

STORYTELLING + Responsible Storytelling

by Christina Forster



heartbeats
innovation &
communication

TODAY WILL BE ABOUT:

1. WHAT IS STORYTELLING

2. HOW TO FIND THE RIGHT STORY

3. HOW STAND OUT WITH STORYTELLING / Responsible Storytelling

4. HOW DO YOU TELL A STORY AND TO WHOM

5. COMMON MISTAKES IN STORYTELLING



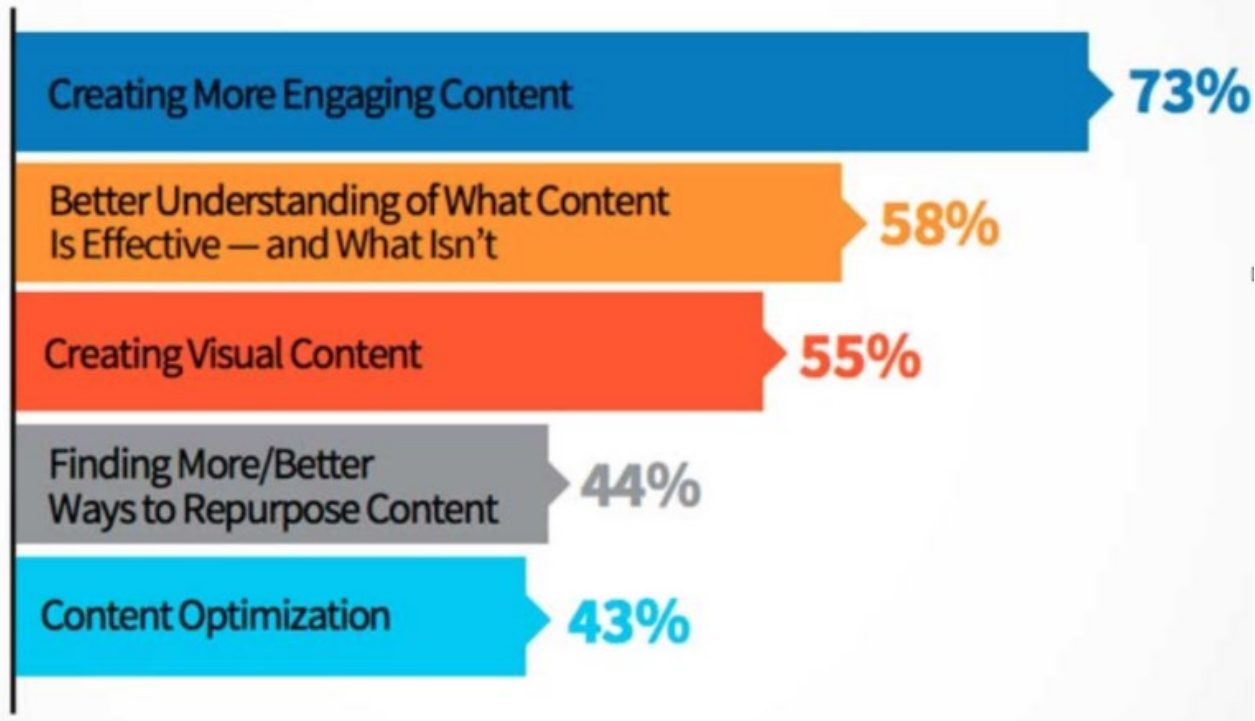
WHAT IS STORYTELLING



WHAT IS STORYTELLING

Meaning of Storytelling in Marketing

Top Priorities for B2C Content Creators



- * Storytelling is not only the latest trend, it's a Must in today's world.
- * Storytelling is one of the most of important (content) marketing tool.
- * Storytelling is engaging content.
- * Storytelling is the most effective way to differ from your competitors.



WHAT IS STORYTELLING

Content informs – Storytelling inspires



- * Storytelling is everything you tell to your audience by creating a picture.
- * A video of production is Storytelling
- * Pictures of “behind the scenes” on Social Media is Storytelling
- * “5 reasons to buy our product” is Storytelling



WHAT IS STORYTELLING

A good story ...

