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ideal customer, why should I buy from you rather than your competitors?"Your value proposition helps your prospective clients understand what they get in exchange for giving you their money. Ensure your value propositions are specific and be visible to as many of two questions to get specific and clear:What is it for me?Why do you not one of your competitors?For example, will your product or service save customers money, save them time?Will it reduce their risk?Will it simplify their life or help them avoid a hassle?If you sell custom jewelry your value proposition could be:Pay on average 25% less on the highest quality diamondsDesign a custom ring that matches the style of the one you loveFree lifetime cleaning service with every custom ringYou want to list at least 3 or 4 added values your customer will receive when they do business with you.04. The GuideAs a Storybrand Certified Guide, I took an oath that I will "obsess over my clients success." This means, my goal as a guide is not to take my clients money but get them a shocking return on their investment. The only way I can succeed at that, is by making sure their business succeed.Essentially that is the role of the guide - you need to be committed to helping your customers overcome their problems.As a guide, youre going to fall in love with your customers problem.In this section of your website, you want to clearly express empathy for the problem/challenge your customer is facing, while demonstrating credibility (or competency).Here are a few examples:Testimonials like Google ReviewsCase studies of before and afterLogos of companies youve worked withStats of how many people youve helped or number of clients youve helpedCheck out pages 82 to 92 of the Marketing Made Simple for more information.05. The PlanThis is simply the process plan in how your customer can do business with you. The Storybrand framework recommends a three-step plan. You can use four, but its recommended to keep to three.What I love to do here is also add an incentive to help customers to take an action. Here are a couple of examples:Casper's plan is actually a helpful call to action to help speak with a specialist on which mattress will be right for youSanitation Conversation - a Storybrand client LeadsatScale.com a Storybrand client clearly outlines the plan in getting started06. The Explanatory ParagraphWhats more important, brevity or clarity?Think about that for a moment - most websites make the mistake of having copy that leans on declaring things but fall short on helping customers understand.Its not about brevity but clarity. Clarity always trumps brevity.The best use of this section is to include the copy from your Brandscript. The explanatory paragraph could also benefit your SEO.07. The Video (optional)One effective use of video is to use your Brandscript copy. This is where you as the business owner can speak directly to your potential customer about their unique challenges.To increase video engagement,Test different video thumbnails (covers)Make a headline above your videoMake sure the video looks and feels like a video (so make the video player big)To increase audience retention:Be sure to keep your videos short.If you see a major drop-off in the first 20 seconds (every video will lose a lot of people, some will lose like 80%), it means your opening needs work. DEamples09. Your Lead Generating PDFEvery good website has an effective lead generating asset where you give value for free for an exchange of an email address.If youve read my article about why StoryBrand lead generators are so persuasive, you know that when you provide value for free, customers feel indebted to you and your brand - even if it's not conscious. When you give away great content and value, customers want to return the favor and are more likely to want to do business with you.Make sure in this section you include:A description of your lead-generating assetEnsure it offers immediate value to your clientsAnd that it creates a sense of reciprocity10. Junk Drawer (Your footer)All those links you used to highlight on your main navigation are now put down below, in your junk drawer. You want to keep your main navigation bar clean to prevent decision fatigue and direct visitors to your main call to action and transitional call to action.The footer is a perfect place to include your About, Careers, Social Media Links, and FAQ.Helpful StoryBrand ResourcesMystorybrand.com - a great way to collaborate and share your Brandscript with your team membersA 30-minute free call to review and refine your Brandscript with me, a Certified StoryBrand GuideDownload below a powerful StoryBrand template from my playbookDownload my powerful StoryBrand website blueprint for freeIf you want to practice incorporating your StoryBrand message using a StoryBrand Website Blueprint, we think you'll love our high-converting wireframe. Simply click below to download the blueprint - no email required. It's free to use. Have your Website Reviewed by a Certified StoryBrand Guide (Free Offer)Need help with your StoryBrand messaging and StoryBrand website?Schedule a call with a StoryBrand Certified Guide. Everyone loves stories. Whether you've got a penchant for adventure, horror, humor or a good old-fashioned love story, the whole population is enthralled by a good story. But storytelling isnt just something we see in films and books. Its also essential for businesses. Think about it. All those brands that you know and love, the ones you really connect with, they all have their own stories to tell. This is how they connect with their audience and bring their products to life. In this article, were taking a look at some of the key elements to good brand storytelling, and how you can build your own compelling story to share with your audience. What is brand storytelling? Brand storytelling is the art of using narrative elements to communicate and convey a brand's identity, values, history, purpose, and offerings to its target audience. It goes beyond just presenting facts and features through emotional storytelling you can focus on sharing compelling and relatable stories to engage and deeply connect with your customers. In fact, research shows