

Marketing Communication Creativities Strategies

Storytelling





10 Technique for Storytelling

Understand Audience

speak directly

to Emotions

a Story Is not just 3 a message

Focus

Clealy

4

The Brand

is not the protagonist

of the Story

Use your Brand Positioning



Have a Global Participation

influential peers

9

The Power of Comparision

a Brand

with

a Story

10

ตราสินค้า ที่ เรื่องราว

10

how to Be a Great Storyteller

by Anna Vital



"You know how Mark makes money?"



frontload

your story with who, when, where

Setup a question

delay the answer



"None of Mark friends knew this until yesterday..."



"Не sells his ideas.



"If you saw his empty office, you might guess.

mask

the questions you ask

now give the answer

giva a faint **clue**



"Yesterday at his surprise party Dick asked Mark how he makes



(What was the surprise party

about?)

let people make wild assumptions keep the mystery

ball rolling

let every answer produce more curiosity



(people remember stories that made something)



felt

Mark gave me one million bucks cash to hold in my hands.



"Mark showed him a list of ideas he sold to Foogle. He made 2 million on that alone.

leave the ends loose

tell them how it

fill all necessary details

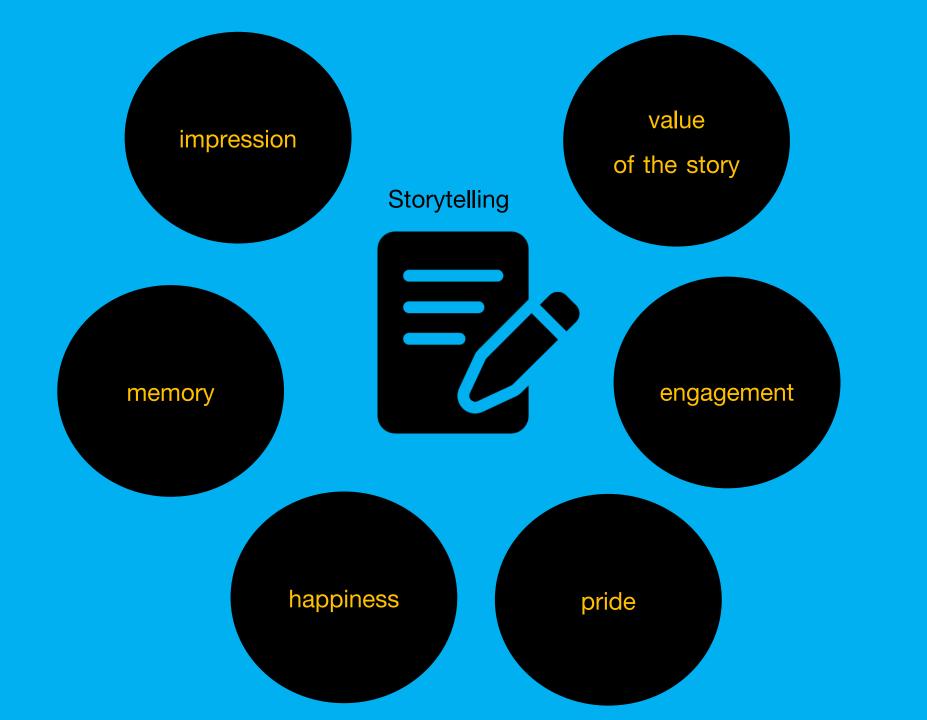
Isn't holding another person's million pointless?

How can you sell ideas?

Funders and Founders

shared experiences

relationship



Reflex to

"sincerity"

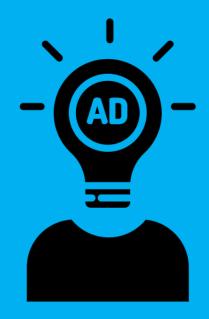
in stories and brands

What is data storytelling?



according to Lydia Hooper





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