

NEW WAYS TO TELL CORPORATE STORIES

Customer-led Storytelling

Authentic. Personal. Emotional.

No longer a “nice to have,” brand storytelling is a “need to have.” One way you can keep it real is with user-generated storytelling . Give your customers the opportunity to tell their stories. Customer-led storytelling builds trust and resonance with target audiences.

How do you get customers to tell stories about you?

1. Give them something to talk about.
2. Provide a platform for storytelling.
3. Stay engaged and collect stories.
4. Share the stories with the world.

92% of customers
trust recommendations
of someone they know
over other means.

— NIELSEN CONSUMER REPORT



This customer-led storytelling from Airbnb is a perfect example of how to harness the power of customer-led storytelling. <https://www.airbnb.co.uk/community-stories>

Stories from the Airbnb Community



Michael
New York, United States
A busy New Yorker keeps pace with tradition



Tessa
London, United Kingdom
Second Act: A new beginning



Judith
New York, United States
New Chapter: Breaking bread together...again



Andrew
London, United Kingdom
Sowing the Seeds: Of love, and of vegetables



Jonathan
Los Angeles, United States
The Art of Receiving: A host transforms his home, his work—and his life



Lisa and Byron
New York, United States
Full House: An invitation to friends, both old and new

Whether host or happy guest, these stories paint a picture of a passionate community. They make you want to become part of Airbnb's "extended family." They say you can "belong anywhere." Even though Airbnb is essentially a tech company, their visual storytelling is that of a hospitality company; a company that encourages guests to "travel through the eyes of a local." Their visual storytelling is all about the Experience—the name of their campaign. This community storytelling is heartwarming. Airbnb believes belonging is a worldwide value.



"In today's fast-paced, overly-automated and digitally-driven society, humanity is becoming the new premium."

— FORBES, 3 REASONS WHY BRAND STORYTELLING IS THE FUTURE OF MARKETING



"Emotions drive purchase more than logic."

— PROFESSOR GERALD ZALTMAN, HARVARD BUSINESS SCHOOL



"More than customers, build a tribe."

— FORBES, 3 REASONS WHY BRAND STORYTELLING IS THE FUTURE OF MARKETING

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92% of people admit
to trusting
their peers
over traditional marketing.

— DIGITAL INTELLIGENCE TODAY

Storytelling Trends marketing Leaders Should Know About—Digital Marketing Institute

- **Provide structure with a few key topics or questions.**
- **Get out of the way. Let your customers do the talking.**
- **Don't try to script it. Letting users speak in their own voice is more powerful and persuasive.**

At your next event, invite influential customers to be the stars. Showcase their unique perspectives in a video, a presentation or as part of a social media campaign. Then, get out of the way and let your customers do the talking!

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 getsynchronicity.com

 815.464.1252