IS AUTHENTIC

IS CREATIVE

CREATES AN
EMOTION

CREATES A PERSONAL
CONNECTION

TAKES AN AUDIENCE ON A
JOURNEY WITH A BRAND

INSPIRES AN ACTION

INCREASES REVENUE, BELIEVE IT OR NOT



WHAT IS STORYTELLING

Storytelling in videos



An example:
[#OpenYourWorld](#)



WHAT IS STORYTELLING

Storytelling in pictures



WHAT IS STORYTELLING

Storytelling on websites

The screenshot displays the Timberland website's header with navigation links for MEN, WOMEN, KIDS, and RESPONSIBILITY, alongside a search bar and utility icons. A green banner below the header reads 'TIMBERLAND OUTLET' and 'SHOP UP TO 50% OFF'. The main content area features a 'FAMILY CANVAS' promotion. On the left, a paragraph describes the shoes as perfect for summer, followed by a 'SHOP NOW' button and a product image of a tan canvas shoe. On the right, a large photograph shows a family (a man, a woman, and a child) walking along a seaside promenade. A vertical 'FEEDBACK +' button is positioned on the right side of the family photo.

Timberland

MEN WOMEN KIDS RESPONSIBILITY

Search for...

EN

TIMBERLAND OUTLET

SHOP UP TO 50% OFF

FAMILY CANVAS

Draw sceneries of your summer season with the new Canvas shoes collection. Perfect for the whole family, it makes stepping into the warmest season easy.

