

4 Story telling Tips to Keep in Mind While Embedding 'Storytelling' into Video Marketing Strategy

Post by [MediAvataar's News Desk](#) - Feb 19, 2020 - 0



Why are the campaigns of renowned brands like Dabur, Dettol, HP, and Reebok so successful? Their big budgets unquestionably set a great foundation for success, but is that all? No! If you look at the campaigns for each of these brands carefully, you'll spot a universal attribute - they all narrate a story.

Indians are highly attracted to stories since childhood. There is a reason why most parents inculcate valuable lessons through the means of this method - stories have the power of seizing the attention of the listener, especially children, from the start to the very end. And hence, storytelling has proved to be a powerful content marketing tool. A really well-framed story can depict the entire character of a brand in barely a couple of minutes, and wise stories can be particularly persuasive.

While most marketers have now understood the importance of video storytelling through a well-charted video marketing funnel strategy, but what is not as clearly recognized is what one must keep in mind while creating a video that not only narrates a story but also drives sales?

To keep your audience engaged by building storytelling into your video strategy, ensure:

1. Your Story is Simple

This is common advice, but ever thought what it really means? Well, when it comes to the story of the video, there are infinite things you want to express as a brand, but the one message you choose should depict the emotions you want to produce and ideas you want to communicate. Remember, there are no set rules. Go bold. Go big. Try something unique, but also be mindful of how you want to get it across. Keep in mind, the simpler the story, the better the impact. A story that is understood is a thousand times more powerful than any other persuasive marketing practice.

2. Everyone can Relate to your Story

This is an obvious point but often undervalued. Honestly, the story you choose for your video has the power to evoke joy, anger, sadness, warmth - whatever the touch, as long as its relatable and communicated effectively.

So, how do you add that relatability factor? Remember, humans have the tendency of relating better to other humans than inanimate graphics or ideas. So, don't narrate a story of your product or business, but the ones behind it: you, your employees, and your customers. Don't simply showcase any kind of people, either. Represent people who have similar backgrounds, experiences, and stories as your target viewers.

That's what Reebok did. Amidst intensifying women empowerment evolution, Reebok, in its 'Girls Don't Fight' campaign, urged girls to be strong & independent, and tried to waive the fact that girls DON'T fight. The video campaign featured Bollywood actress Kangana Ranaut. This campaign created quite a stir as Indian women could relate to the idea of standing up for themselves against injustice, wrongdoings, or misconducts - as contrast to the age-old belief that women CANT and DON'T fight.

3. Presence of Emotions: The Ultimate Goal

The outcome generated by enrapturing your viewers with an emotional brand story cannot be underrated. Honestly, every aspect of your video - the visuals, script, props, actors, music, and lighting - should communicate emotions and contribute to the journey of story development. The #HappyHeart India Campaign with Asian Heart Hospital is an excellent example where the emotional aspect of the messaging was conveyed by weaving into a campaign that highlighted how the lives of over 200 underprivileged children were saved who suffered from heart disease. This campaign was endorsed by Bollywood celebrity Akshay Kumar who played a crucial role in rousing a sense of emotion among viewers.

Keep in mind, the emotions you portray to your audience should reflect your brand values, in a way, that makes your brand more likable, associable, and memorable. This element was also rightly framed by HP in its 'Umeed Ka Diya' campaign that promotes the sale of country-made diyas to celebrate Diwali. Even though it is on the lengthier side, but every minute unveils a great emotional punch, wrapping out a beautiful social message with an unexpected yet satisfying ending.

