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How Story-Telling can Transform your Brand Strategy

Storytelling is no longer just a commercial tactic. It is a necessary ability for entrepreneurs, business owners and leaders who wish to distinguish themselves in today's competitive market. Consumers are no longer phased by just colours, aesthetics and gimmicks - to really grab their attention and convince them, you need a great story.

It's no wonder there's been a rise in influencers and skit makers in Nigeria, with brand's collaborating to create a storyline around their product and service, selling their values and making it resonate with their target audience. The idea behind storytelling is to outline a distinct voice that is unique to your brand, and develop a story that your target audience can see themselves in.

The most successful brand stories stem from being able to entertain a wide target audience in the most simplest ways, which is not always the easiest task. Having a clearly defined brand story and purpose, infused with brand values, is crucial to begin every brand story-telling strategy.

We have identified these seven steps needed to create a winning storytelling strategy:

- 1. Empathy:** By making sure your audience can see themselves in your brand story, they will buy into the brand. With a changing audience and demographic, empathy is more important than ever when implementing a brand strategy.
- 2. Attention-grabbing:** When you establish and stick to a distinct voice and personality for selling your brand story, your content will be instantly recognizable to your clients.
- 3. Consistency:** Consistency is key when communicating with your audience. They should know what to expect from you while still leaving them looking forward to what you'll do next.
- 4. Authentic:** Honesty about your values, your company's unique features, and transparency on some of the issues you face will help build trust with your audience and foster brand credibility.
- 5. Aligned with business goals:** Your brand story and your business goals should go hand in hand, and should be integrated into all areas of your business—including all internal and external communications. Your story should succinctly communicate your business values to your audience.
- 6. Relatable:** Using industry-specific and technical jargon, can alienate customers and create confusion. By incorporating language that is easy to understand, all information is digestible and allows your brand to become relatable.
- 7. Provoke action:** This is the final piece in implementing your story telling strategy. Find a place in your story to place your call to action and push the audience into becoming customers.

Highlights



*Clippings from TERRApy 3.0
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