

Watch!



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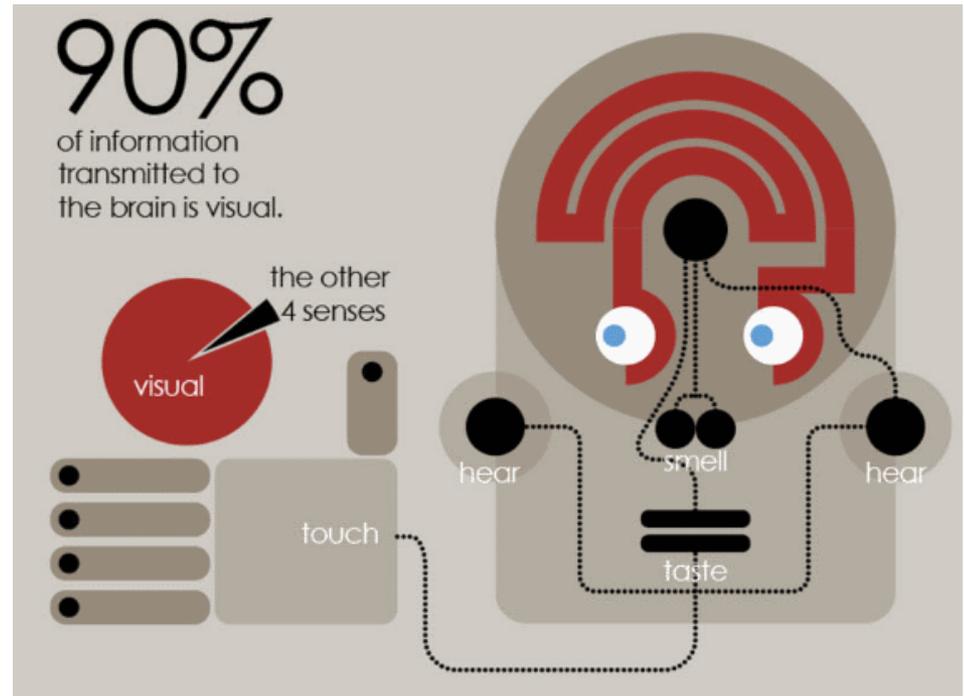
# How to Tell A Great Brand Story!

Judy Gatena



# We Are Visual Creatures

- Would you rather read paragraphs of text or watch an entertaining video?
  - 65% of people are visual learners
  - 90% of information that comes to the brain is visual
  - Using visual aids increase a presentations persuasiveness by 43%
- [www.KissMetrics.com](http://www.KissMetrics.com)



# 5 Tips For Telling Your Story

- ◆ Marketers have plenty of tools for building a brand, but storytelling is by far the most effective.
- ◆ “People are attracted to stories because we’re social creatures and we relate to other people.” –Keith Quesenberry
- ◆ “Life happens in the narratives we tell one another. Data can persuade people, but it doesn’t inspire them to act; to do that, you need to wrap your vision in a story that fires the imagination and stirs the soul.” –Harrison Monarth

# 1. Always Put Your Story First

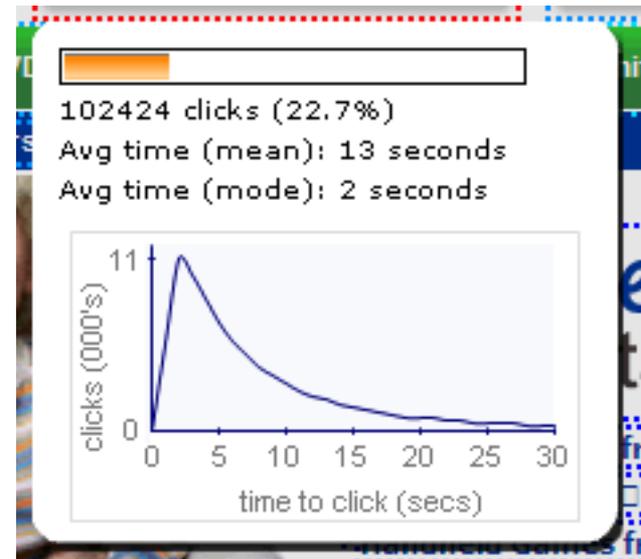
- ◆ Stories generate emotion
- ◆ “Videos with captivating emotional stories increases neurotransmitters and influences decision-making behavior.” -Paul Zak
- ◆ Great stories make us empathize, and they build trust.
- ◆ *Fun Fact:* 59% of executive agree that if both text and video are available on the same topic, they are more likely to choose video. [www.insivia.com](http://www.insivia.com)

## 2. What Is Your 'WHY?'

- 💧 What's the #1 rule of storytelling?
- 💧 Who are you?
- 💧 What do you stand for?
- 💧 If you don't know who you are, no one else will know or care about you either.
- 💧 “We know what we do, we know how we do it, now we need to know WHY we do what we do.” –Simon Sinek

# 3. Show Don't Tell

- ◆ 4x as many consumers would prefer to watch a video about a product than read about it. -Hubspot.com
- ◆ 2 Seconds to make an impression.
- ◆ Visual stimulation allows the brain to consume the material with more consummate ease. -simpleshow.com



# 4. It's Not About You

- ◆ Who is the star, you or the customer?
- ◆ Think about your brand as a supporting character in stories about and for your customers.
- ◆ “A customer’s perception of each feature’s results is what attracts him or her to a particular product or service.”  
-[www.entrepreneur.com](http://www.entrepreneur.com)
- ◆ Focus on your feature’s results (aka benefits).

# 5. Shoot Once Edit For All

- ◆ Failing to Prepare = Preparing to Fail
- ◆ How many videos can you make from one?
- ◆ If you understand your brand and the stories you want to tell, then you'll understand how to craft these stories for different social channels.

# Conclusion

- ◆ The nature and story you choose to tell should depend on the emotions you want to generate and values you want to communicate.
- ◆ Know your 'why?' Your 'why?' is the common ground you share with your audience.
- ◆ Show. Don't Tell. Seeing is believing.
- ◆ It's not about you. A great brand story is about your customers and the benefits they get from engaging with your brand's service or product.
- ◆ Shoot once. Edit for all.