Twitter Thread by Jeremy Moser

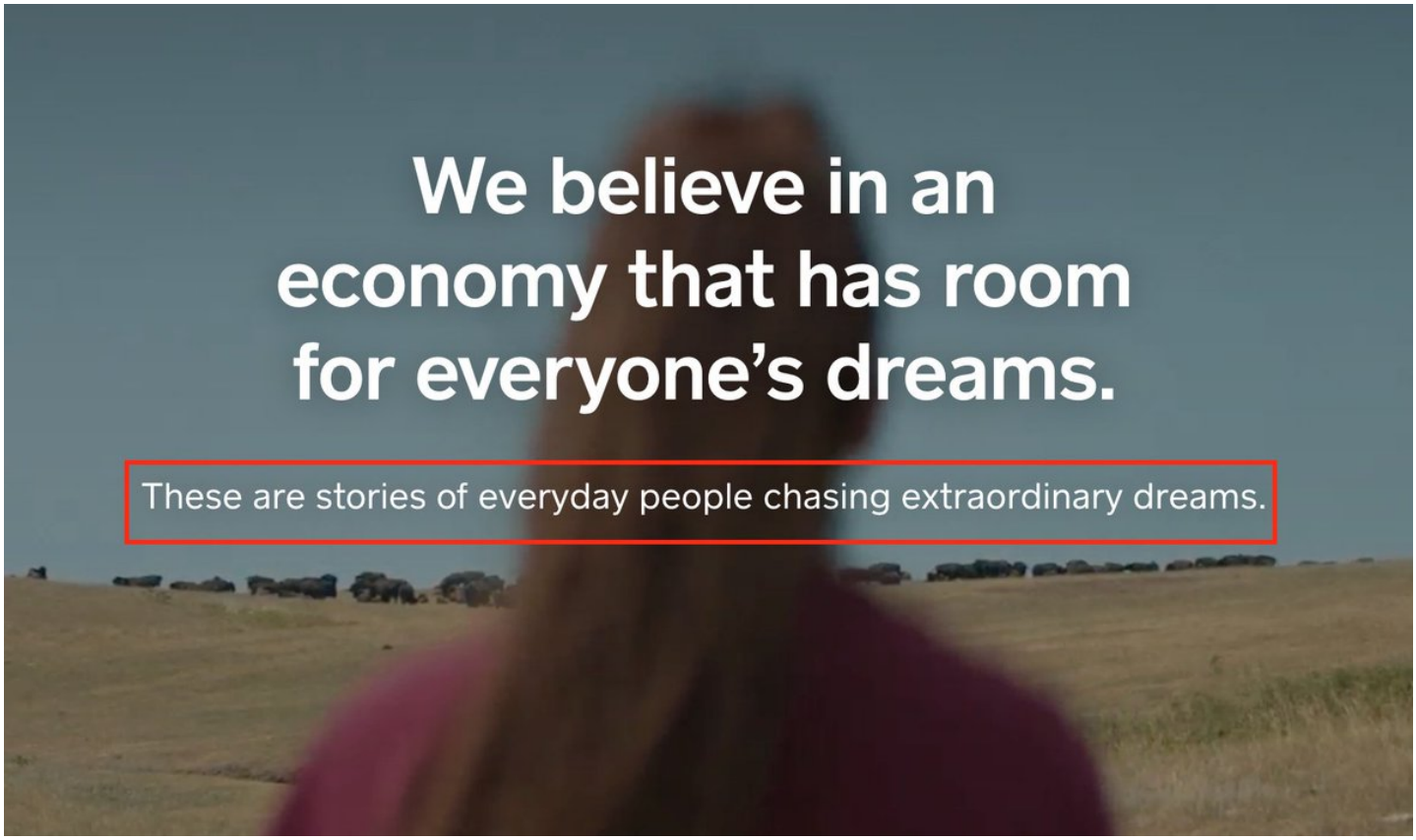
Jeremy Moser
@jmoserr

10 key storytelling tips to master marketing, build brand affinity, and get more customers:

1. Customer = Hero

The hero of captivating marketing stories isn't your brand.