that 75% of professionals think its important for brands to tell stories in marketing, and 55% are more likely to consider purchasing from a brand if they like their story. By weaving together elements such as characters, plots, emotions and experiences, brands are able to create a cohesive and memorable narrative that resonates with their audience. The rise of digital platforms, social media and the internet has revolutionized how brands reach their audiences. With a new focus on zero-click and user-generated content brands are encouraged to share stories through immersive multimedia brand content like videos and animations, while also empowering customers to share and create their own stories and experiences with brands and their product. Allowing for richer and even more engaging narratives. Learn more about video for relatable brand stories in our free guide. It's packed with insights from 17+ industry leaders like Ann Handley @MarketingProfs, Andy Crestodina @Orbit Media, and more. No forms, no fuss, just click and it's yours! Get now If you want to create a great brand story, there are several key elements that you need to consider in order to make it compelling, memorable and impactful. The key characteristics youre looking for are authenticity, emotional resonance, reliability, consistency and compelling characters. Take a look at this commercial from Shopify. They dont just tell you what the brand does, they tell the story of how their products work in the real world - by bringing their customers stories to life. This is a perfect example of how brand storytelling can help you build meaningful connections with your audience. Its important to note that your branded story isnt just something that affects the marketing team. Brand storytelling has a significant impact on all areas of the business, serving as a foundational element that shapes how your company is perceived, how customers interact with you and how the business operates. The benefits of impactful brand storytelling If weve not managed to convince you yet, here are some of the key benefits you can enjoy when you use brand storytelling in your marketing strategy. 1. Emotional connection Effective brand storytelling helps to build an emotional connection between the brand and its audience. This drives a stronger bond between the two, driving decision-making and encouraging an increase in customer loyalty and advocacy. 2. Increased brand awareness A well-told story helps brands stand out amongst their competitors, making them easier to remember, and therefore, more profitable. 3. Customer retention Storytelling isnt just helpful for bringing new customers through the sales funnel, it can also be pivotal in building strong relationships with clients, improving their satisfaction and making them loyal to your brand. 4. Enhanced value perception Customers are often more likely to pay more for brands that they feel a strong connection with. The more you elevate the perceived value of the products and services that youre promoting. 5. Internal alignment Brand stories can help inspire and align employees with the companys values and mission, leading them to be more motivated at work and work cohesively towards a common goal. 6. Longevity If you craft your brand story well, it has the potential to endure over time, being instantly recognizable and memorable to your audience. This helps to build a stronger relationship with your audience and encourages them to stick with you through the years. 7. Improved Communication A consistent brand story serves as a central reference point for communication. It streamlines internal messaging, making it easier for employees to convey the brand's identity and messaging accurately. If one image is worth a thousand words right what about a brand introduction video to convey your brand's values ? Feeling uninspired? Discover how to create your brand launch video and check out these best brand videos examples! 10 steps to building an engaging brand story Now that you know just how beneficial a good story could be for your brand, its time to actually start building it. But how do you do that? Heres our quick guide to getting started. 1. Understand your audience The very first thing youll need to do is identify your target audience and understand exactly what their needs, wants, preferences and values are. This is a vital step to ensuring the messaging and story you use are not only appropriate for them, but that they will relate to and resonate with it. Research their demographics, behaviors and pain points and tailor your story to suit this. 2. Define your brands identity If youve not done it already, now is a great time to clearly define your brands missions, values and unique selling points. What makes you different from everyone else in the market? Why should people come to you? Determine what it is that sets you apart and how you want to be perceived by your customers. 3. Craft a core message Once youve got your identity in the bag, its time to start thinking of the actual message of your story. This will be the foundation of your brand story and guide all storytelling efforts, so its worth putting a fair amount of research into this. It may be a good idea to hold focus groups or interviews with sections of your audience to see what kind of messages resonate with them the most. 4. Create a narrative arc Your narrative will need to have a clear structure that includes elements such as exposition, conflict, climax and resolution. You want to take the audience on a journey, no matter how long or short your story is. 5. Identify the key characters Introduce relatable and engaging characters that embody your brands values and connect with your customers. Youll need a hero to your story, someone who goes through some sort of transformation. Someone for your audience to root for! 6. Incorporate visual and verbal elements Video is an excellent way to engage with your audience, bringing together visual elements to complement the brand story and build on your brand voice. Ill help take your audience on a journey with you by bringing your story to life with characters and narratives that play out the story in a most authentic and relatable way. Accompanied by a range of multimedia effects like sounds, visuals and text - you can make sure your audience stays engaged. There is nothing people like more than a happy ending. Your brand story is a great opportunity to show how people can benefit from using your product and being part of your brand, using it to overcome challenges and have a positive impact on the world around them. 8. Add a call to action As much as this is all about storytelling, theres no point in doing all this work if your audience doesnt know what to do with your message. Lead them clearly to an action, whether thats visiting your website, signing up to your mailing list or purchasing your product. 