

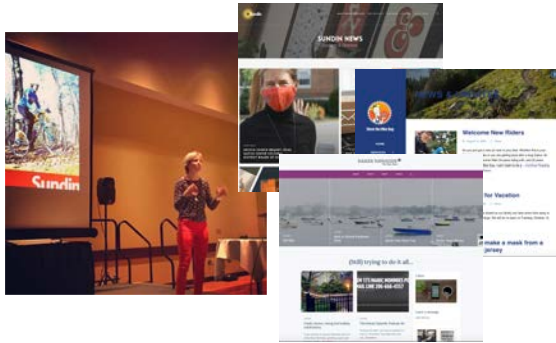
# Storytelling and Content Driven Marketing

Presented by  
Kristin Sundin Brandt, President  
Sundin Associates

Hi.



Hi.



## What's the story



### What is Content Marketing

“... a **strategic** marketing approach focused on creating and distributing **valuable, relevant, and consistent** content to **attract and retain** a clearly defined audience – and, ultimately, to drive **profitable** customer action.

Content Marketing Institute

### What is Storytelling

“... translating your marketing message into narrative form... It **delivers content in a way that doesn't feel like marketing**. In this world of pop-ups and flash advertisements, a story stands out as an island of calm in a frantic electronic world.”

Matt Bowman, Thrive Internet Marketing Agency

What is storytelling

# Brand vs Product (or service)



Brand storytelling uses a narrative to connect your brand to customers.



Product storytelling illustrates how a product has improved a customer's life.

Content Marketing & Storytelling

# 111,000,000 results

- Storytelling is the future of Content Marketing strategy in 2018  
<https://www.marketingprofs.com/articles/2018/01/11/storytelling-is-the-future-of-content-marketing> • Jun 23, 2018 • Content marketing strategy • How National Geographic engaged 100 million combined global followers via storytelling content marketing in ...
- Brand Story with Content Marketing Framework  
<https://www.marketingprofs.com/articles/2018/01/11/brand-story-with-content-marketing-framework> • Storytelling is not intended to be a "sales" tool. It's a method of building strong relationships with your customer and a strong component of holistic marketing.
- The Viral Power of Storytelling in Content Marketing - Jeff Bullas's Blog  
<https://www.jeffbullas.com/2018/01/11/the-viral-power-of-storytelling-in-content-marketing/>
- Storytelling was invented by advertising – and now it's dead | The Drum  
<https://www.thedrum.com/news/2018/09/05/storytelling-was-invented-by-advertising-and-now-its-dead> • Sep 5, 2018 • Storytelling is dead ... still create long, movie-like content that costs millions of pounds to produce, focusing on a very broad target market.
- Storytelling in Content Marketing: What It Is, What It Isn't, & How to Do It ...  
<https://www.marketingprofs.com/articles/2018/01/11/storytelling-in-content-marketing> • May 1, 2018 • Do marketers really tell stories in their content? What's the difference between content marketing and storytelling?
- Breaking through with meaningful content marketing in the age of ...  
<https://marketingprofs.com/articles/2018/01/11/breaking-through-with-meaningful-content-marketing-in-the-age-of-...> • Nov 1, 2018 • Today, it seems that everyone is a storyteller – some 550,000 members for storytelling in their profile on LinkedIn. But connecting with people...
- Make Storytelling A Part Of Your Content Strategy in 2018 - Forbes  
<https://www.forbes.com/sites/eric-l-reynolds/2018/01/11/make-storytelling-a-part-of-your-content-strategy-in-2018/> • May 14, 2018 • When crafting effective storytelling in your content marketing, you can borrow this advice and try to make a reader or viewer feel like...
- Why Storytelling is So Important for Successful Content Marketing ...  
<https://www.marketingprofs.com/articles/2018/01/11/why-storytelling-is-so-important-for-successful-content-marketing> • Stories are engaging and they capture a viewer's attention from the beginning to the end. This is why storytelling is a powerful content marketing tool.

What is storytelling

# Fast Facts



5x

Neural activity engages when listening to a story



22x

Stories remembered more than facts alone



30%

Boost conversion rates on content marketing

What is storytelling

# It's not new

The ultimate sales tool?



