
Robin Jones

INTERESTS:

Mother, Stepmother, Partner

Decent Cook

Struggling Gardener

So-So Wake Surfer

Wine Lover

Wannabe Singer/Songwriter

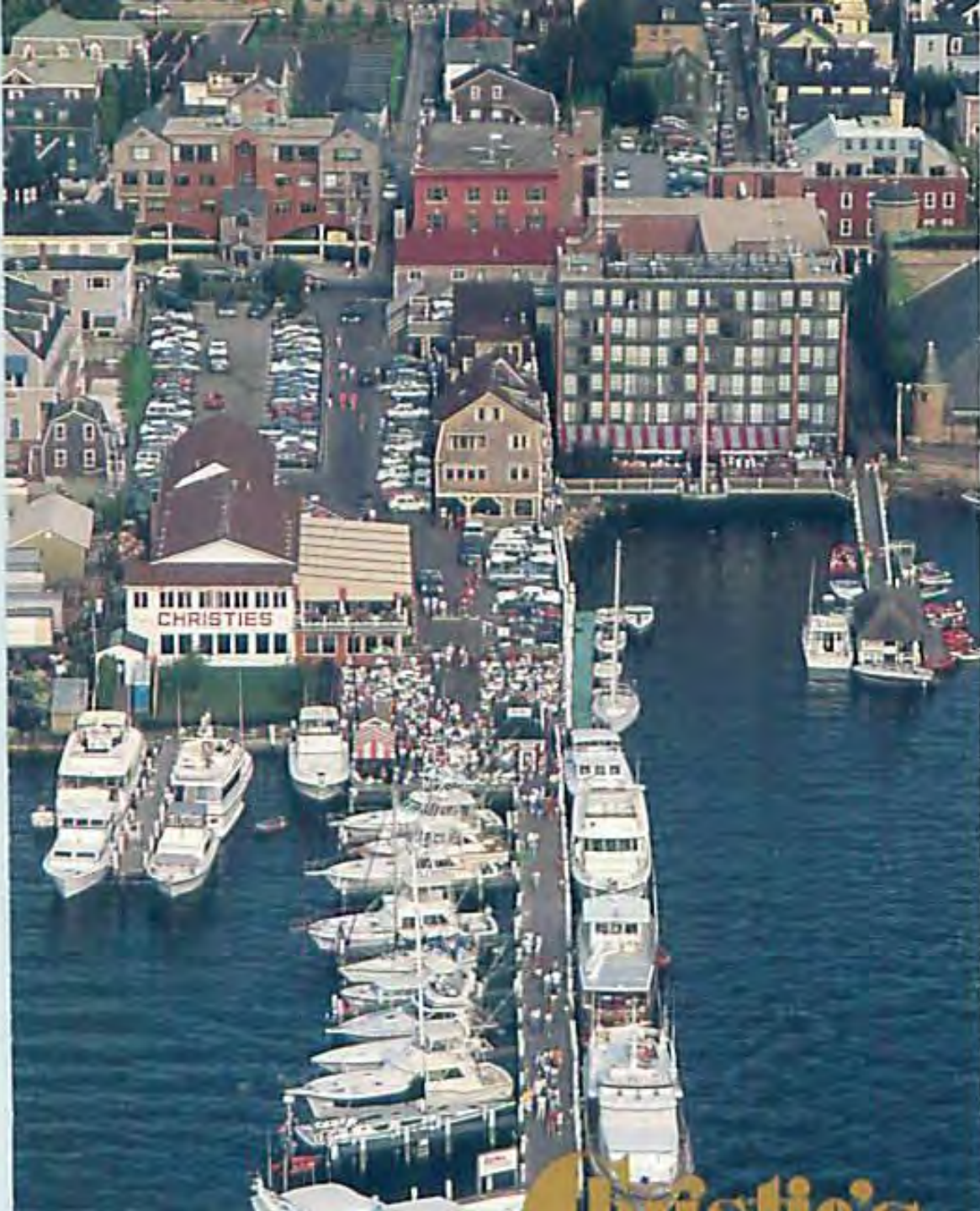
RESUME:

- Marketing Consultant/Strategist
- Fractional Head of Marketing: ClearDent
- Executive In Residence: Accelerate Okanagan
- Content Strategist: Enkel Back Office Systems
- Advisor/Mentor
- Plus 30 more years leading various marketing organizations in mostly tech companies

“Well behaved women seldom make history”

Let me tell you a
story...





The moral of my story...

The next time you're in a dark place and it feels like you're surrounded by crap, remember that there's always someone out there willing to open the door to something better. All you need is the courage to ask.



Why did I tell you
this story?

Branding vs. Storytelling

What's the difference – no pun intended...



