

94th Marketing Club

24th Cairo

56nd Business Club

Brand Storytelling

Tuesday 6-6-2023

10 PM EGY 10 PM KSA 11 PM UAE

FOUNDER & HOST

Dr. Mahmoud Bahgat



INSTRUCTOR

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Senior Brand Manager
Apex pharma

Who Am I ?



Mohamed El Baz

Senior Brand Manager
Apex Pharma

2001

Bsc of Veterinary
Medicine

2001

Pfizer Medical Rep

2011



MBA
in
Marketing

2013

APEX Pharma **Product
Manager**

2021

Digital Marketing
Diploma

Brand Storytelling

Engaging , Connecting Your Customers Through The Power Of Stories



ONCE UPON A TIME



كليته ودمنه



تأليف: بیدبا (الفيلسوف الهندي)
ترجمة: عبد الله بن المقفع

مكتبة النافذة

KATORDZ
أهل المعرفة
0603330 - 0337



What is Storytelling?

- A story is a “narrative of imaginary or real people and events told for entertainment or a certain purpose.
- Storytelling is simply the art of sharing a message in the form of a story.
- Through storytelling, the Storyteller tries to convey a message to connect with the targeted audience. So, how a good story should look like...

- 1.Communicable
- 2.Easy to Understand
- 3.Sensitive
- 4.Acceptable/Logical
- 5.Helpful
- 6.Inspiring
- 7.Inclusive



What Is Brand Storytelling?

- Brand storytelling is a marketing strategy that uses narratives to convey a brand's identity, values, and mission to its target audience.
- The goal of brand storytelling is to create an **emotional connection with consumers, foster loyalty, and build long-term relationships.**



An open book lies on a dark surface. From its pages, numerous white, bird-like shapes (resembling paper airplanes or stylized birds) are flying upwards and outwards into a dark, starry night sky. The background is a deep black with small white stars and faint, wispy white lines. The overall effect is one of magic and storytelling.

Brand storytelling is not a new concept

is a new opportunity to communicate marketing initiatives.

قل للمليحة في الخمار الأسود ماذا
فعلت بناسك متعبد ؟ .. قد كان شمر
للصلاة ثيابه حتى وقفت له بباب
المسجد .. ردي عليه صلاته وصيامه لا
تقتليه بحق دين محمد .. ردي عليه
صلاته وصيامه لا تقتليه بحق عيسى
وأحمد



مسكين الدارمي

Hekams.com





"Marketing is no longer about the stuff you make, but **the stories you tell.**" — Seth Godin



