

Customers are more likely to connect with brands and products that have a story.

This is part of the reason why brands like TOMS and others are able to drive sales through customers that want to tell the story of how their purchase does good for the world. However, your company does not have to offer a “social good” campaign to benefit from storytelling. Many companies all over the world utilize storytelling strategies to connect and engage with customers as well as increase brand awareness.

Companies That Use Storytelling in Content Marketing



Storytelling is a great way to make your company stand out from your competitors and educate people on how to use a new, innovative product. There are so many examples of companies that use storytelling well. Here are three excellent examples of companies that use storytelling tactics and how they do it.

Squatty Potty

Squatty Potty is a company that makes toilet stools that enable people to change their posture while using a Western-style toilet. The idea is that squatting on the toilet helps eliminate constipation and other health issues. However, the company faced quite a challenge in educating consumers about a rather taboo topic and convincing them that they wanted to buy their own Squatty Potty.

To accomplish this, Squatty Potty tells readers a story about how their family tried to find a “natural and inexpensive” way to solve their own bathroom issues. After the family couldn’t find an effective solution, they made their own and tested it to make sure it was perfect.

It’s an effective story because by telling the story of one family, it removes the awkward conversation about bathroom habits. It clearly articulates the problem and how this particular product was already tested to be the best solution. It gives confidence to customers who may also face similar issues.

TOMS

TOMS is probably one of the best-known examples of a social good campaign, where the company provides one pair of new shoes for a child who needs them for each pair purchased. Since then, the company has expanded beyond shoes into glasses, coffee, and handbags. Each line of products has its own give back strategy.

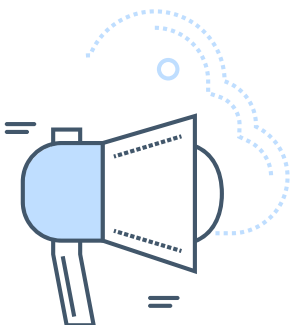
TOMS has a particularly effective story for each of its products. However, the story behind its original shoe offering is perhaps the simplest and most memorable. While visiting Argentina, the founder saw what happened to kids without shoes. He started the company in 2006 to give shoes to kids.

Joy Mangano

Joy Mangano's story is so compelling, it was turned into a 2015 film titled Joy that starred Jennifer Lawrence, Robert De Niro, and Bradley Cooper. She turned the idea for a better mop into a major company with several product lines. She used storytelling and visual demonstrations to sell millions of dollars' worth of mops on QVC and HSN.

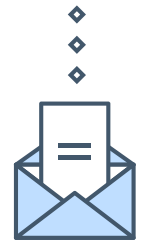
Joy Mangano describes how she became frustrated with the challenges of ordinary mops and invented a self-wringing mop. To sell the mop, Joy told stories of what happened with regular mops in a way that other homeowners could relate to. She told the story of what happened when she used her mop.

This model can work for many businesses. It involves describing a problem customers can relate to and identifying how a product or service fixes it. Providing a demonstration is a great way to support the narrative.



How to Incorporate Storytelling into Your Content Marketing Efforts

There are three easy ways to incorporate storytelling into your existing content marketing efforts. This includes your About Us page, product descriptions, and email nurture campaigns.



About Us Copy

The About Us copy that your company uses on its website and other marketing materials is the ideal place to tell the story of your company and its founding. Who started the company and why? What does your company aim to do or solve? Customers want to know the answer to these questions.

Product Descriptions

Product descriptions are where you can tell the story of how each product solves a particular problem. This can discuss the type of person that would need the product and what it does. You can even detail what it's like to use the product or outline situations when the product would be helpful.

Email Nurture Campaigns

Email nurture campaigns are those emails you send to your subscription list to keep in touch with them and remind customers that you're around. Including stories from your customer base, usually in the form of testimonials or case studies, is a good way to market your products or services without repeating the same "buy now" messages.