SHOP NOW

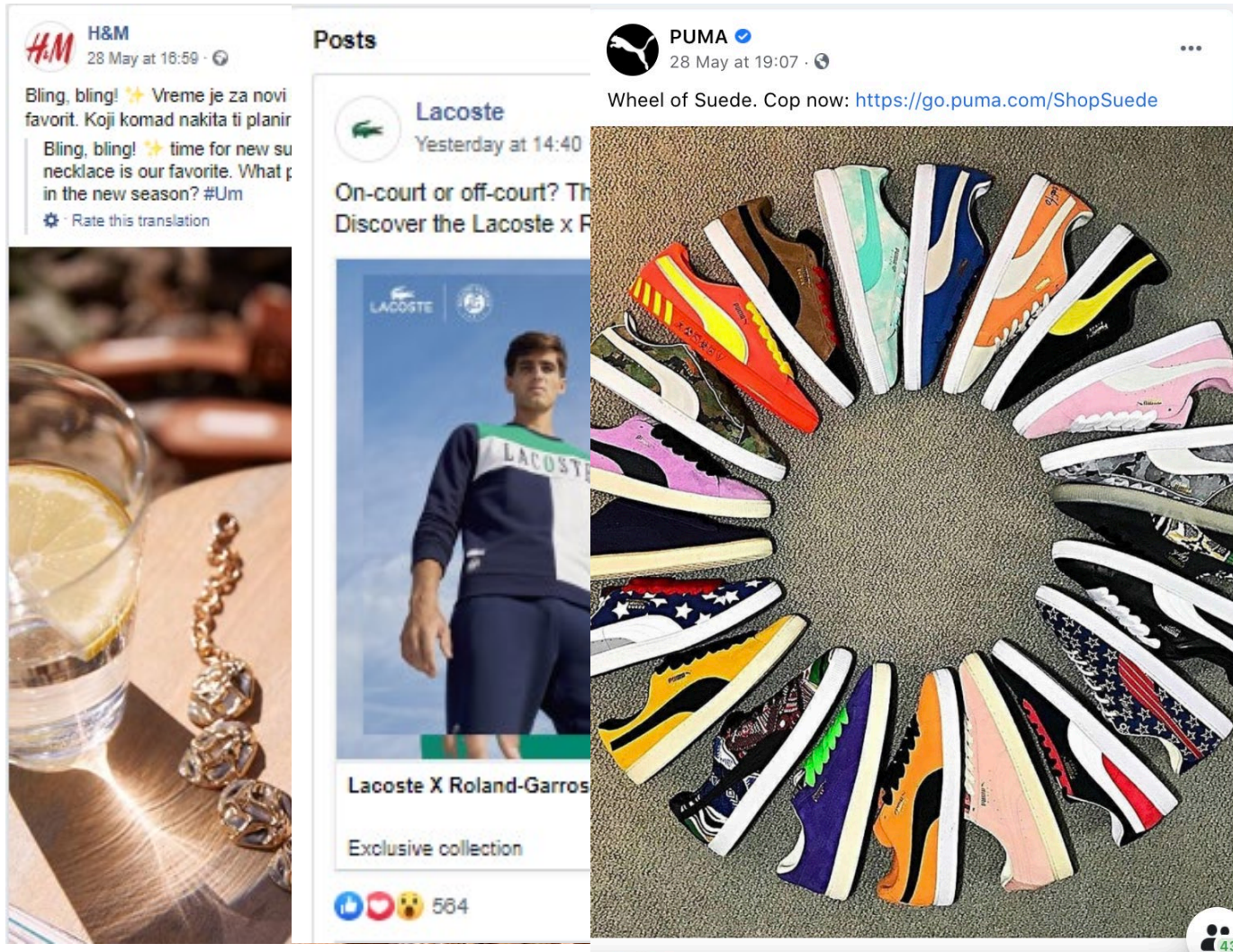
FEEDBACK +

Storytelling is a MUST-HAVE for every website.



WHAT IS STORYTELLING

Storytelling on Social Media

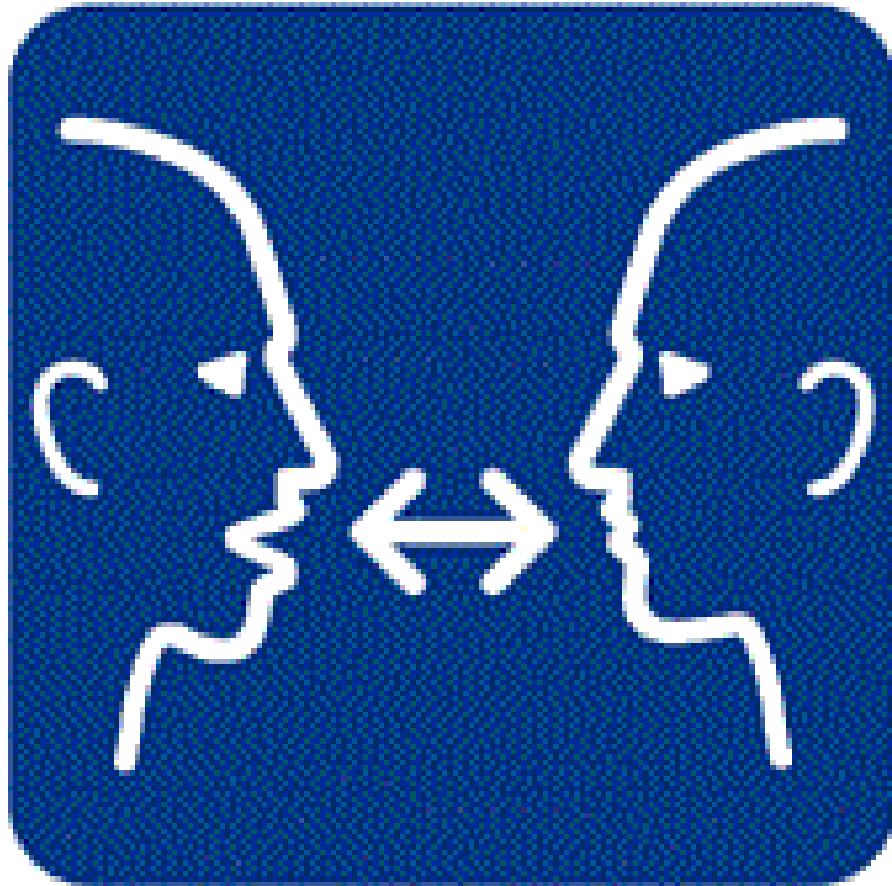


Storytelling campaigns on Social Media are one of the most successful Content Marketing tools of our times.



WHAT IS STORYTELLING

Storytelling in Communication



It's also important to tell the right stories in daily business conversations...



HOW TO FIND THE RIGHT STORY



HOW TO FIND YOUR RIGHT STORIES

Define your Content Marketing Objectives

SMART Goals



What is your objective?

