

UNLOCK

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STORYTELLING



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Have you ever heard of **storytelling**?

What do you think it is?



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Literally it means «to tell a story»; Storytelling is one of the most powerful techniques/strategies to persuade the public:

Everybody has a story, a life experience.

How does it work?

Storytelling is used in marketing because it creates an **emotional connection** with the target. You have to take into consideration:

- Target
- Objective
- What you want to promote



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From where do I start?

- **Your purpose and values:** The story you create must not be completely fictional, start from your values;
- **The customer protagonist:** The story you want to create must not be general, you have to make a person of your target to be protagonist and emotionally engaged.
- **Short-term, Long Term:** when planning a promotional campaign, you have to take into consideration your short and long term goals



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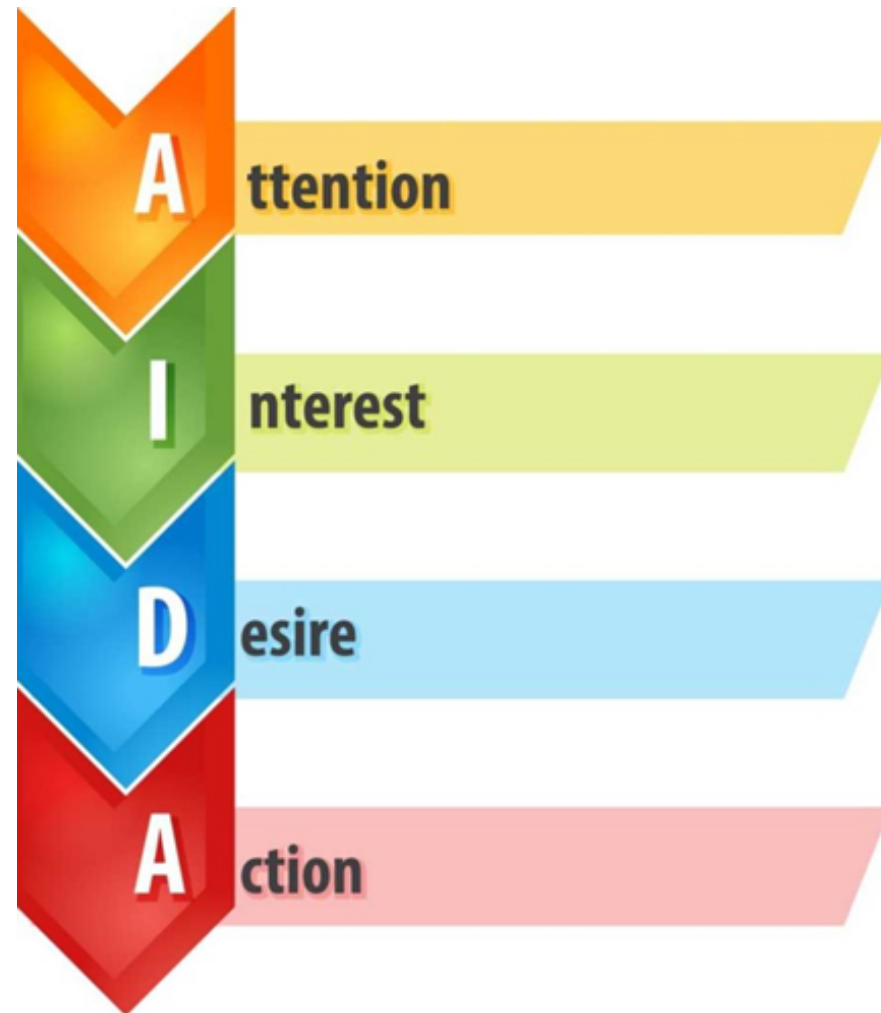
Remember that a good story makes people remember of you or your company. **Be creative** but always take into **consideration your target.**



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Catch the attention: the AIDA



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- **Attention/Awareness**: you have to create attention on your product or service.
- **Interest**: present your product/service in a way to make people interested, to make the people like what you offer.
- **Desire**: you have to create an “emotional connection” between the product/service and the viewer. The public must now not only like but desire your product.
- **Action**: use a message that pushes the public to engage with you. This will make the people feel important.



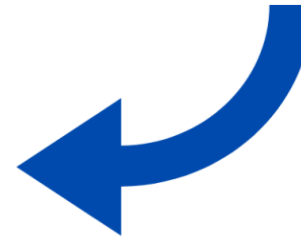
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The AIDA technique has to be taken into consideration with an intuitive and straightforward **KISS principle**.



**KEEP
IT
SIMPLE,
STUPID**



**THE KISS
PRINCIPLE**



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Keep this image in mind.



WITHOUT KISS



WITH KISS



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