

## Is Your Brand Story Resonating?

Good stories can...

- **Make an emotional connection with target audiences**
- **Convert prospects into customers**
- **Turn customers into fans**

But it's really tough to tell a good story. Some companies get stuck in the weeds and lose sight of the big picture. Or they focus too much on the brand and not enough on what customers care about. Or they try to have one story communicate everything to everyone.

To become a good storyteller, Forbes says, "You must bridge the gap between your content and the people you're trying to reach." To do that, according to Forbes, "You need to find your sweet spot - stories that combine your expertise with your customers' interest."

Your sweet spot is the thematic overlap between what your brand has earned the right to have a perspective on and what your audience cares about."

— FORBES



There are tremendous business benefits that come from crafting the perfect story. Compelling narratives can...

- **Engage and delight target audiences**
- **Establish an ongoing dialogue**
- **Make real, meaningful, valuable and durable connections**

However, the ability to synthesize vast amounts of information and distill it all into insightful, authentic, relevant stories requires exceptional communications and creative capabilities. It requires:

- 1 FOCUSED LISTENING**
- 2 STRATEGIC THINKING**
- 3 CLEAR COMMUNICATIONS**
- 4 OUT-OF-THE-BOX MARKETING**

Snapchat attracts  
**150 million**  
daily active users  
who spend 30 minutes a day on the app  
and share more than 10 billion videos per day.

Wendy Wildfeuer, SVP, The NBCU Content Studio at NBC Universal says, “The key to brand storytelling is having the right collaborators — partners who can tell new kinds of stories, identify key insights, drive attention to your brand and fuel larger marketing strategies.”

- **Create a compelling and differentiated value story**
- **Tell the right story to the right audience in the right voice**
- **Keep your story crisp, creative, believable and memorable**

These experts can help you avoid the typical pitfalls like not...

- **Using data and technology to better understand audience needs**
- **Tell the right story to the right audience in the right voice**
- **Keep your story crisp, creative, believable and memorable**

Business storytellers also help you take advantage of new digital platforms that are fundamentally changing storytelling, making them more personal, social and mobile. Platforms like:

- **Facebook Live**
- **Virtual Reality**
- **Snapchat**

If you're ready to make business stories work for you, do it right. Do it with a communications expert.

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