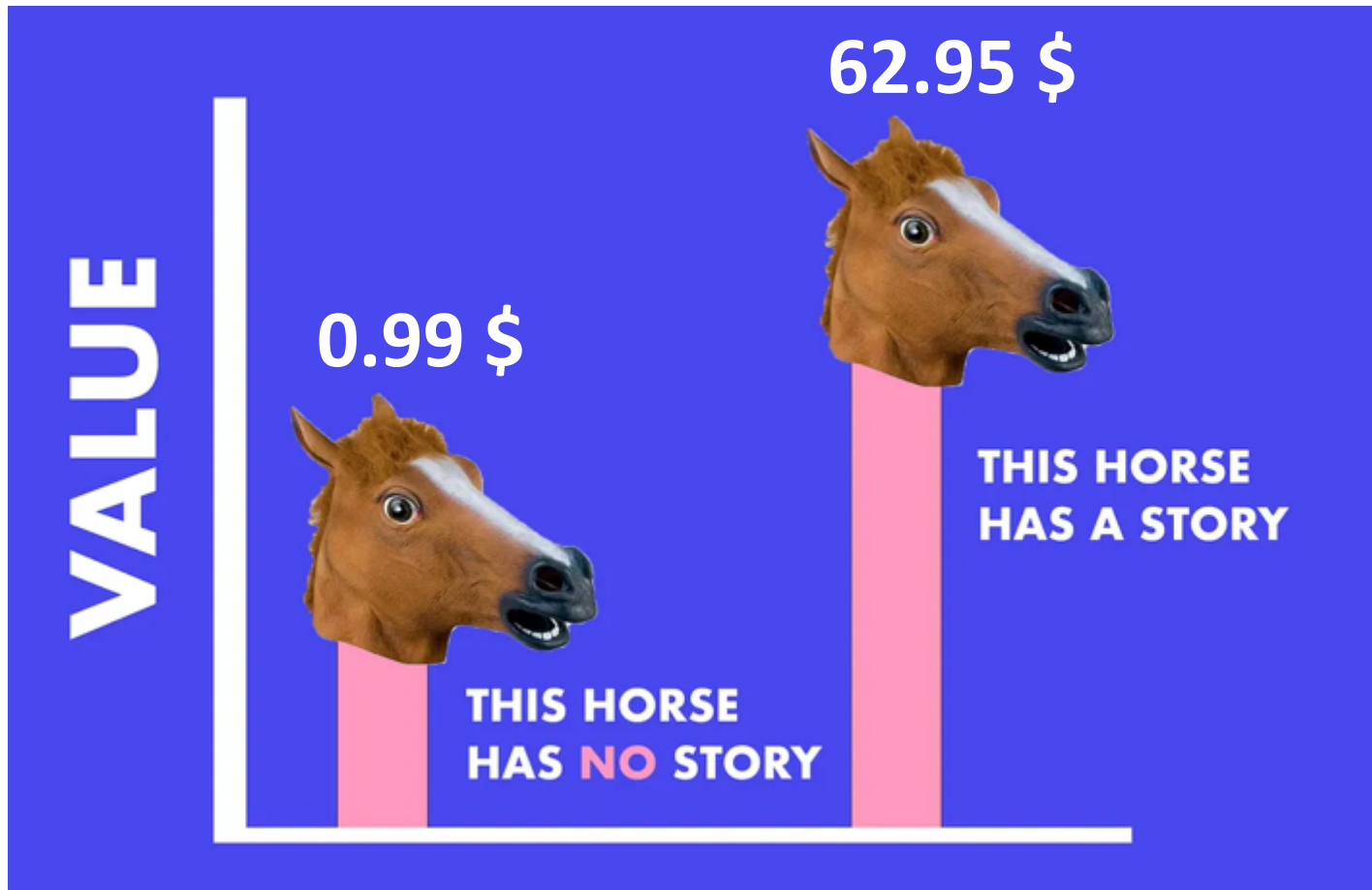
“Content is King”

Bill Gates, 1996



*Stories are the most powerful tools at our disposal.
Good stories move us **emotionally** and make us
susceptible to buying or doing things we might not
otherwise have done.*





Storytelling increased the value of an eBay item by 6395%





Storytelling Statistics: Why Marketing Storytelling Works So Well

Why Storyteller working So well..?



Why Storyteller working So well..?

Storytelling boost conversions by **30%**,
when used to answer customer
questions.



62% of B2B
marketers rated
storytelling as
an effective
content
marketing tactic
in 2017.

Why do we use Stories?

With facts we use two parts of the brain.
With Stories we use multiple parts including our senses.



Stories are highly effective because the brain processes the imagination the same way as reality.

Stories help produce Dopamine which is connected to Pleasure as well as oxytocin (Rewards) and serotonin (Well-Being)

Stories trigger neural coupling which means similar brain patterns happen between the storyteller and the listener



Data

Without
storytelling



Storytelling



Marketers Mistakes & Challenges



2 critical Mistakes for any Brands*

They fail to focus on the aspects of their offer that will help people **survive and thrive**.

They cause their customers to **burn too many calories** in an effort to understand their offer.