The Music Man  
Ya got trouble

What is storytelling

# We are all storytellers



- 1 Who
- 2 What
- 3 Where
- 4 Why
- 5 How

# How to tell better stories

1 Based in reality

# Reality check



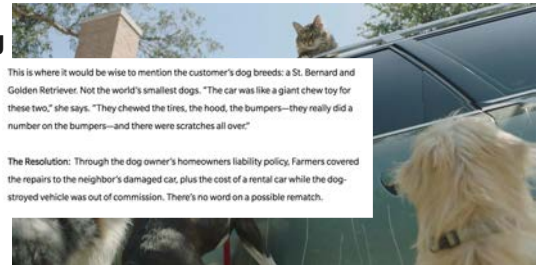
Chubb Insurance  
Flying Cars

# Recreating reality



Farmers Insurance  
Hall of Claims

# Recreating reality



Farmers Insurance  
Hall of Claims

# Tell the "everyday" stories



Going the Extra Mile  
Access Bank

# How to tell better stories

1 Based in reality

2 Believable

## Apologies

Wells Fargo  
Earning Back Your Trust



## Apologies

Uber  
Apology

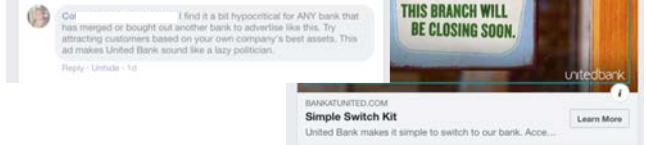


## Stories are not fairytales

The Non-Apology Apology Is Alive and Well at Wells Fargo and Facebook



## We can see thru you.



## How to tell better stories

- 1 Based in reality
- 2 Believable
- 3 Compelling

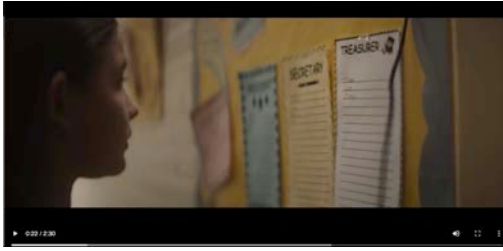
## All the feels.

Country Bank (MA)  
Even Hard Work Needs a Partner



## Highlight real issues

Jane's Story  
BMO



## How to tell better stories

- 1 Based in reality
- 2 Believable
- 3 Compelling
- 4 Visual

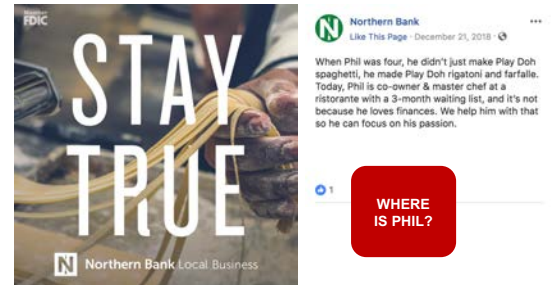
## The right picture

Northern Bank  
Stay True



## The right picture

Northern Bank  
Stay True



## Real photos



## Better photos

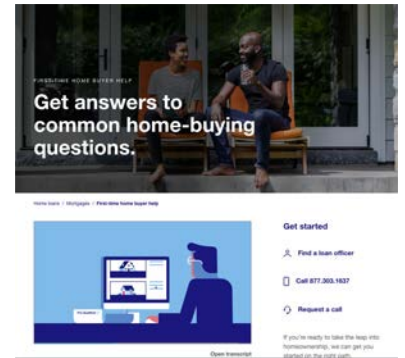


# How to tell better stories

- 1 Based in reality
- 2 Believable
- 3 Compelling
- 4 Visual
- 5 Enhances

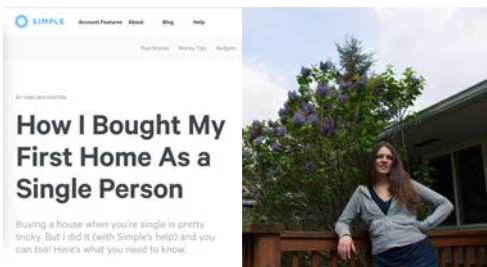
# Don't confuse content for stories

US Bank  
First-time homebuyers



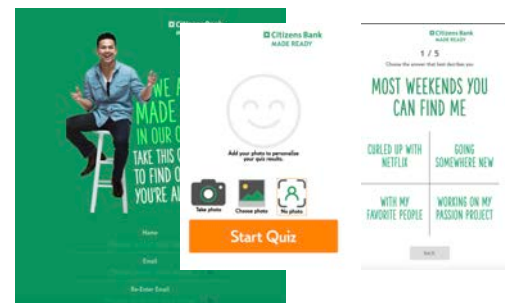
# Real experiences

Simple  
True Stories



# Customer generated stories

Made Ready Quiz  
Citizens Bank



# Customer generated stories

Made Ready Quiz  
Citizens Bank



# What makes a great story

- 1 Based in reality
- 2 Believable
- 3 Compelling
- 4 Visual
- 5 Enhances
- 6 Relevant