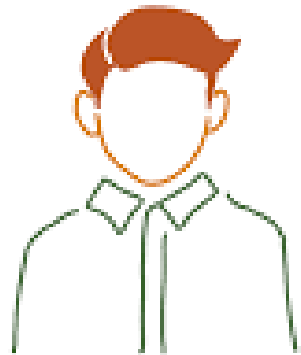
- Do you want to sell?
- Do you want to raise awareness?
- Do you want to build a community?

!USE YOUR DEFINED GOALS!



HOW TO FIND YOUR RIGHT STORIES

The Who – Target Groups



<input type="radio"/>	<input type="text"/>
<input type="radio"/>	<input type="text"/>
<input type="radio"/>	<input type="text"/>

Identify the characteristics of your ideal customer. Focus your marketing on people who possess these characteristics.

“Everyone” as target group is never an option

!USE THE DEFINED TARGET PERSONAS!

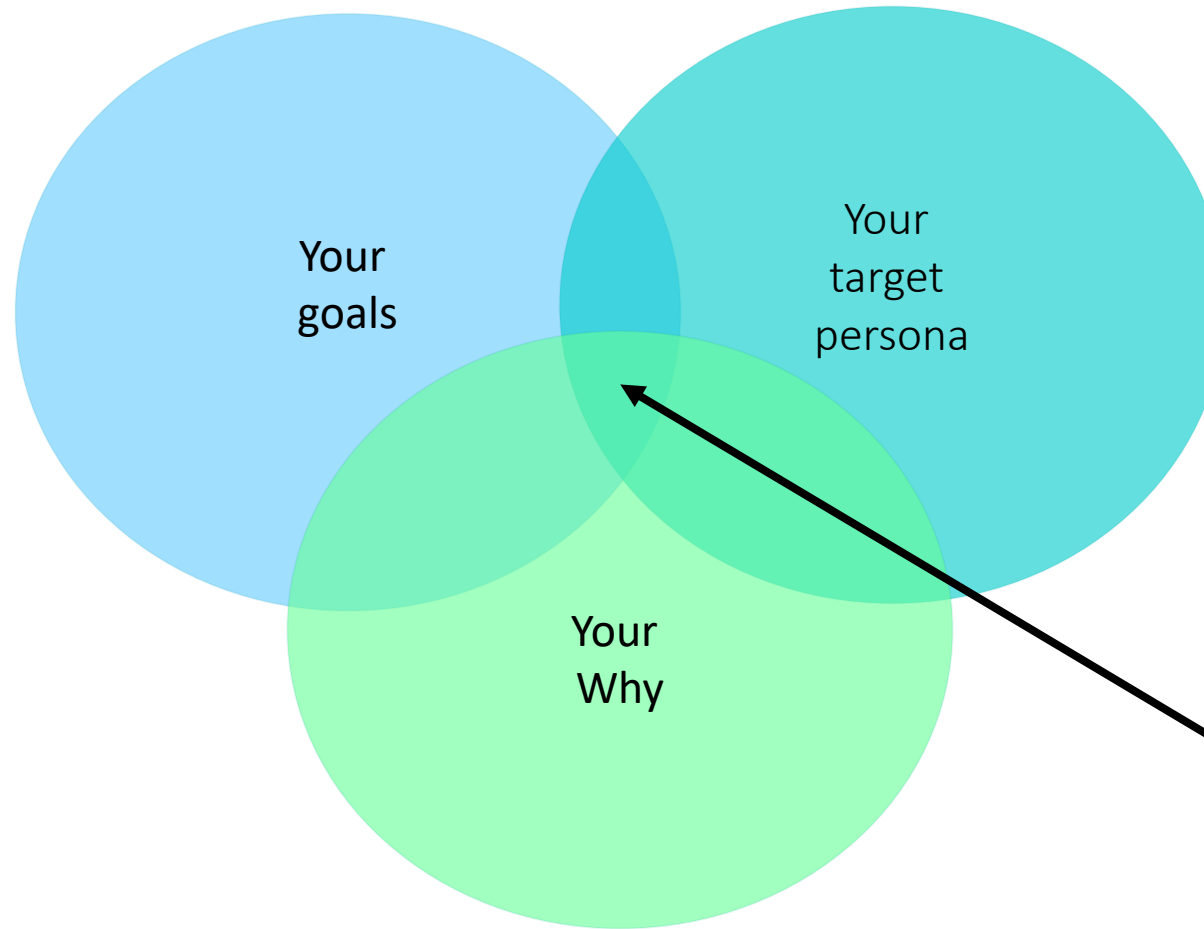


HOW TO FIND YOUR RIGHT STORIES

Where to look for your stories

Some tips for good brand stories:

1. Your personal story (how did you start, your personal motivation, a crucial event, etc.)
2. A story around your USPs.
3. How your business helps the target persona, community?
4. The story of your product/service/business.