It's your customers and their transformation. Make them the star:



2. Specific Audience:

Impactful stories match the beliefs of a very specific audience.

They then spread your story to people just like themselves.

Remember: marketing to everyone is marketing to no one.

3. Delivery:

Not all stories are novels. Stories can be told with a single picture, tweet, or phrase.

Apple mastered delivery in their "Silhouette" campaign. Each image resonates with an activity, lifestyle, and identity:



4. Emotion:

To capture attention, your story should elicit strong emotional bonds.

@gumroad is a great example of this, tapping into the emotions of escaping the 9-5 and getting paid to do what you love:



5. Realistic Change:

Stories that compel purchase actions aren't fictional, they're realistic and achievable.

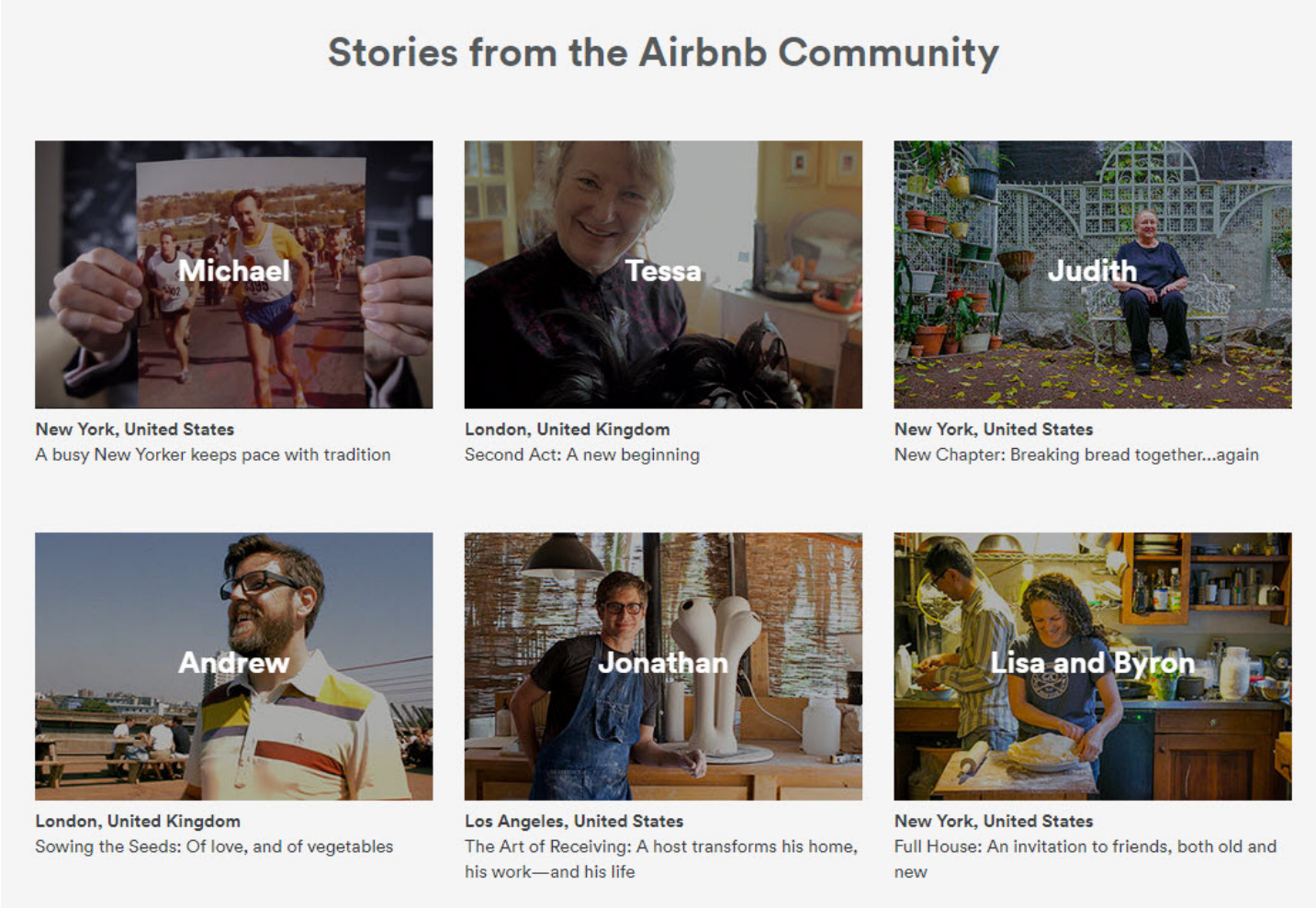
• Describe their core struggle
• Narrate their wins/losses
• Highlight their end-results

6. Community:

The best stories happen within the community of people you wish to serve.

