

# What's your (marketing) story?

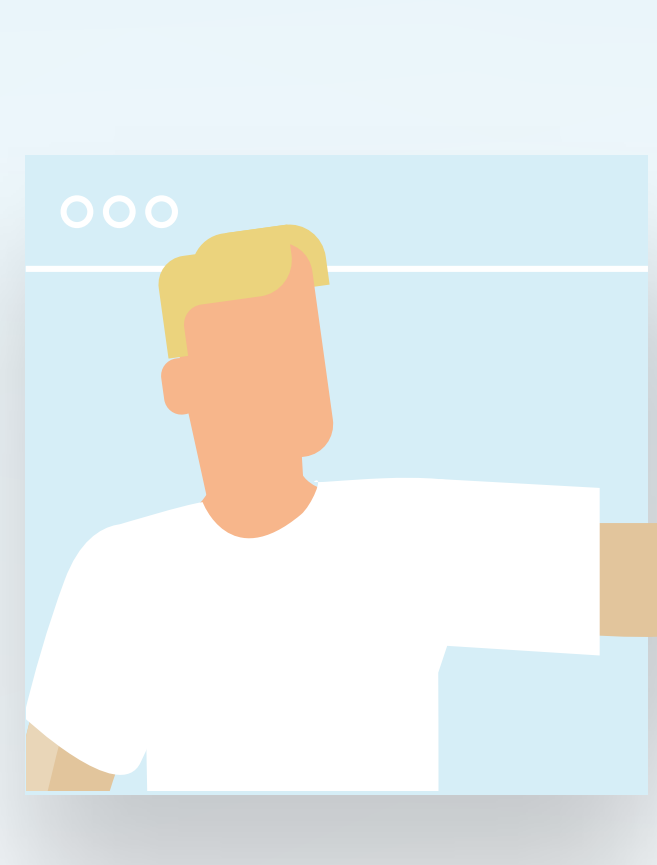
We all love stories, and marketers are born storytellers. But in today's data-driven, just-the-facts world, many organizations undervalue the power that great stories have to inspire and motivate us.

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



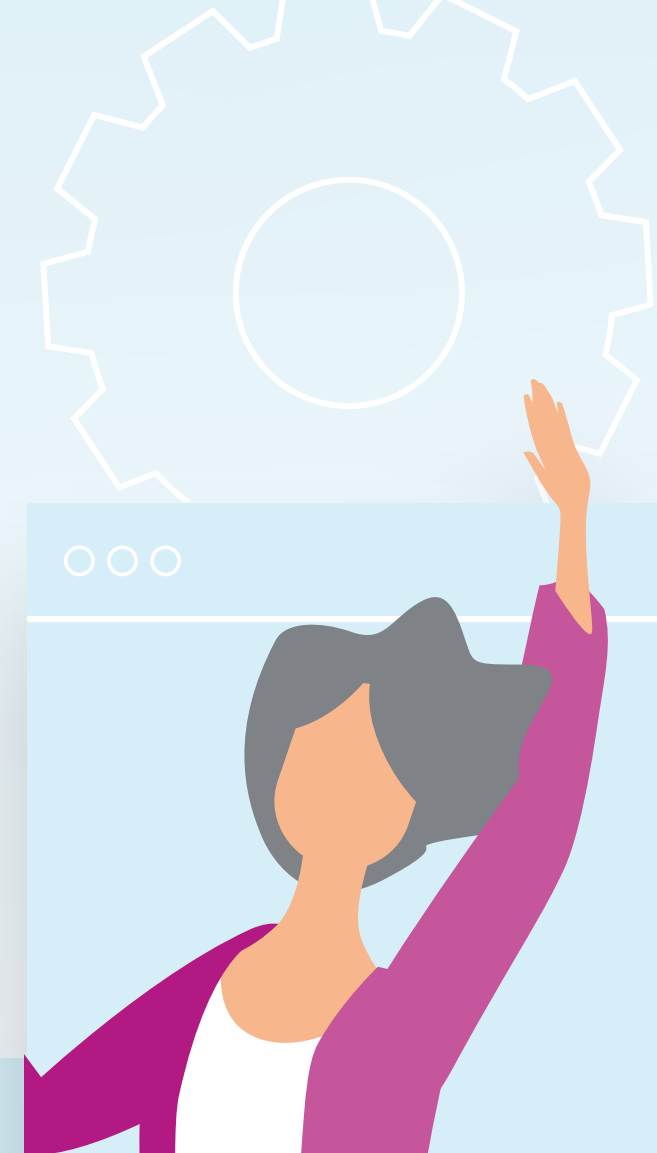
## The fact is, stories are more memorable than facts.

