



8 Tested Tips for Utilizing Storytelling in Marketing

Stories are underused in marketing, which is a pity because they're one of the most powerful tools an online marketer can have. Whether relaying info, building rapport or just kicking off a new relationship, stories are an effective way of getting your message across. Here are some tips from Content Driven Business's Will Wang to help you incorporate them properly in your marketing material.

1. Avoid one-sidedness

A common mistake would be telling a story entirely or largely from one side - yours (or your company). Look for other viewpoints you can come from, that of a customer for instance. General stories, case studies, analogies, etc. are good story types to include in your mix.

Overcome the tendency to always make you, the company or your founder the hero of the story. A good tip is to make your customer the hero and act merely as the guide.

2. Going beyond the facts

Historical or factual storytelling has its place, but by itself it can get pretty dry. Learn to inject some emotion, a human element into your storytelling. Help people relate to what you and your business are going through.

Depending on your business and your audience, you might use different types of emotions. In some instances, you might want to imply some sort of urgency in your message; in others, you can probably be more upbeat.

3. What info to include

When putting together your story, there are details you'll want to consider. One is your background - how did you come to be where you are? Another is the challenges you had to overcome to get to your current situation. Also look at emotion - what were you feeling as you went through those challenges?

4. Target customer disbelief and objections

Looking at things from the customer's viewpoint, one of the things you'll want to address is disbelief. As a marketer, you make certain claims about your product. Some people might not believe those claims. So speak to your audience: What are they hesitant about? What don't they believe you can do for them? And then you can use stories, usually stories of other customers with the same doubts, to try and



dispel that disbelief.

Taking it one step further, ask what customers' objections to buying are. These will stem from their disbelief. Surveys are good ways to pinpoint objections. Ask satisfied customers as well, what was the trigger that shattered their disbelief? And once you know what they are, again, you can employ the right stories to address the objections.

5. Use evidence

What evidence have you got of sales? What proof are you currently using in selling, on your site, on the phone? These can help you draw analogies, which are especially helpful when you need to educate your market.

6. Future pacing

How would your customers feel after they've used your product successfully? Really dive into the emotional side here. Draw on physical, emotional, spiritual experience if you can. Do they feel freedom? Confidence? Who else has the product worked for? Build a story around that.

7. Turning it into email

For new prospects, you can't very well dump all your info into a single story and expect a sale, especially if you're selling a service or a high-price product. You're building a relationship, so a sequence of emails is the best approach. Start by introducing yourself, giving them whatever they've opted in for, and setting the expectation that they will receive more emails in the coming days. Promise value - indicate that reading those emails will be worth their while.

8. Space it out and segment

Send your emails out over a number of days. You might start with daily messages for the first several days, then scale back to twice or once a week. Pack them with value, and use the stories you came up with in the first steps of this list. Answer objections, or talk about your customers and what they've achieved. These are good emails to encourage sales without resorting to a hard pitch.

You can also add relevance to your sequence by providing links leading to other possible topics of interest, which will branch off into another automated sequence when selected by a customer. You can even indicate that you have other offers, and allow the customer to take you up on it without receiving any more emails.

[Up your content marketing game with help from Will Wang](#)