## What's the connection?



## Make a connection



Grand Savings Bank  
Life is Grand Blog

## Make a connection



Grand Savings Bank  
Life is Grand Blog

## Use your History



Courage and Vision  
Charles River Bank

## What makes a great story

- 1 Based in reality
- 2 Believable
- 3 Compelling
- 4 Visual
- 5 Enhances
- 6 Relevant
- 7 Shows

**71%**  
Buyers/readers who say they are turned off by content that seems like a sales pitch

Economist Group's 'Missing the Mark'

## Soften your sale



Citizens Bank  
Ask a Citizen

## Ditch the call to action

Bank Less  
bankwest



## What makes a great story

- 1 Based in reality
- 2 Believable
- 3 Connected
- 4 Personal
- 5 Enhances
- 6 Relevant
- 7 Show
- 8 Surprise

## Expand the definition

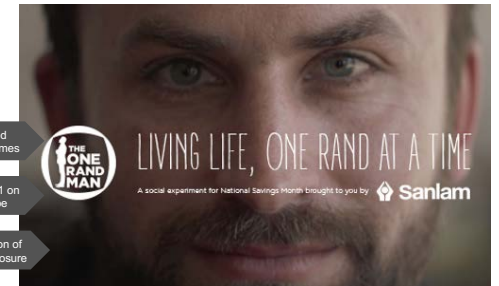
First Farmers Bank & Trust  
I'm a Farmer



## Say something new

One Rand Man  
Sanlam

- Watched 900,000 times
- Ranked #1 on YouTube
- \$2.5 million of media exposure



## Storytelling during a pandemic



## Storytelling during a pandemic

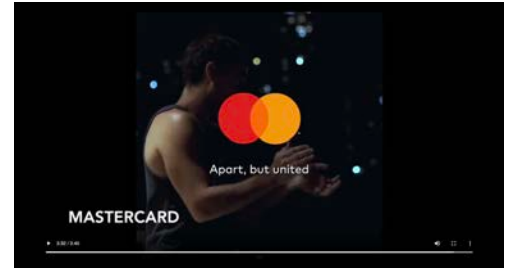




## Storytelling during a pandemic



## Storytelling during a pandemic



## Storytelling during a pandemic



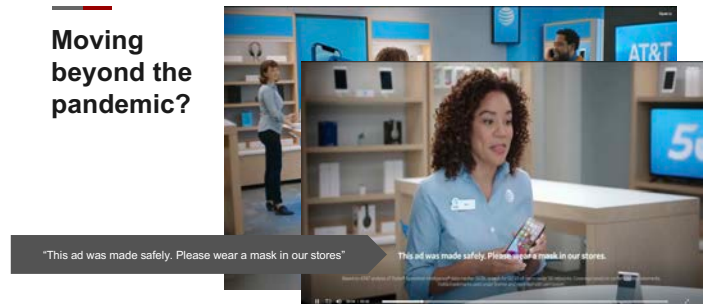
## Storytelling during a pandemic



## Storytelling during a pandemic



## Moving beyond the pandemic?



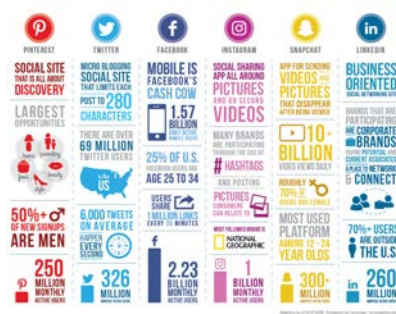
## Moving beyond the pandemic?



## Is video the future?



## How can you reach your customer?

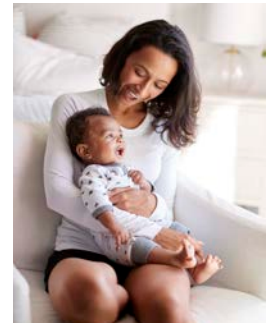


www.leverageit.com/social-media-infographic/

## Who are you trying to reach?

"A semi-fictional representation of your ideal customer."