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



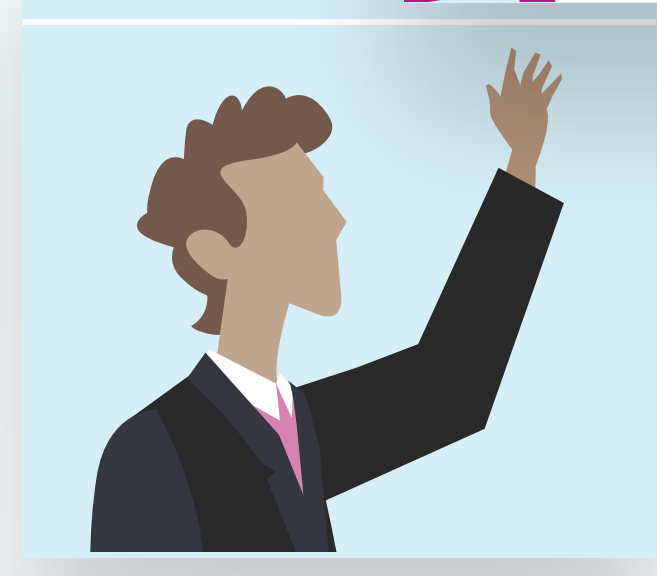
**5%**

recall a statistic...

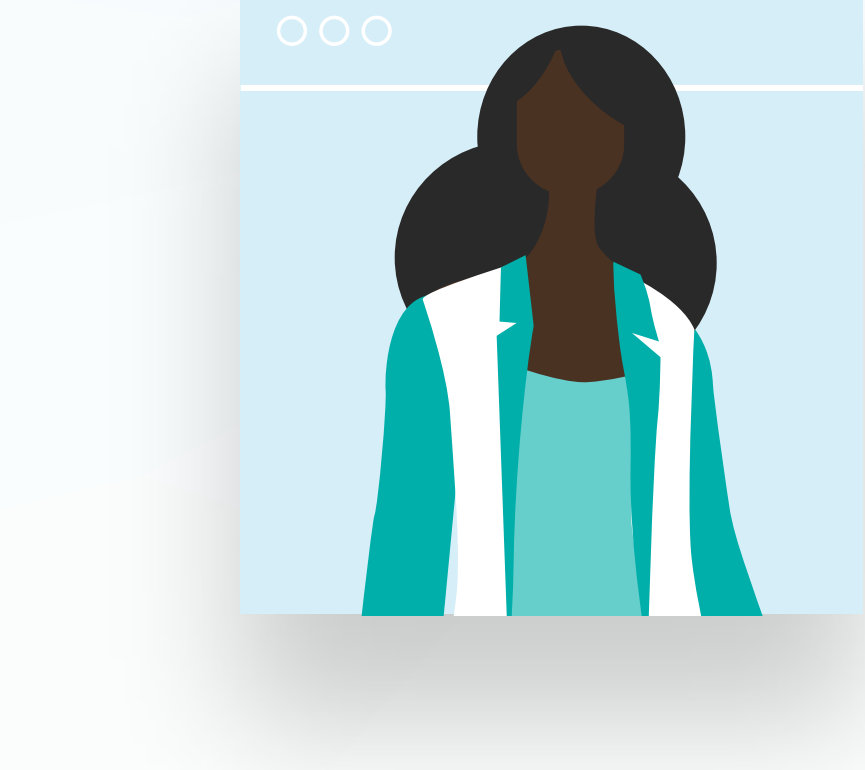


**63%**

remember the story



Source: Attest



People remember the story

**22x 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



## ... Even though great stories have a bottom-line impact.



### 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.

**02**

#### 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.

**03**

#### 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