4. Conversions and Conversations: The Determinants

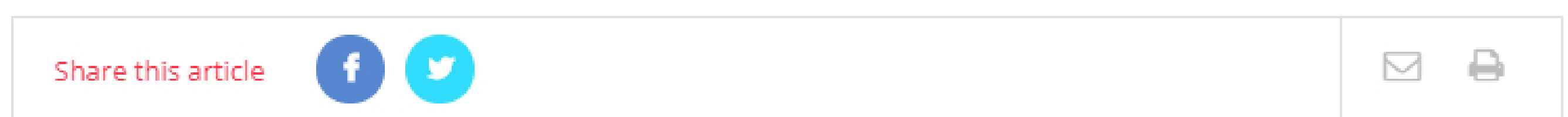
There's probably a lot you want to convey in your video, but you can't overlook the fact that your end goal is inherently biased. Whether you are creating a video campaign for your own company or your employer, the purpose is to sell something - but that's not the perspective held by your potential customers. So, instead of highlighting how great your products and services are, approach your video from a viewpoint of someone who has zero clues about your brand. Having realized the need to do so, C Com Digital launched a campaign for Blue Cross to help spread awareness about menstruation and period-related pain with the hash tag #whysuffersilently and thereby stir conversations around the lesser-known condition called dysmenorrhea. The campaign became a nationwide movement with a total reach of more than 2,30,00,000+ across YouTube, Facebook, Twitter and other platforms, and consequently garnered attention towards the brand as well.

The key is to identify your target audience and accordingly flip the script to make your story relevant, relatable, and memorable. One of the best examples of a brand representing a similar philosophy would be ICICI Bank. ICICI, through its short film, 'Women Invest in yourself,' that starred Konkana Sen encouraged women to invest in themselves. The campaign indirectly promoted some of their women-centric investment offerings - but with a social message.

Your Turn!

Think about these tips next time you're strategizing a conversion-driven video marketing funnel. Lastly, hold storytelling as a source to add meaning to the message you want to establish with/to your audience. Remember, video storytelling is about promoting your brand through a visual narrative, not convincing the audience to purchase your products - just share the experience mutually and leave the decision to them!