Market Research  
Existing Customers



## Who are you trying to reach?

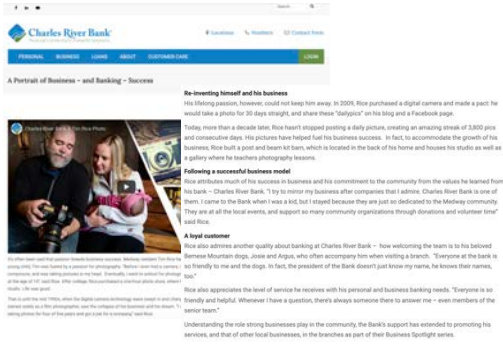
- Age & Family Status
- Employment & Income
- Goals & Objectives
- Challenges
- Communication
- Preferences



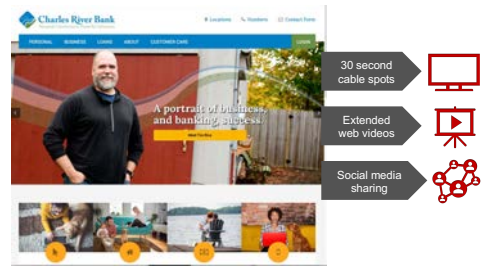
## Who are you trying to reach?



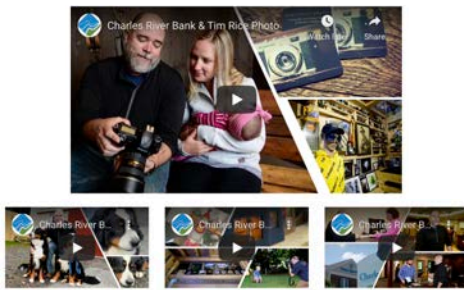
## Maximize your content



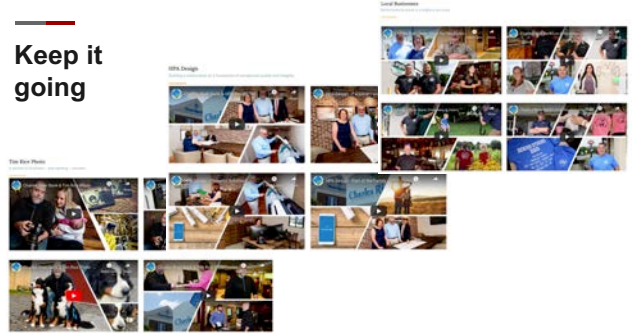
## Maximize your content



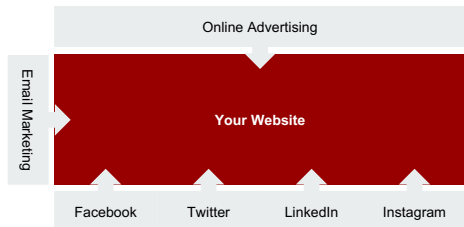
## Maximize your content



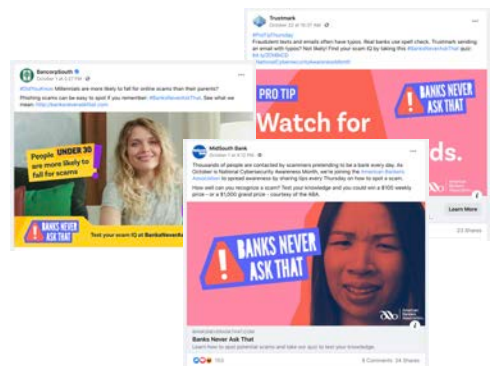
## Keep it going



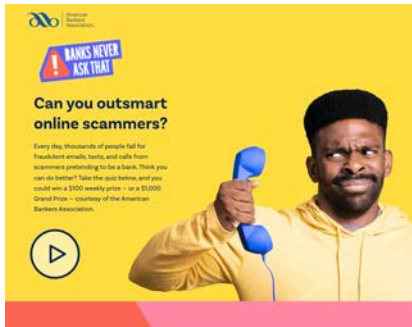
## Where to host your story



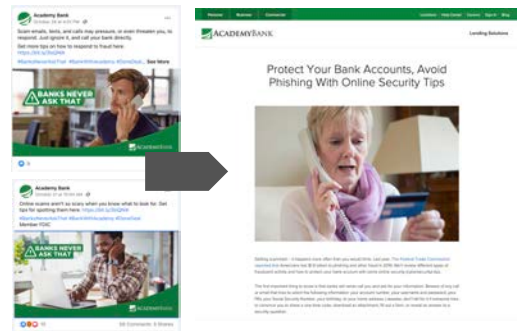
## Are you giving away your traffic?



