How to tell a great story

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WORK AT HOME DAD

We changed the way we get traffic to our products

Marketing Genesis

TRAFFIC GENESIS

PHILIPPINES

THE WORLD WE WANT

"You can be successful online...
Make It Happen!"

Ben Francia - Internet Marketing Philippines
Website

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PEOPLE   >   ✏ Status   🖼 Photo / Video   ☀ Offer, Event +

ImRubbish

Every Filipino A Hero

iVOLUNTEER
PHILIPPINES
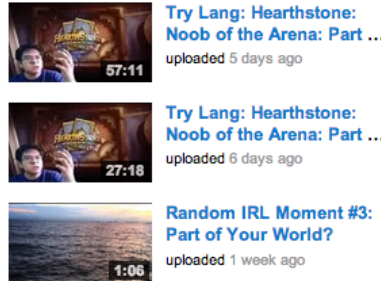
Why Stories?

- People **RESONATE** to stories more.
- **FACTS & FIGURES** provide an explanation while **STORIES** make people take action.
- Stories are easier to **CREATE** and **SHARE.**

DUNKIN' DONUTS

STARBUCKS COFFEE

The Coffee Bean & Tea Leaf
Est. 1963

V.S

It's what turns a business from being "just a commodity" to being an absolute badass.

So how do I start?

Good news: It's a lot like **DATING**!

Bad news: It's a lot like DATING.

STORY TIME!

- This is **Gina**

- She's strong, she's committed and she knows what she wants.

- She likes pastries – and she adores making them.

She looks an awful lot like Cristine Reyes though.

Bro tip #1: Gather Intel

- What are your competitors doing?
- What kind of language do they speak?
- Who are the *influencers*?

I don't stalk I investigate

- Do a quick Google search.

- Find out where your audience hangs out.

- Put these places in a spreadsheet – documentation is **VERY** important.

Bro tip #2: Prepare!
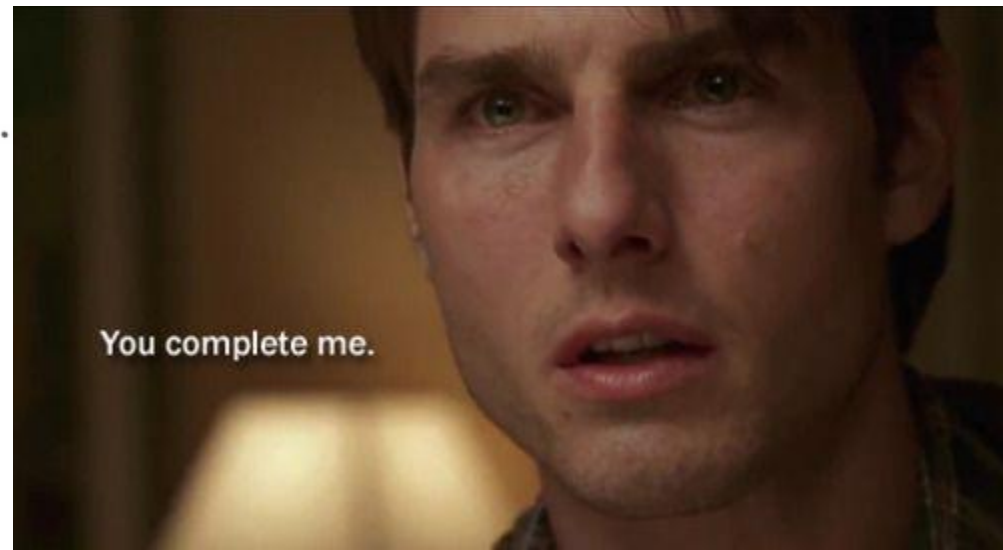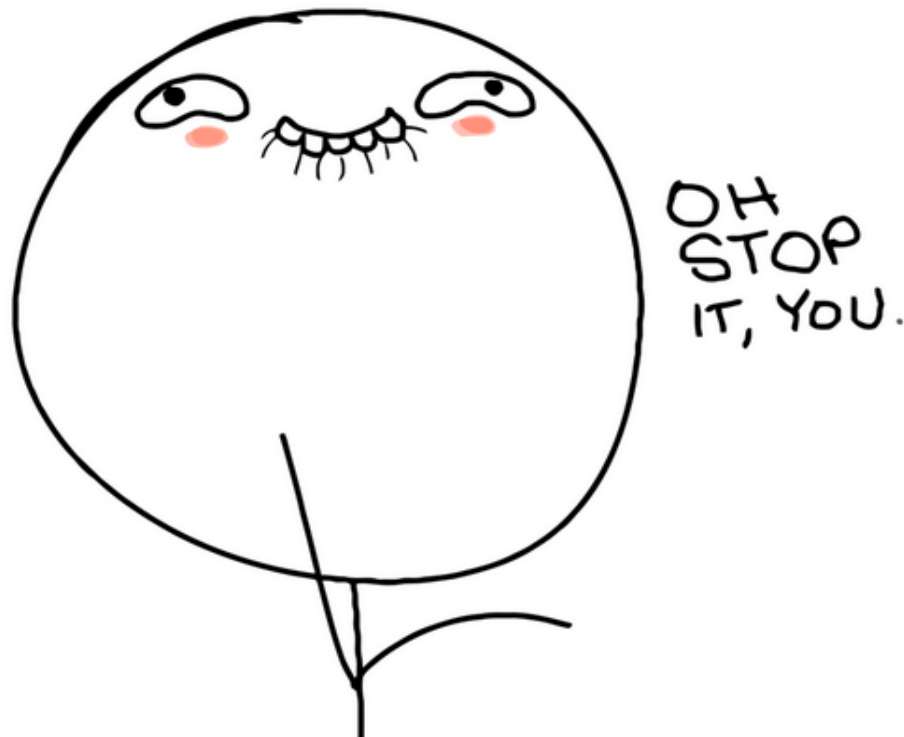
- Optimize **EVERYTHING.**

- **Tidy it all up** – make sure that **Facebook Pages** and **Twitter Profiles** are up to snuff

- **Set up a schedule** for publishing content.

- Tools like **Hootsuite** and **Buffer** can automatically publish content for you.

Bro Tip #3: Be Audience-oriented

- Speak their language.
- Craft a story they will resonate with.
- Bring them from point A to point B.

- Don't just stand there. **Say something**!
- **Complement. Ask. Listen.**

Bro tip #4: Be REAL

- Be honest.
  - It's much easier
  - It's much safer

- **Crowdsource** stories.

- Strongly recommended: **Make video content**.

- Always end with a **call to action** – Like, Comment, Share, Subsribe, etc.

So what happened?

- She made me promise to **NOT** be awkward anymore and that dates like *these* are easily set if you're *yourself*.

"The best brands are built on great stories. "
—Ian Rowden
Chief Marketing Officer, Virgin Group

If you don't have a story of your own, you're just another cog in the machine, bro.

Sources

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