Written by [Chandan Bagwe](#), Founder - C Com Digital



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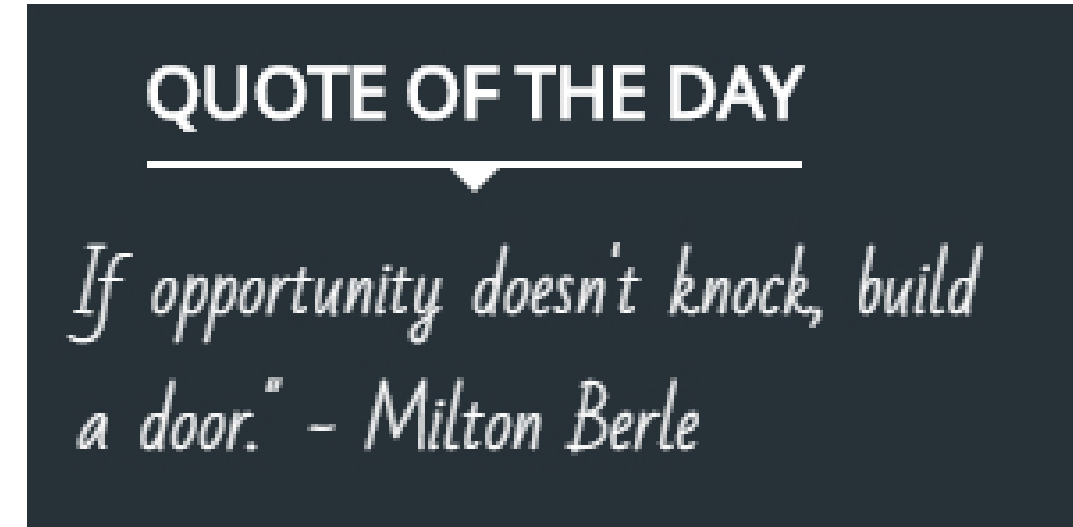
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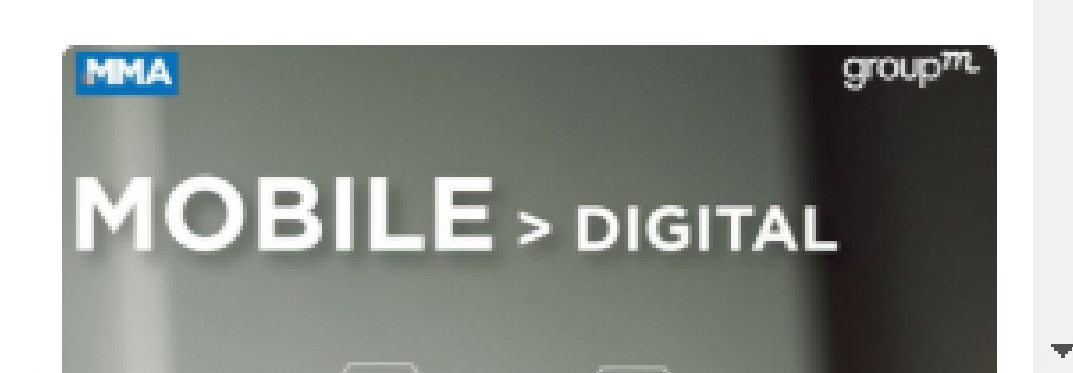
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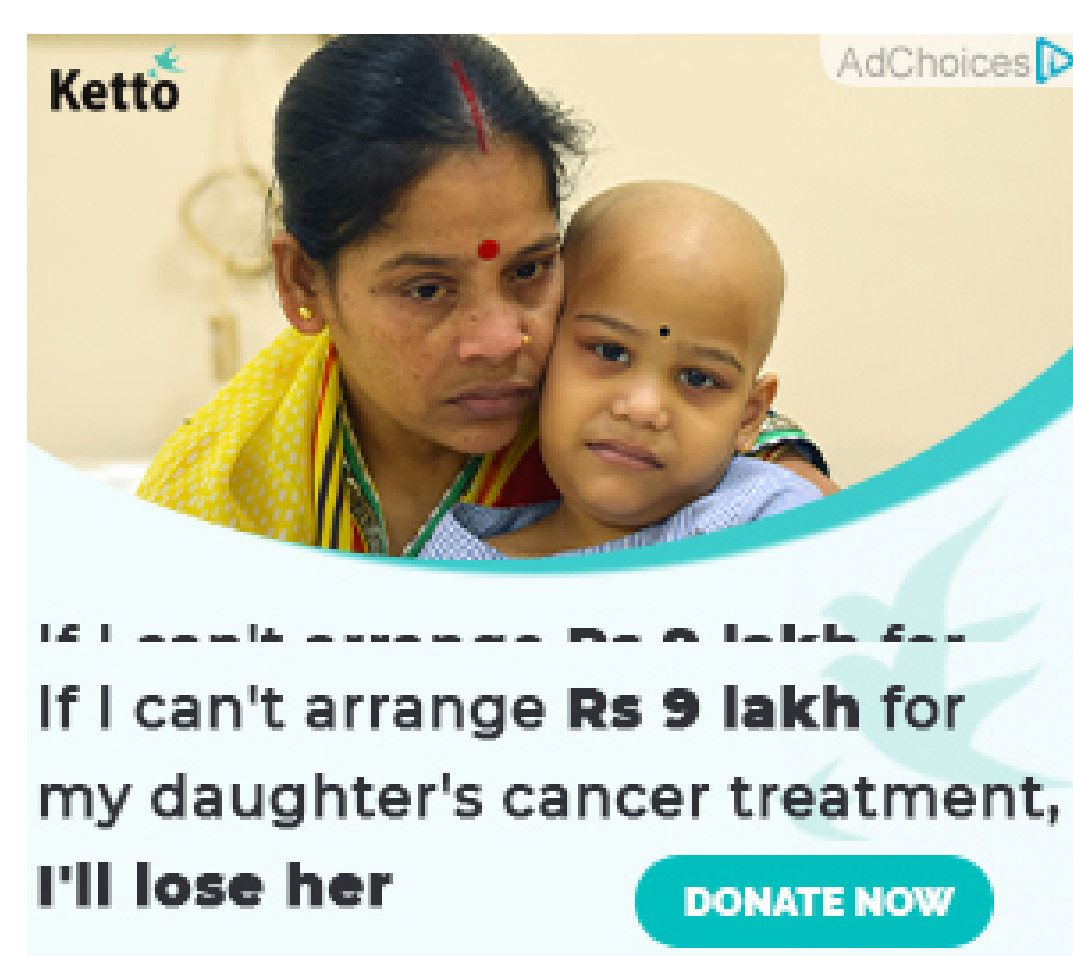
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