



GET YOUR BRAND STORY IN 3 STEPS

EVERY brand has a story – the key is knowing where to find it, what angle to take and how to share it to your audience.

First up: WHY?

Your brand story begins with understanding your ‘why’—the core purpose that drives your business. Look for your ‘why’ in the origins of your brand, the personal journey of your founders or what the brand does differently for customers. Consider your brand values that have guided your decisions.

WHERE?

People relate to people, so a good place to start is within your own team! Interview different team members to understand their own motivations for being a part of your business and what drives them to do what they do every day. Doing this also naturally adds personality to your brand story.

HOW?

This is twofold. HOW does your team achieve business goals and reach customers? Also consider HOW to deliver your brand messages to your audience. Stanford Graduate School of Business Research shows that Information presented through storytelling can be recalled up to 22 times more effectively than information presented through facts alone.

But my brand story is dull!

Ignore your concern that your brand’s story is boring – statistics from Hubspot show that using storytelling in your marketing strategy can increase brand awareness by up to 70%! Including your story – even a seemingly unexciting one – can make significant differences in online engagement.



TIPS TO ENHANCE YOUR BRAND STORY

1. Know your audience: Use your audience’s demographics, interests and pain points to tailor your narrative.
2. Stay authentic. Authenticity breeds trust. Sharing the challenges and setbacks your brand has faced makes your brand relatable and transforms your story from a corporate narrative to a personal journey.
3. Show, don’t tell: Use real-life examples to bring your story to life to make your story more engaging.
4. Use customer stories: Not only does this provide social proof, it also allows potential customers to identify with problems your brand has solved.