This is where you look for your stories.



Find your right stories



1. Repeat overall goal.
2. Name your target persona for the storytelling.
3. How does objective and target persona align with your WHY (brand values)
4. Define storytelling idea or concept.
5. Define the goal of the storytelling idea.



BRAINSTORMING STORYTELLING #1

Question	Storytelling Idea 1	Storytelling Idea 2
Storytelling idea		
Overall Goal		
Target persona for Storytelling idea		
How does it reflect your brand		
Call to Action		

BRAINSTORMING STORYTELLING #1 – HOMEWORK

Question	Storytelling Idea 1	Storytelling Idea 2
Storytelling idea		
Overall Goal		
Target persona for Storytelling idea		
How does it reflect your brand		
Call to Action		

BRAINSTORMING STORYTELLING #2

Enter your (Content) Message	Think of 5 Storytelling ideas

BRAINSTORMING STORYTELLING #2- HOMEWORK

Enter your (Content) Message	Think of 5 Storytelling ideas

HOW DO YOU STAND OUT WITH STORYTELLING



HOW TO STAND OUT WITH STORYTELLING

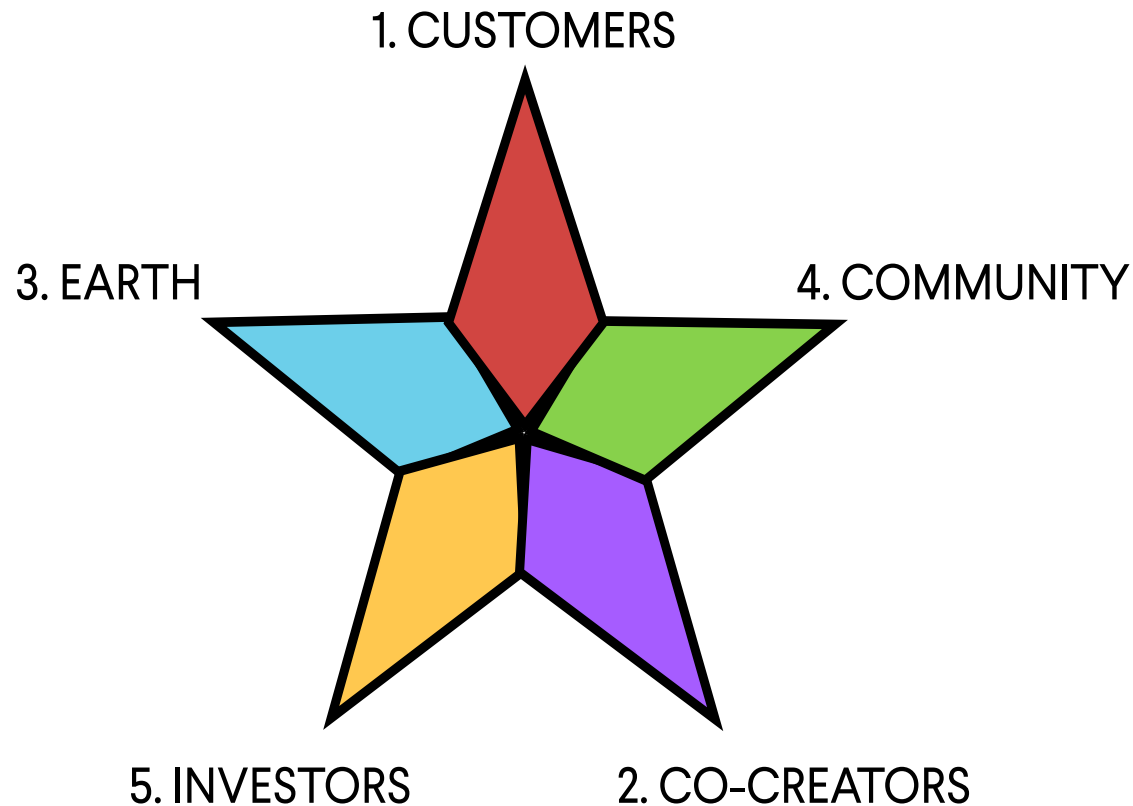
Step 1: Be authentic

be
you



HOW TO STAND OUT WITH STORYTELLING

Step 2: The responsibility of communication



