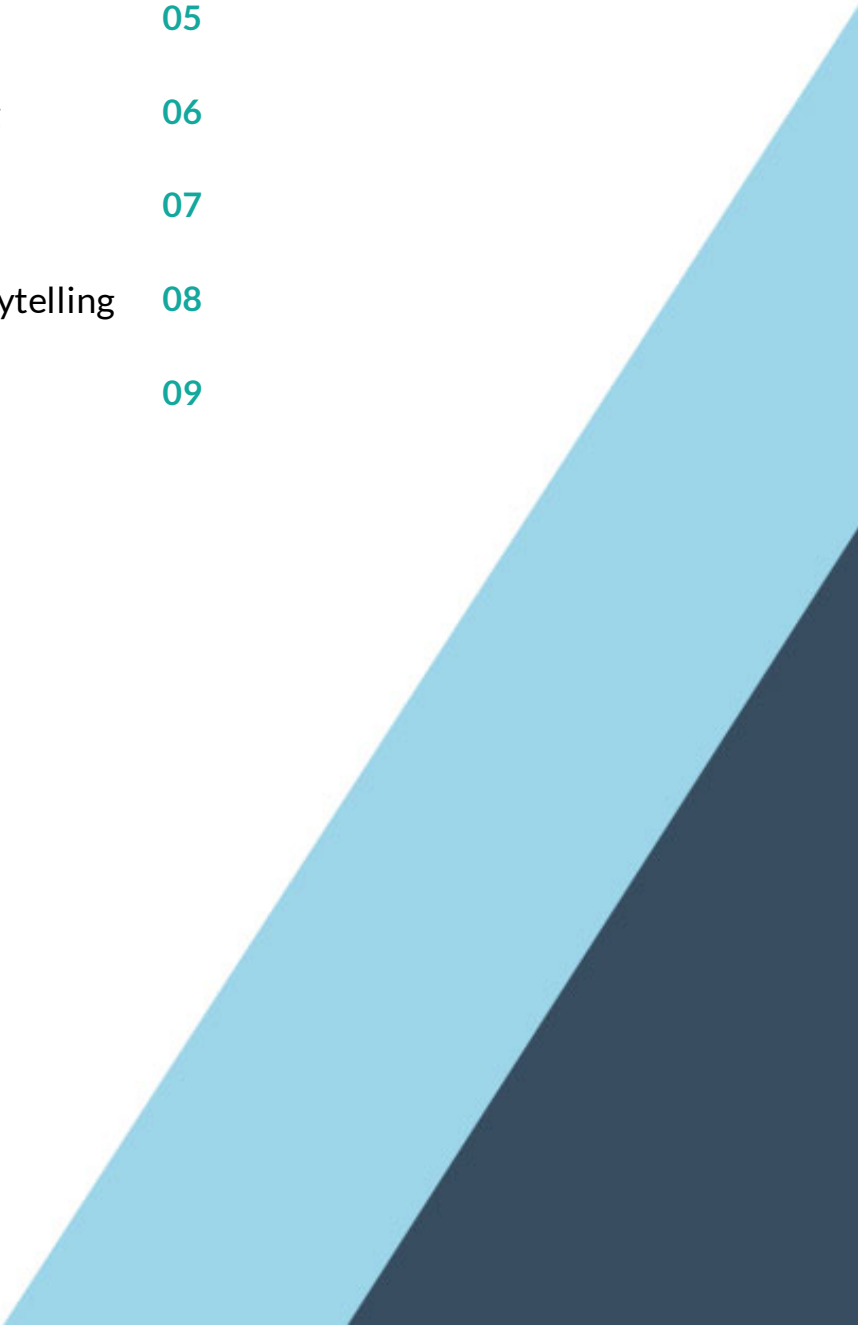



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Does Storytelling in Marketing Work?

How businesses get customer's attention has changed significantly. There is a shift, among consumers and decision-makers, from the overreliance on old-fashioned sales promises and standard banner ads. With the rate at which competition is rising, it is becoming extremely hard for businesses to draw customers' attention through television ads or shiny billboards.

Modern consumers are interested in your brand 'narrative', which apparently, is more than your USP or even a sales pitch. It is your brand's voice, your background, and identity. The right narrative will help prospects and customers understand your brand from a different perspective, and that is why modern marketers are considering storytelling as a marketing tool.



Marketing through storytelling, of course, is not a new concept. Brands such as Budweiser, Marks and Spencer, and even Coca Cola have benefitted from this approach for many years.

With the average individual consuming over 100,000 digital words daily, research shows that about 92% of these people would benefit from such words if they were in a story format.

So, what's in it for brands that use storytelling as a marketing tool?