

Innovative Storytelling Hacks to Spearhead your Brand

Storytelling is a powerful medium that has the ability to inspire, persuade and inform a person into taking action. Many entrepreneurs miss this opportunity by failing to realize how vital storytelling is and how it can be used to spearhead the growth of their brands. However, more and more businesses are finding creative ways to implement effective marketing strategies that use storytelling as a key mechanism in their marketing.

Many businesses face the prospect of trying to innovate in their marketing efforts to reach their target market. In this day and age, when information is easily accessible through the internet, mobile and technological devices, it becomes harder to keep audiences' attention. Therefore, many brands are faced with the prospect of embracing the art of storytelling to ensure that they can express the value of their service and make a successful impact on their branding.

Whether you are at the start of your brand journey or have already implemented a marketing strategy you can accelerate your brand awareness, identity, and profitability through storytelling. Here are four ways to help promote your brand through storytelling.

Know your target market

In the first instance, you have to be clear about who you are selling your service or product to and understand your audience. For example, you wouldn't want to share a story with someone who you know will not be interested in the topic.

The efforts to do this will remain futile if your story does not interest your audience. This is why you need to ensure that you know your target market well enough to be able to cater to their needs. You could do this by carrying out surveys or interviewing people in your target market to find out more about their preferences.

Use this information to build a persona of your target market, for example, the age, gender, location and preferences of your customers to get a better idea about what they are interested in. This research will help you craft the right story for your brand's specific target market.

Think of it this way, the books that you read, in comparison to your partner, children and teens are likely not even remotely the same. The same applies to your brand: one story might work for a certain age group or category, but it won't be appealing or relevant to everyone.

Be authentic and humanize your brand

Brand storytelling is all about humanizing your brand and making it more personal for the reader. People respond better to things that they can relate to. The story that you are telling should help the audience understand what is the purpose of your service, what

motivates someone to use it and how will using your product or service benefit them.

You might be a life coach who created your own startup due to a personal tragedy that you experienced and you want to help others in motivating them to succeed in their goals. This is an example of a personal story that you can share through your brand. It is relatable to the audience and shares what your brand really stands for.

Accelerate your brand with video

Video content can be the most effective medium to tell your story. Whether you are using Facebook, Instagram or Twitter there are ways that you can use these platforms to tell your brand story through video and reach a wider target audience. You may be in the UAE selling a service and your online video could be shared with audiences from across the globe. If you are lucky, it can even turn into an opportunity to expand your business to international markets.

Use social media to your advantage

Through the power of social media, you don't need to target only a local audience anymore but can easily start targeting an international audience as well. The story feature of Instagram, Snapchat and Facebook is gaining more popularity for its quick and creative methods of sharing content. You can also upload HD brand videos on your official Facebook and YouTube business pages.

If you haven't set up an official page for your brand yet then you are missing out on a big marketing opportunity.

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