Storytelling Best Practices

When you first start using storytelling in your company's marketing campaigns, it can be difficult to figure out how to tell the most effective story that will connect with potential customers and build brand awareness. There are many methods that you can use to tell your story, and each method has benefits and drawbacks. Fortunately, there are defined best practices that you can follow to help you get started.

Beginning, Middle, and End

Stories generally have a beginning, a middle, and an end. When you're crafting any story for your business, try to think about each of these parts and how it fits with the story you want to tell. For your business's About Us page, think about how to convey the history of your business in a way that customers can easily understand and that can reach a wide audience.

When you tell your story, make sure each of these parts is well-defined. The beginning should focus on the reasons why your business was founded, especially if it addresses a common social or community concern like environmental protection. The middle of your story should focus on how your company developed to address these concerns. It should tell customers how you created a possible solution to the problems that you were seeing and how those solutions helped you. Then, make the ending focus on how your company can apply the same solutions to help your customers. Focus on how your customers can improve their lives while addressing the same social and community concerns. Don't forget to tie it into how they can acquire your services through an easy-to-use call to action (CTA).

Problem and Solution

The key to a good story is that it uses a problem and solution format. In the early part of the story, a problem is presented. This could be nearly anything as long as it is relevant to the customer. For example, car repair customers experience a problem with their car that they can't fix. The company presents the solution, which is to bring the car in for affordable repairs. By using a problem and solution format, your company's story can show customers how you can fix the problems that they experience and make their lives easier.

Keep It Simple and to the Point

You've likely spent a lot of time and energy developing your business by thinking through every nook and cranny of its structure, operations, and design. So, most businesses naturally want to tell customers everything. Unfortunately, this won't help with your storytelling since it provides way too much information. Most companies are more complicated than they let on, which is why telling customers less is more effective.

When you tell your story, keep it simple and to the point. Only tell customers the relevant information to get your point across and save the complex details for anyone who is interested and seeks them out. Most customers don't have the time or interest in the minute details of your company when trying to decide to purchase or not.

Be Transparent

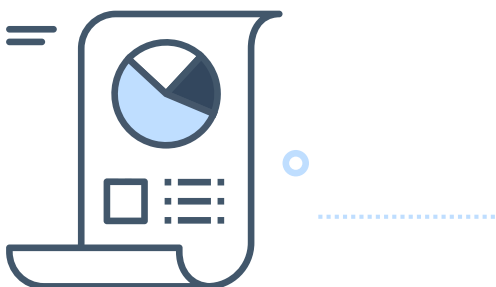
One of the most important ways of making your storytelling effective is to be transparent. While marketing departments are great at developing narratives, many customers don't want overprocessed narratives. They want honest, open, and easily understood stories. Your company should focus on telling an **authentic story** over a narrative that feels like it is designed to draw people in. More often than not, it's the authenticity and transparency that draw in lasting customers over a developed narrative that brings in more short-term customers. **Authenticity** is extremely important.

Stay Consistent

Telling a good story can help your business, but your story must be told repeatedly for it to build a lasting relationship. In all the times that your story is told, it must be consistent. Consistency allows customers to connect with your story in a lasting way as each time they hear your story, they identify with more of it. If your story is not consistent, customers have less to connect with.

Incorporate Data

While social proof can be a big benefit, it is also important to **incorporate data** into your story. Data points help customers understand your story in a quantifiable way. For example, a recycling company that "diverts 40% of a community's waste products" to recycling centers is easier to understand than a recycling company that "diverts a portion of a community's waste products." Data points let customers judge a company's story by measures that are universal and don't require research into other companies to determine its value. This helps you win over customers quickly without the need for extensive research and understanding of your company's focus.



The impact of storytelling on content marketing has many factors, the results are difficult to ignore.

Your company can benefit from storytelling strategies, which can make the difference between long-term success and short-term failure. Use storytelling in your company's content marketing strategies to establish long-lasting relationships with your community and customers.