Airbnb's CEO said: "Nothing can express our identity more than the stories of people in our community."

Talk to your customers, your audience, your community. Share their stories.



7. Stakes:

What do customers stand to gain or lose from taking (or not taking) action?

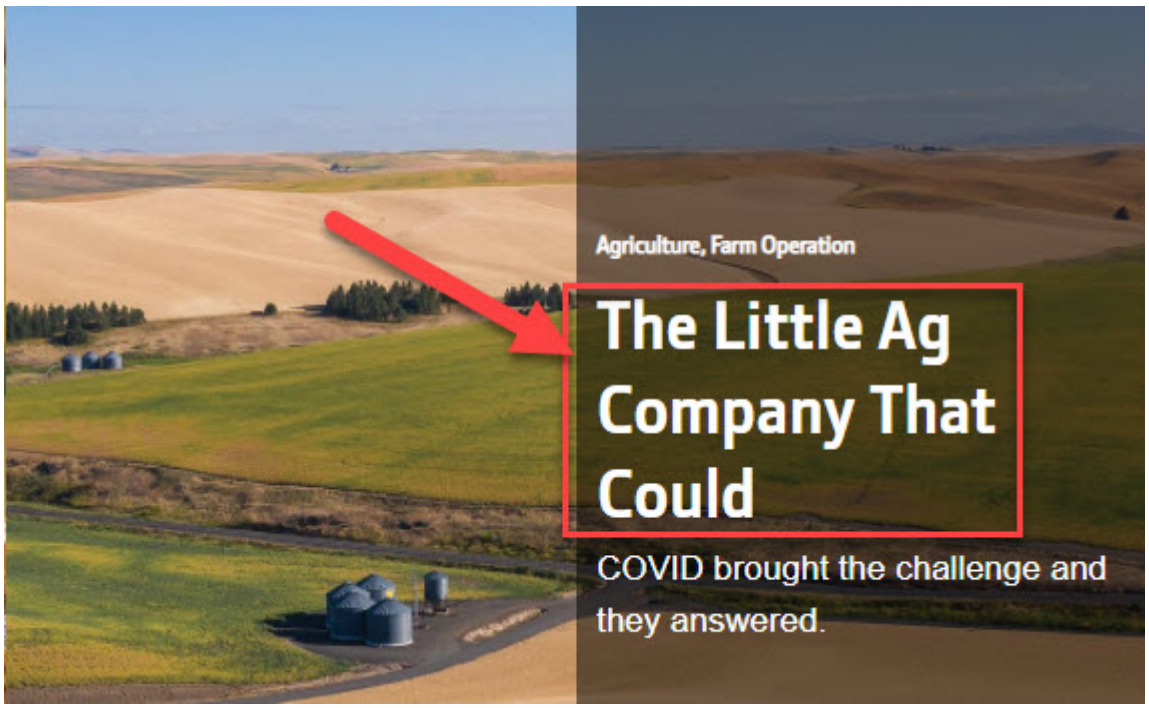
Things like money, time, health, status, career, etc.

Stakes build suspense and hold attention.

8. Underdog:

Psychologically, underdog stories captivate us. They give us hope.