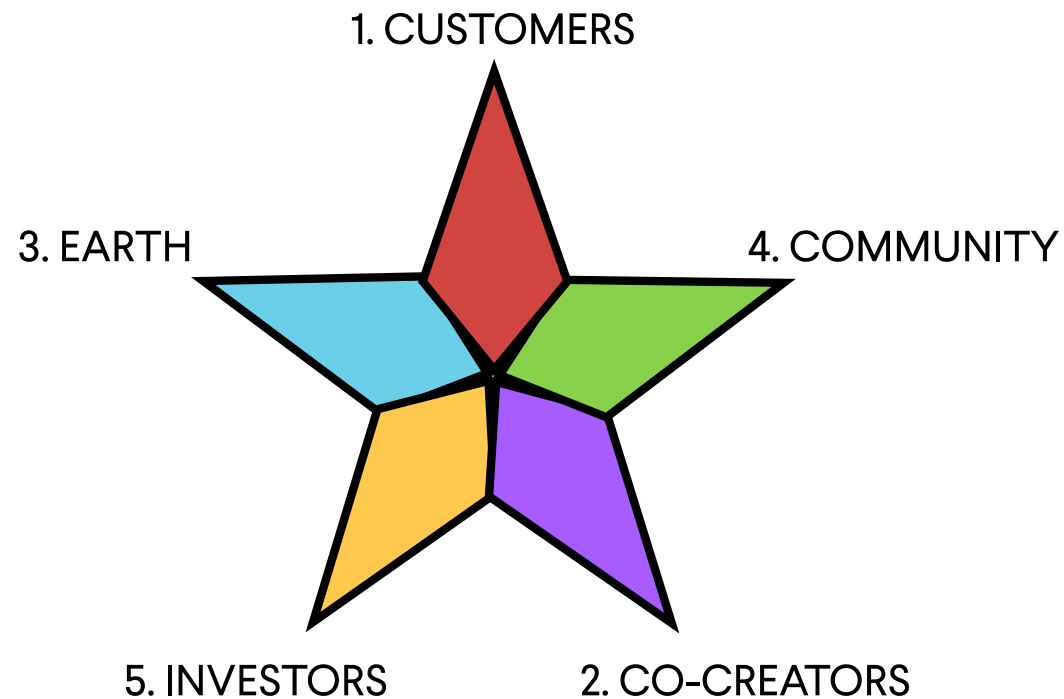
It is not enough to only have your customers defined and happy. Your business serves a much broader group of stakeholders, and all of them require a special set of communication approaches.

1. Include stakeholders in your story.
2. Tell the stories to your stakeholders.



RESPONSIBLE STORYTELLING

What is Responsible Storytelling?



Responsible Storytelling telling stories that tackles social issues, environmental issues or community issues.



RESPONSIBLE STORYTELLING

Examples for Responsible Storytelling



Responsible
Storytelling
examples:

[HearingHands](#)
[SustainableFashion](#)
[TheWorldPiece](#)
[JoinTheRevolution](#)



**DON'T LET
FASHION GO
TO WASTE.**



Stand out with your Storytelling



1. Name 2 other responsibility fields of your business rather than your customers
2. Define how you could include or build a story around them
3. Define what information/story they need from you



RESPONSIBLE STORYTELLING

Question	Idea 1	Idea 2
Responsibility Field		
Storytelling idea for stakeholder		
What information do they need from you? (if appropriate)		