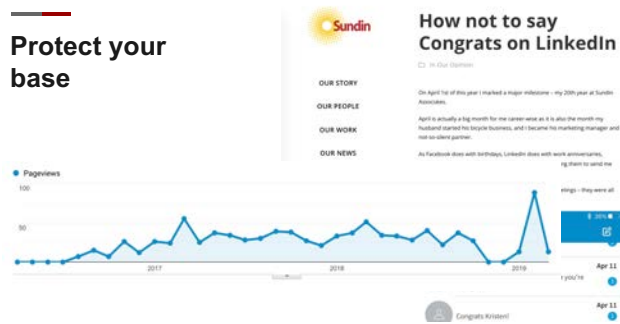
Are you giving away your traffic?



Protect your base



Protect your base



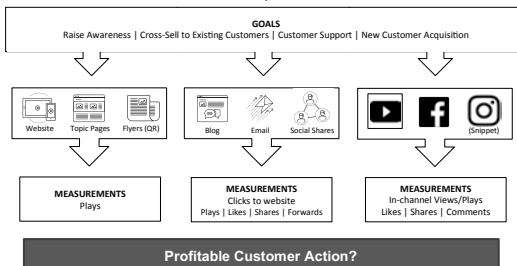
Evaluate

KPIs BY CATEGORY

Marketing	Email	SEO	Pay-per-click	Social Media	Website
Cost per acquisition	Open rate	Sales	Cost per click	Amplification rate	Website traffic
Market share	Conversion rate	Leads	Click-through rate	Approval rate	Unique visitors
Brand equity	Opt-out rate	Visits	Ad position	Followers and fans (i.e., Facebook, Twitter, Pinterest)	New vs. returning visitors
Conversion rate	Subscribers	Time on site	Conversions	Keyword rankings	Average time on page
Click-through rate	Churn rate	Landing pages	Conversion rate	Page views	Bounce rate
Page views	Click-through rate	Page views	Cost per conversion	Landing page conversion rate	Exit rate
Bounce rate	Delivery rate	Bounce rate	Cost per sale (CPS)	Return on engagement (ROE)	Page views per visit
Share of voice (SOV)		Indexed pages	Return on ad spend (ROAS)	Return on investment (ROI)	Traffic sources
Online share of voice (OSO)		Increase in non-branded search traffic	Wasted spend	Post reach	Geographic trends
		Increase in branded search traffic	Impressions	Klout score	Mobile visitors
		Referring websites (backlinks)	Quality score		Desktop visitors
		Domain authority	Total spend		Visits per channel
		Page authority			

The greatest accomplishment is not in never falling, but in rising again after you fall. Vince Lombardi

Evaluate

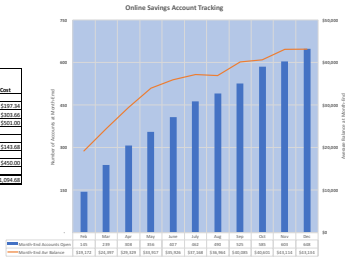


Evaluate



## Evaluate

Channel	Ad Group	Clicks	Impressions	Click-Through Rate %	Avg. Cost Per Click	Cost
Google Display	Checking Acquisition	364	31,437	0.52%	\$1.07	\$387.34
	in Market	302	44,674	0.52%	\$1.34	\$405.60
	Remarketing	62	16,129	0.56%	\$1.18	\$76.00
<b>Total Google Display</b>		<b>628</b>	<b>92,240</b>	<b>0.56%</b>	<b>\$1.18</b>	<b>\$868.94</b>
Facebook	Checking Acquisition	85	11,000	0.77%	\$1.04	\$143.40
	in Market	381	484,051	0.08%	\$2.45	\$932.00
<b>Total Facebook</b>		<b>466</b>	<b>495,051</b>	<b>0.13%</b>	<b>\$2.45</b>	<b>\$1,075.40</b>



## Now what



Help is out there



Presented to Indiana Bankers Association November 2020

# Go tell your story.

[SundinInc.com/2020MegaConference](http://SundinInc.com/2020MegaConference)

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