Studies show that 88.1% of people root for underdogs. Tap into this with your storytelling:



9. Promises:

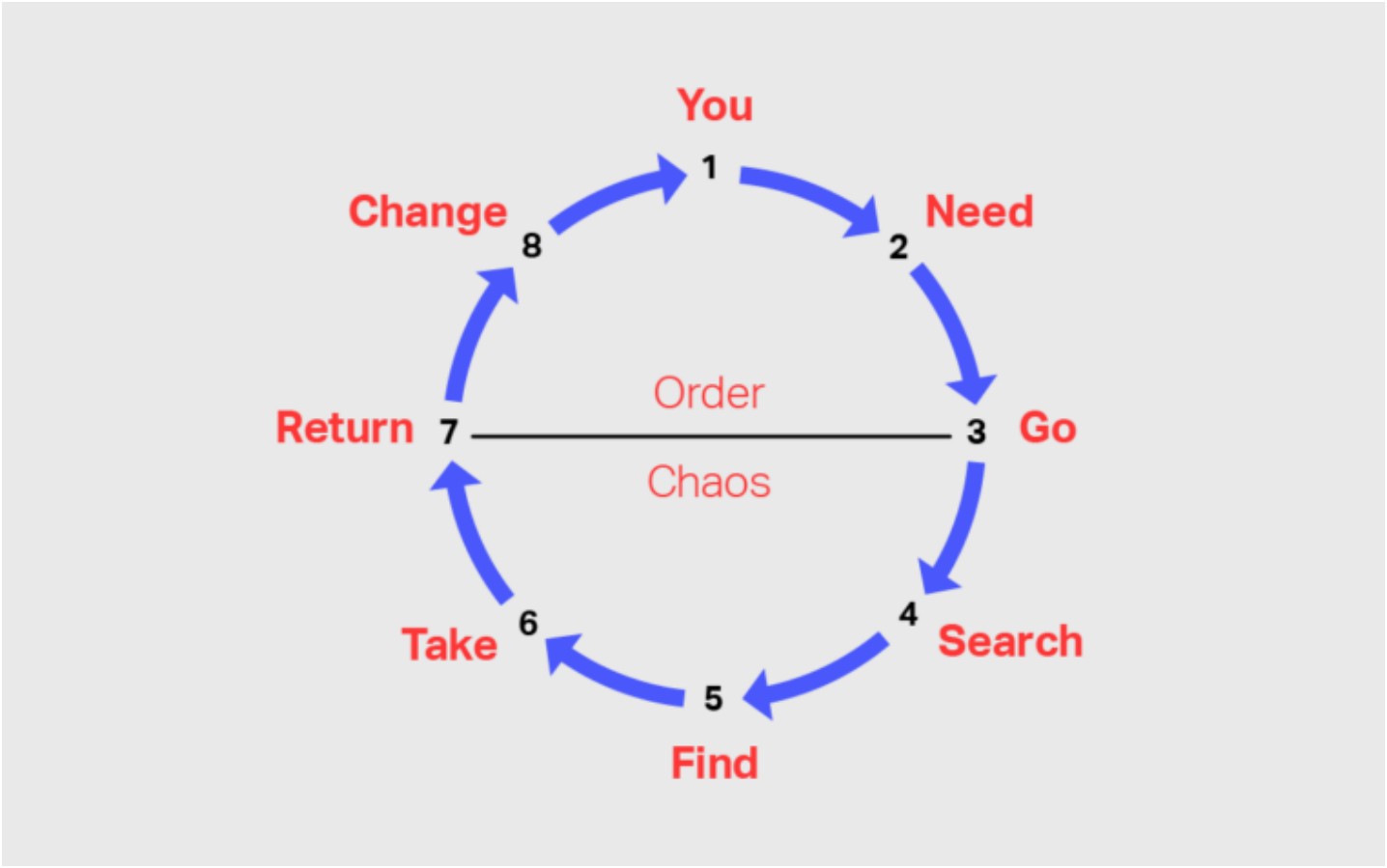
Great stories make clear promises; a happier marriage, authentic travel experiences.

The internet is noisy. Your promises must be achievable and exceptional to be worth listening to.

10. The Story Embryo:

This technique is great for brand stories, and evolves on the classical hero's journey.

The hero (your ideal customer) has a need, searches for help, tests ideal solutions, and finally transforms through your product/service.



Were these storytelling tips useful?

1. Retweet the 1st tweet above if you are feeling generous ■

2. Follow me @jmoserr for more weekly marketing threads!