

*The power of Storytelling



LUSTOSA MARKETING - CELESTELUSTOSA.COM

The history of storytelling reveals that the stories came in all variety. Myths, legends of all kinds, fairy tales, trickster stories, fables, ghost tales, hero stories, and epic adventures, these stories were told, retold. Passing down from generations, these stories reflect the wisdom and knowledge of early people.

In fact, it is believed by most historians and psychologists that storytelling is one of the many things that define and bind our humanity. Humans are perhaps the only animals that create and tell stories.

Why do we tell stories?



We're all storytellers, from musicians to marketers and actors to accountants, but how do you get your story to stand out from the crowd? How do you fully engage an audience? How do you guarantee that your story is the one they remember?

The answer is on the power of immersive storytelling that when we engage our audience in the story and give them a role to play, they can become fully immersed in our narrative.

When you involve the audience in your story, the difference is transformative. Even if it's just one single word, when people are a part of the story, the story becomes a part of them.

* What makes a good story?

- ❖ Authentic
- ❖ Allows emotional and personal connection
- ❖ Takes you on a journey
- ❖ Inspires action



WHY?

HOW?

WHAT?

WHO?

WHEN?

WHERE?

Don't overcomplicate. All you need is to answer these key questions and you have yourself a story.

We are all story tellers. Some might be better writers than other, or more confident to stand up and share a story.

In business, stories are more likely to sell the deal for you than any other information you share.

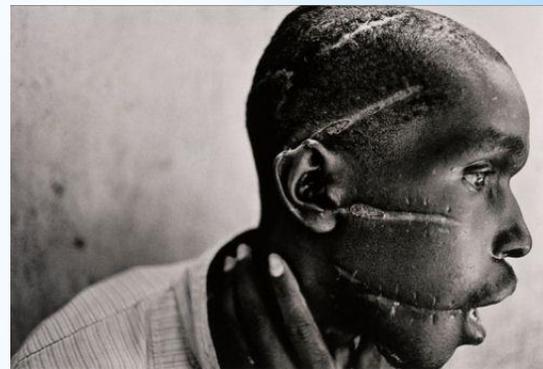
* Social Media



There are plenty of insights and data on the internet about social media and how social is increasing every company's revenue goals by "1 trillion dollars," or how the population is running to every social platform by the "gajillions." We should all be on social as soon as we can and start posting every day, every minute, every second! Right? Wrong!

The true power of social media is influence. Social provides an avenue for companies to not only engage with people, but also influence them with the right content that helps them decide. This is what organisations like oxfam, rotary, care look for - change of behaviour.

* A picture is worth a thousand words



Here's why you should let a photo help you tell the story...

According to Twitter, Tweets with **photos** receive an average 35% boost in Retweets.

Social Media Strategist Jeff Bullas reports that Facebook posts with **photos** receive an average 37% increase in **engagement**.

And Buzzsumo found that posts with **images** receive 2.3 times more **engagement** than those without.

* Takeaways

- * There is no right or wrong in story telling
- * You are an ambassador for what you do - use your experience to influence others
- * We work as a team where every little bit counts
- * Images and words are a match made in heaven when telling a story