Jeff Bezos on branding:

“Branding is what people say about you when you’re not in the room.”



Seth Godin on storytelling:

“Marketing is no longer about the stuff you make but the stories you tell.”

Branding: The Foundation of Marketing

- Captures your brand elements
 - Name
 - Logo
 - Slogan
 - Character
- Mission and vision
- Defines your values – reason for existence
- Includes buyer personas, ICPs, etc.



Storytelling: Builds the Bridge Between your Business and your Customers

- Part of your brand strategy
- The “humanizing” part of branding
- Helps your audience identify with you, and in return, they increase your visibility



What is a story exactly?

- The narrative of your business
- It communicates who you are
- Encompasses your values and ideals
- It connects your branding and marketing “together”
- It humanizes your business, gives it personality
- It probably needs updating periodically – to fit with current times



The 5 Benefits of Storytelling

1. Build trust and rapport with your audience
2. Differentiates your brand from others
3. Creates memorable and shareable content
4. Increase loyalty and engagement
5. Drive sales and conversions

1. Storytelling drives Trust

- Helps to build trust and rapport with your audience
 - People buy from people they like, trust, and are familiar with
 - Show your personality, values and authenticity

 Real women. Real beauty





2. Storytelling creates Differentiation

- Differentiate your brand from others
 - What's your unique selling proposition?
 - Show how you are different, unique, or better.

3. Storytelling improves Reach

- Leads to memorable and shareable content
 - Cut through the noise and capture attention
 - Content that is viral and word-of-mouth friendly



patagonia® Stories

For our 50th year, we're looking forward, not back, to life on Earth. Together, we can prioritize purpose over profit and protect this wondrous planet, our only home.

4. Storytelling builds **Loyalty**

- Increases loyalty and engagement
 - Stimulate emotions – people crave emotional experiences
 - Makes them care about your [message](#)

5. Storytelling generates Sales

- Drives sales and conversions
 - How many of you have an iPhone? Macbook? Both? Why?
 - Great storytelling gives you FOMO



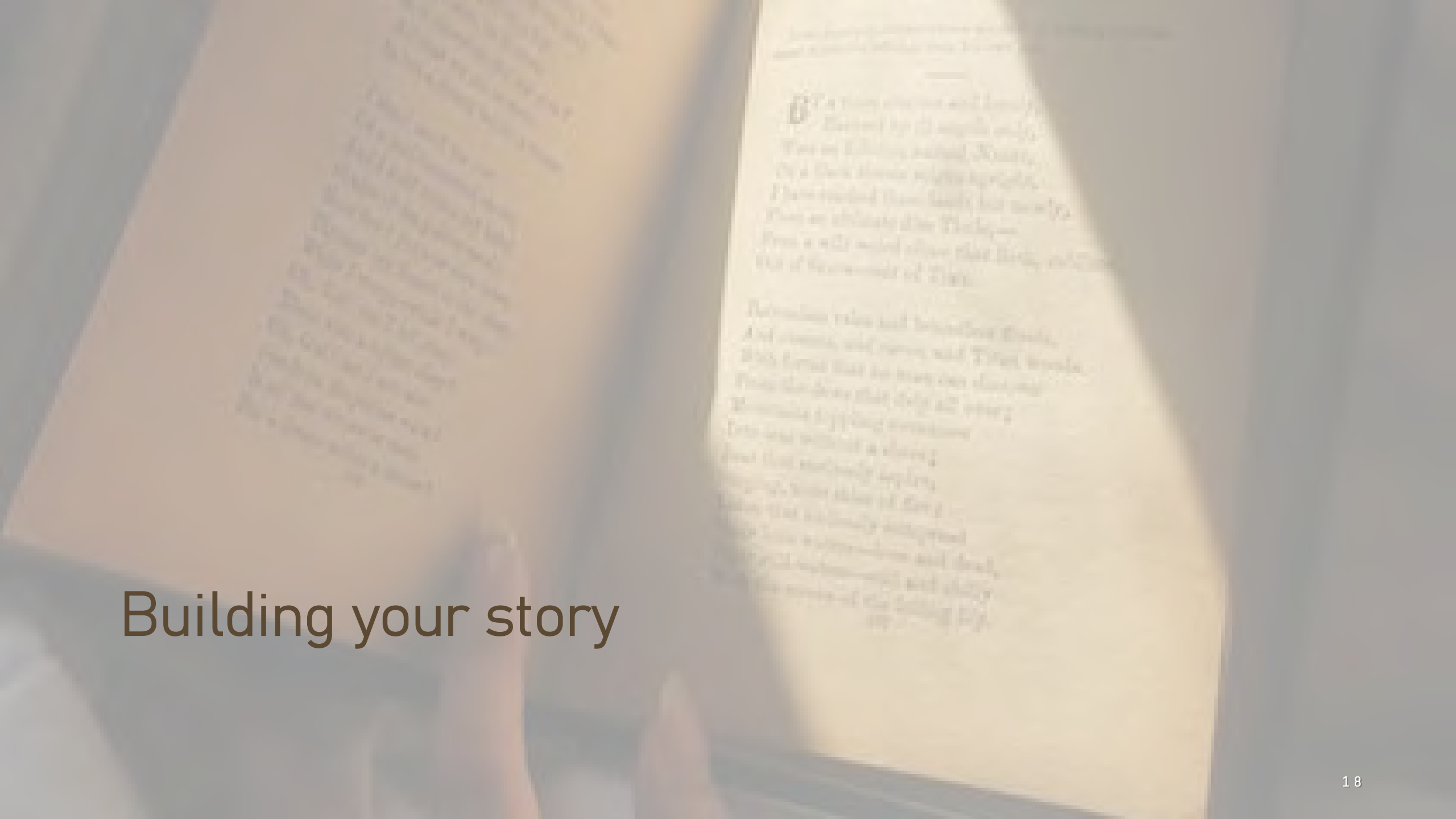
Why should storytelling be at the heart of your marketing

