

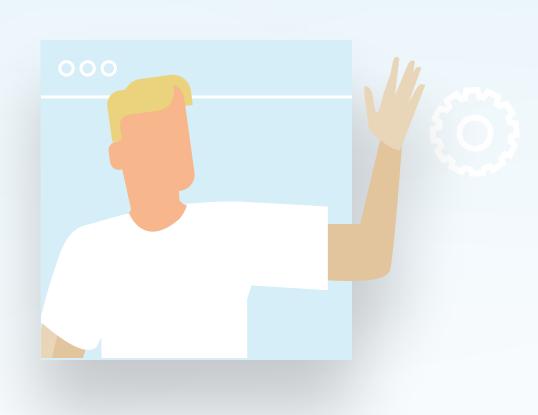
What's your (marketing) story?

We all love stories, and marketers are born storytellers. But in today's data-driven, just-the-facts world, many organizations undervalue the power that great stories have to inspire and motivate us.

It's time to flip the script on corporate storytelling. Here's why—and how.

The fact is, stories are more memorable than facts.

When people hear pitches with either facts and figures or a story...



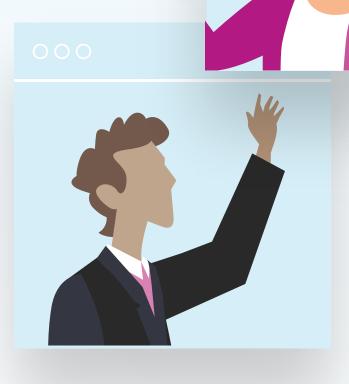


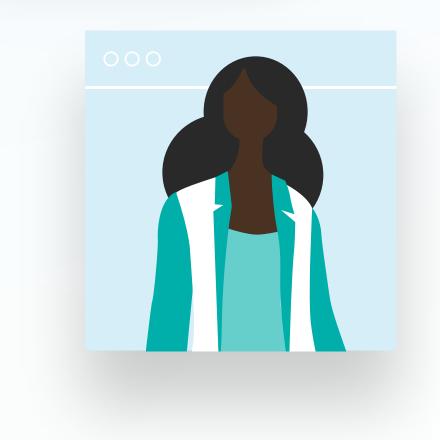
recall a statistic...



remember the story

Source: Attest





People remember the story
222X more
than facts alone

Source: Stanford.edu

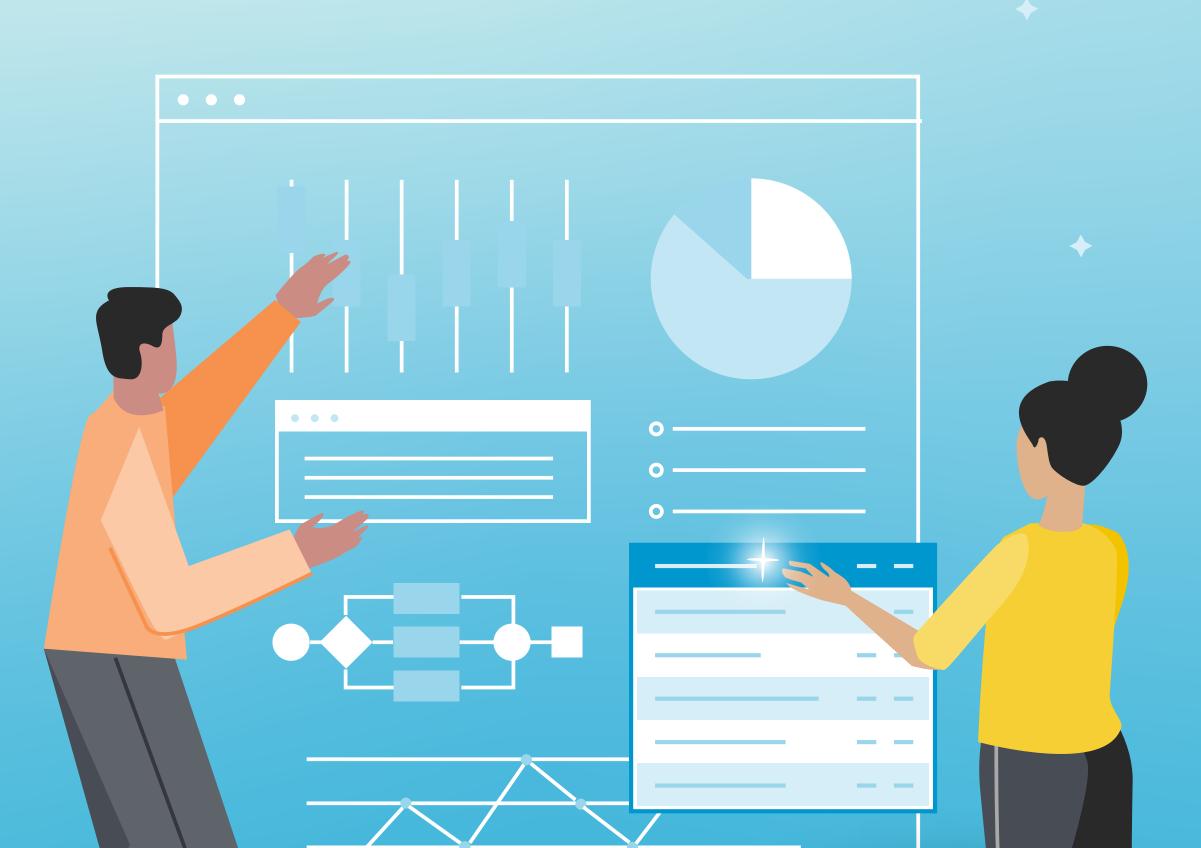
But marketers don't fully capitalize on their potential...

only 20%

of marketers are investing in branded storytelling.

Hubspot.com





Tips for great corporate storytelling

01

Develop the structure.

- Have a clear plot, main idea, and outcome.
- Focus on the emotional connections.
- Allow the audience to participate in shaping the story.

O2 Plan the distribution.

- Look at the owned, earned, shared, and paid media.
- Ensure each platform has a unique role in the story experience.
- Use each medium for what it does best.

O3 Call the

Call the audience to action.

- Connect all the calls to action.
- Ensure that the story pieces are autonomous yet connected.

Want to learn more about how marketers are using storytelling to connect with clients?

Contact us today



Televerde is the preferred global Marketing and Sales partner, offering an integrated Marketing and Sales technology platform coupled with marketing and sales strategy, services, best practices, Sales enablement, development and acceleration working in concert to power the customer lifecycle from audience identification to advocacy. With more than 25+ years and a customer base of some of the World's top brands to innovative start-up's, Televerde delivers both full strategic Marketing and Sales solutions or bridges gaps in the cycle as a valued partner for client success.