RESPONSIBLE STORYTELLING - HOMEWORK

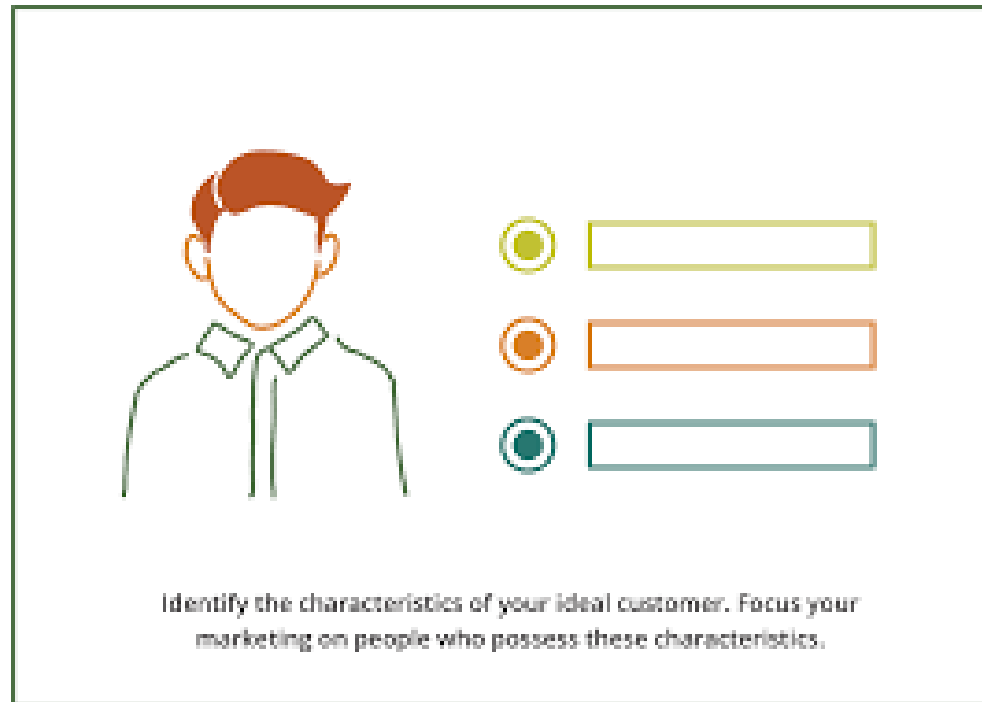
Question	Idea 1	Idea 2
Responsibility Field		
Storytelling idea for stakeholder		
What information do they need from you? (if appropriate)		

HOW TO TELL A STORY AND TO WHOM



WHAT'S IMPORTANT IN STORYTELLING?