9. Test and refine Share your brand story with a small test audience initially to gather feedback and make any necessary changes before going live. This will help you bring your point home by learning what works, and what doesnt in the market. 10. Evolve Remember that your brand story isnt static - it should evolve with your brands growth and changing market dynamics. Take time to review your story each year to ensure its still relevant for your audience. 5 reasons why video is the most impactful storytelling format As mentioned above, video is one of the best ways to get your story across to your audience, with its ability to engage multiple senses and deliver a rich, immersive experience for your audience. In fact, research has found that 91% of businesses use video marketing in 2023 to help engage their audience. Here are a few more reasons why video is the most effective storytelling format. Curious about an easy way to create marketing videos? Discover PlayPlay's powerful video maker, a game-changing platform for creating professional content. Video allows for more complex narratives to be presented to the audience, including multiple characters, settings and plot developments. It can convey a storys depth and nuances far more effectively than other formats. 3. Visual appeal Humans are naturally drawn to visuals, so videos are a great opportunity to showcase your story. You can use stunning visuals, graphics, animations and special effects to enhance the storytelling experience and bring it to life. 4. Human connection In general, people respond better to human stories that they can relate to. When they see real people, whether they're customers, employees or brand representatives, it creates a sense of authenticity, giving the story that human touch theyre looking for. In fact, Headstream found that if people love a brands story, 55% are more likely to buy the product in future, 44% will share the story and 15% will buy the product immediately. Thats pretty good odds, right? 5. Versatility Video can be adapted for various different platforms, from social media to websites and presentations. It can be easily shared, embedded and repurposed depending on the audience and their needs. 6. Global reach With the rise of online platforms, streaming services and zero-click content, video has the potential to reach a global audience, breaking down geographical barriers and expanding the reach of your brand story. Research has found that 82% of global internet traffic came from video - and this can be achieved online in seconds! Making it the fastest channel for achieving global engagement. Not sure where to get started with making videos? Video is the best format for speaking to your audience and getting your brand story across, but it can be an overwhelming task understanding where to start - especially for those with no video marketing experience! But fear not! The team at PlayPlay have pulled together a beginners guide to creating personalized video content - check it out in the link below. Still not sure where to get started? Take a look at some of these awesome examples of brand storytelling done right. 1. Starbucks - A Little Kindness This feel-good video is all about pointing out all the small acts of kindness that happen each day, showing us that the world perhaps isnt as bad as we thought. While theres no direct mention of coffee, each little moment is witnessed through the window of a Starbucks store, bringing that sense of community to the story and making us feel part of something bigger. Grammarly have zeroed in on one particular audience in this piece - students struggling to complete their term paper on time. The hero of this story is a panicked student rushing to get her work finished, showing how their tool can pop up at just the right time to help out. This campaign brings us a little bit of Christmas magic, combined with a collection of stories designed to tug at our heartstrings. Focusing on the power of giving meaningful gifts at Christmas and how it can bring family and friends together, this video is not just wholesome, it reminds us all of whats really important at that time of year. This video takes more of a documentary stance, interviewing Gerry, a pharmacy owner who has experienced a number of difficulties in his business since the pandemic. We find ourselves rooting for Gerry, we want his business to succeed, we want everything to work out ok. Square introduced the benefits of their payment solution through the story of a real person, showing how hes benefited and how it has helped not just him, but the community around him. A great example of using your customers stories to tell yours. We love an animated video! This one in particular is great because it highlights the problem that audiences have right from the start - no one likes their insurance company. So what makes this one different? Well, we have to watch it to find out. But their clever, cute and funny animations make us actually want to. This is the ideal way to take your audience on a journey without the need to use real people. Now that youve learned everything you need to know about brand storytelling and the impact it can have on your business, its time to start building your own. PlayPlays software allows you to make professional videos for all your communication needs in just a matter of minutes, with no editing experience needed! Sign up for your free 7-day trial today and start bringing your story to life today.

Branding storytelling. What is the story of branding in seongsu. What does brand story mean. What is a brand story example.