- The overwhelming majority of adult consumers (80%) want brands to tell stories
- Stories are remembered 22x more than facts alone
- Stories go viral
- [“The Founders Journey”](#) - sharing the ideas, challenges, and passion behind a business and inviting the audience to join the journey



4 Tips for Creating a Distinctive Founder's Story

1. Keep it short, memorable, and easy to endorse
2. Be honest and express gratitude
3. Make it relevant
4. Share your beliefs, vision and mission



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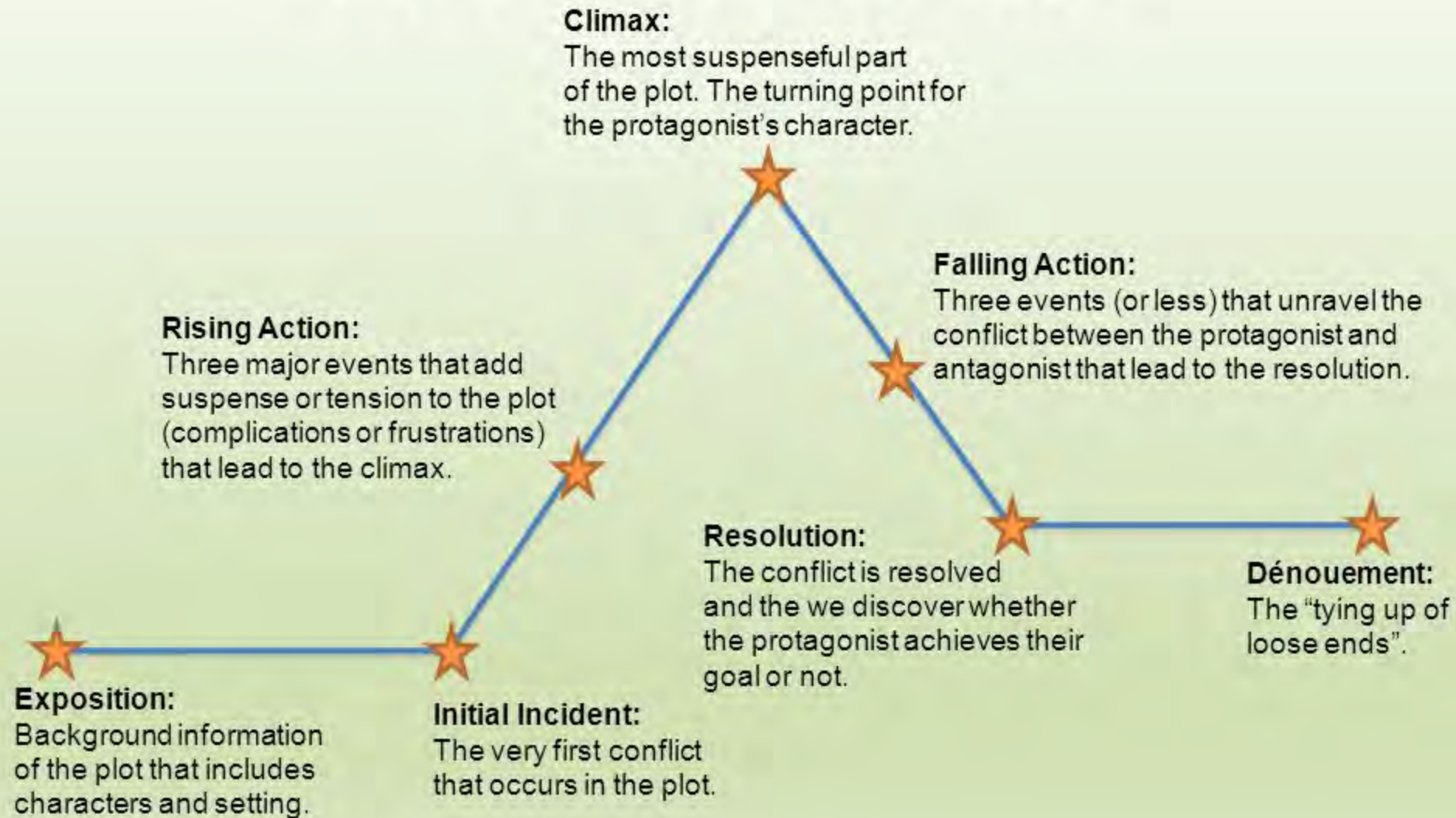
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Building your story

