STORYTELLING FOR PERFORMANCE: BALANCING BRAND WITH EMOTION
AS MARKETERS OUR JOB IS TO TAKE A BRAND, TELL A STORY AND BUILD DESIREABILITY
“DO YOU THINK THE INFLUENCER COULD JUST…”

TALK SOME MORE ABOUT THE BRAND HISTORY.

TALK ABOUT THE PRICE AND CURRENT OFFERS?

FOCUS MORE ON BRAND ETHOS AND INITIATIVES?

ADD OUR TERMS AND CONDITIONS INTO THE VOICEOVER?
ENGAGEMENT IS AN EXCHANGE – ADD VALUE AND PEOPLE WILL APPRECIATE IT
HOW DO WE KNOW?

Tapi Carpets
Influencer campaign that took audiences on a journey, increased follower acquisition rates by 63%.

ABTA
Content that told a story led to 5.6x higher full ad watch.

Wren Kitchens
Influencer led storytelling decreased CPA's by 36%.
WHAT MAKES A GOOD STORY?
1. IT DOESN’T NEED TO BE LINEAR
2. EMOTION EQUALS CONNECTION
3. PERSONAL EXPERIENCES

REIGN SUPREME

I recently stayed in a beautiful guest house on the Bay of

Avoid holiday mishaps with ABTA Travel Money!
IF YOU DON’T TELL A STORY...
YOUR CONTENT COULD LOOK LIKE THIS:
mistercarrington Ad. I love @Pret and I love a bargain! 😊 So I'm delighted that this Autumn, Pret is doubling the Club Pret discount to 20% off their entire Pret Menu! There's also a brand new range of delicious hot food in store, including my favourite Italian Chicken & Basil Hot Wrap & you can still get up to 5 barista made drinks every single day! ☕️ To make the most of this incredible deal, sign up and subscribe to Club Pret today. *Subject to availability. Terms and conditions apply.
IN A COST-OF-LIVING CRISIS, WHY WOULD WE FOCUS ON STORYTELLING OVER THE CHANCE OF SELLING?
CLAW MACHINE THEORY:
CHASING SHORT-TERM WINS AND SALES COULD HARM YOUR BRANDS LONGEVITY...
JUST BECAUSE ROI CAN'T ALWAYS BE DIRECTLY TIED TO THE TOP OF THE FUNNEL DOESN'T MEAN IT CAN BE Ignored
SO HERE ARE THE TOP 2 THINGS TO TAKE AWAY:
1. NOT EVERY ACTION CAN BE ACQUISITION BASED
2. STORYTELLING HELPS GET PEOPLE INTO THE CLAW MACHINE
TURN YOUR GREAT RESULTS INTO EXTRAORDINARY PERFORMANCE.

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