The Who – Target Groups



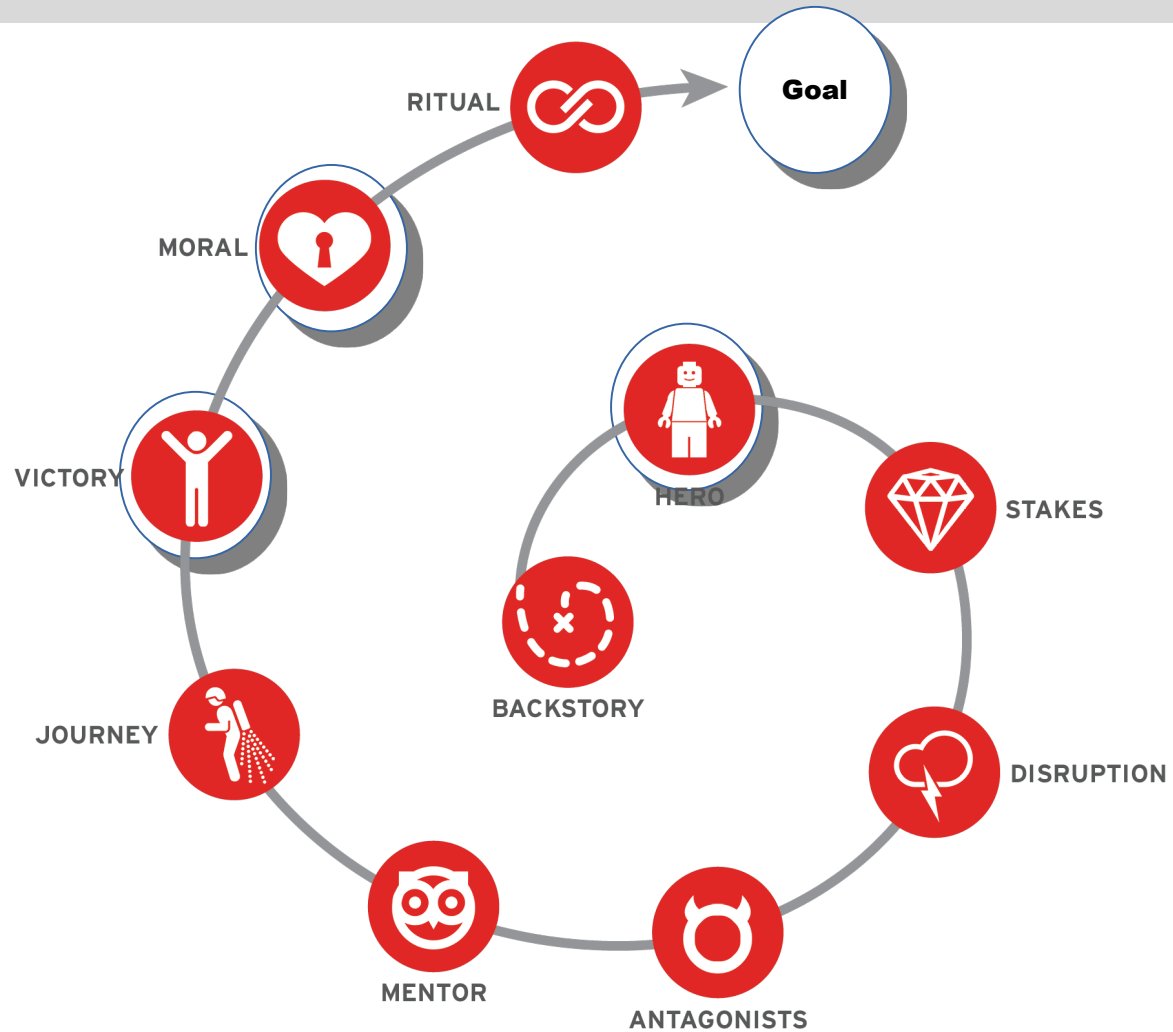
“Everyone” as target group is never an option

!USE YOUR DEFINED TARGET PERSONAS!



HOW TO YOU TELL A STORY AND TO WHOM

The Art of Storytelling



* Define how to get best to the defined objective of your story

* Define a structure for your story e.g.

- Story in chapters
- Countdown to an event
- Interactive Storytelling

* Define emotion and channels for your story.



How do you tell a story and to whom



1. Name channels (online/offline) where you find your target persona
2. Choose a structure that fits the story (countdown, chapter, ranking etc.)
3. Define an emotion of your story

(Note: Make sure your visual identity and Brand Voice is reflected in your storytelling.)



CHANNELS, STRUCTURE AND EMOTION

Storytelling idea			
Max 3 channels where you find the persona			
Structure for your story			
Emotion of your story			

CHANNELS, STRUCTURE AND EMOTION - **HOMEWORK**

Storytelling idea			
Max 3 channels where you find the persona			
Structure for your story			
Emotion of your story			

Pillars of your Storytelling concept



Content Objective	Target Group	A good Story (aligned with targets)	Emotion	Storytelling structure	Channels (based on target group)	Tone of Voice / Visual Identity	Additional stakeholders



MOST COMMON MISTAKES IN STORYTELLING



MOST COMMON MISTAKES IN STORYTELLING

Common mistakes and how to avoid them

1. Don't shock your audience.

- * Stay grounded, authentic and carefully filter the information to communicate.

2. Don't give too much information (in order to be authentic).

- * Storytelling is not a diary. Filter and plan your content carefully.

3. Don't fail to go deep and don't forget to tell the most important parts.

- * In order to reach a wide audience, storytellers often fail to go deep. In-depth will make your listeners wanting to come back.

4. Don't hide your failures.

- * In order to be authentic, it's important to stay human.

5. Don't treat Storytelling as an add-on or 'nice-to-have'.

- * Storytelling is an ongoing process and needs to be analysed and adapted.



HAPPY HOMEWORK!

“If we change the way we communicate, we change society.”
- Clay Shirky