FREYTAG'S PYRAMID

Structure

Every story needs a plot





“I want to brew beer.”

Why leave Germany?

Exposition

- Customer gets to know your brand, mission, setting, and twists along your journey
- Customer understands WHY you are doing what you are doing

Initial Incident

- The first conflict in your plot



“You’re not wanted here!”

Rising Action



- Three events that add suspense or tension to the plot



“Welcome to St. Louis, son.”

Climax

- The turning point for the protagonist character

Falling Action

- Events that unravel the conflict and lead to the resolution.



"A beer for my friend please."

"But next time, this is the beer we drink."

A dimly lit bar scene with two men in suits talking. The man on the left is seen in profile, looking towards the right. The man on the right is also in profile, looking towards the left. They are standing behind a bar counter with various bottles and glasses. In the background, other people are visible, and the walls are decorated with framed pictures or plaques. The lighting is warm and low, creating a moody atmosphere.

Resolution

- The conflict is resolved and we find out if the protagonist achieves his/her goal or not.

DENOUEMENT

The tying up of loose ends.

Anheuser-Busch

WHEN NOTHING STOPS YOUR DREAM,
THIS IS THE BEER WE DRINK.

Common story plots


- Founding families (Wal-Mart)
- History of the business (Ford)
- Dramatic, exaggerated stories
- Stories about the origins of the product (Little Potato Company)
- Stories about how the product is made (Dove)
- Stories about the region

Other possible story types:

- Rise and fall (long tradition)
- Rags to riches (overcoming obstacles)
- Tidbits and gossip
 - A pet/animal
 - A special room
 - A legend/hearsay
 - A ghost



**Emotion is
Promotion**



Believe in something.
Even if it means sacrificing everything.

 Just do it.

Storytelling is emotional and emotion in marketing is very powerful

- People don't just buy because they "need" something, they buy because it arouses emotions
- People want a story they can experience, relate to.
- Emotions drive more purchases than logic

Types of emotional connections

- Mystery/intrigue
- Suspense
- Conflict
- Love
- Humour
- *Did you know that 82% of people pick their wine based on the label. Labels tell stories.*



4 stages of storytelling

1. KYC – Know your customer!

- Conduct or tap into existing research (I bet you already know more than you think)
- What motivates them?
- What are their fears, passions, interests?

Knowing who your customer is (or who you want it to be) dictates which “version” of your story you should be telling!



2. Define your brand archetype

- Developed by Carl Jung
- They help you personify your business

Your customers want to know “why” you do what you do and how you make an impact.

What are the 12 brand archetypes?





3. Pick the right medium

- How will you tell your story?
 - [Video](#)
 - Printed content
 - Imagery
 - Labels/Packaging
 - Signage
 - Experiences

4. Promote your story

- Your website – About Us
- Your retail environment
- Your offices
- Your staff
- Your events
- Social media



Closing thoughts on storytelling...

Different generations think differently and care about different things.

- Boomers (60-77): no time for nonsense, more financially stable with **more disposable income than other generations**, less influenced by peers, over half watch videos online, Facebook is their platform
- Gen X (48-59): like honest and clear messaging and respond well to nostalgia and word of mouth and reviews from other users
- Millennials (29-47): place importance on authentic brand messaging and seek out brands that support social and environmental causes
- Gen Z (12-28): value financial stability and rely heavily on reviews and recommendations through social media

Closing thoughts on storytelling...

- Your story is part of your **Brand** and isn't a marketing tactic
 - Your story isn't a one-time campaign
 - You must "live" it every day. Be true to it.
 - Think of your story as your hub and your campaigns as spokes.

