

Story Marketing for Business

Course Outline



Cultures both ancient and modern have strong storytelling traditions. Our brains are wired to share and process information through storytelling. Information presented as a story has the power to inform, influence and motivate.

Story marketing is the process of attracting and engaging customers through story – their story, rather than yours. Instead of the ‘buy our product’ messages of typical marketing campaigns, story marketing tells the customer story and motivates them to connect with your company as a solution to their problem or a way to a better life.

This one-day course will highlight the essentials of story marketing for your small business: story marketing tools, storytelling basics, and how to write and refine your own story for marketing to your target audience

This one-day course will teach participants how to:

- Define story marketing
- Recognise and use the essential tools of story marketing
- Understand the basics of good storytelling
- Examine ways to connect with your customers
- Refine your company brand for story marketing
- Discover and build your own story
- Polish your story for maximum results

Course Overview

Participants will spend this session getting to know the course objectives and will also have an opportunity to identify their own personal learning objectives.

Story Marketing Toolkit

In this session, participants will examine the essential ingredients of a story marketing campaign and evaluate your company’s ‘toolkit.’

Storytelling Essentials

Next, they will learn the basics of good storytelling and how to apply those strategies to their story marketing campaign.

Connecting with Customers

Then, participants will examine their customers, who are both their target audience and the hero of their story, learning where to find them and how to engage them.

Refining your Brand

Next, participants will conduct an inventory and review of their company brand, getting it ready to deliver and complement their story marketing campaign.

Building your Story

Then, participants will get started on their story, identifying the theme, characters, message, and plotline, and creating a first draft.

Polishing your Story

Finally, participants will explore the revision and editing processes, honing their first draft into an effective story marketing piece.

Course Wrap-Up

At the end of the day, participants will have an opportunity to ask questions and fill out a personal action plan.