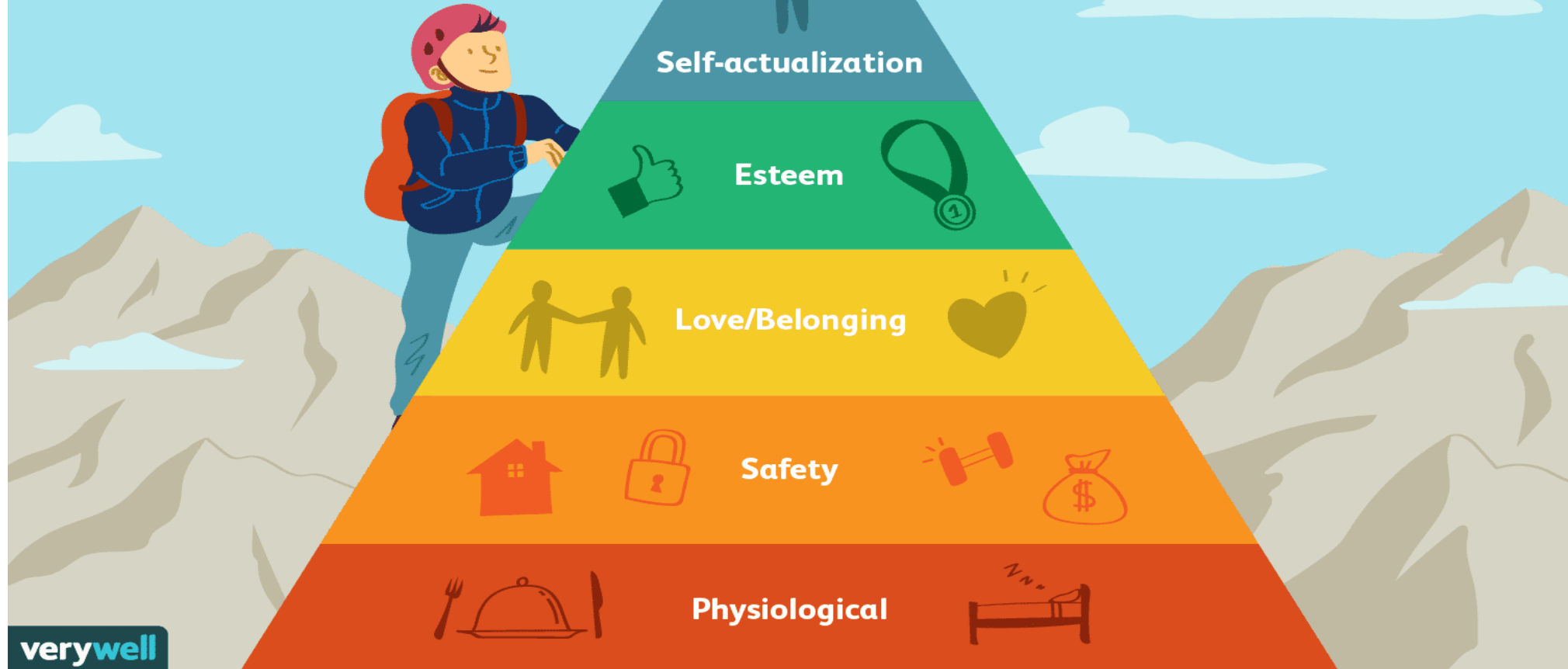
*Mike McHargue





1. Survive and Thrive
2. Conserve Calories

Maslow's Hierarchy of Needs



- All **great stories are about survival** either physically or emotionally. We have to position our products as an aid in helping **customer survive & Thrive**



Don't Cause brain burn too many calories.



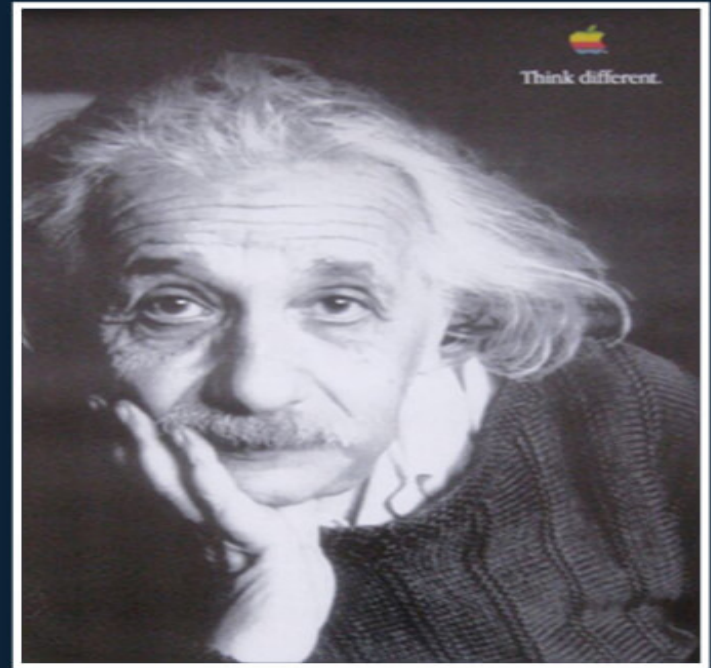
If you Confuse you will Lose
So, Clarity is the key.





It's nine pages of geek speak. Nobody outside NASA is interested. Lisa sells just 10,000 units





Think different.

You

Greatness

Steve Jobs realized that people don't buy the best product. They buy the best story. So that's what he sold.

- **Identify what their customers want?**
- **Defining their challenges.**
- **Offering them a tool they could use to express themselves.**



What is the Brand biggest Challenge?



Adv Noise



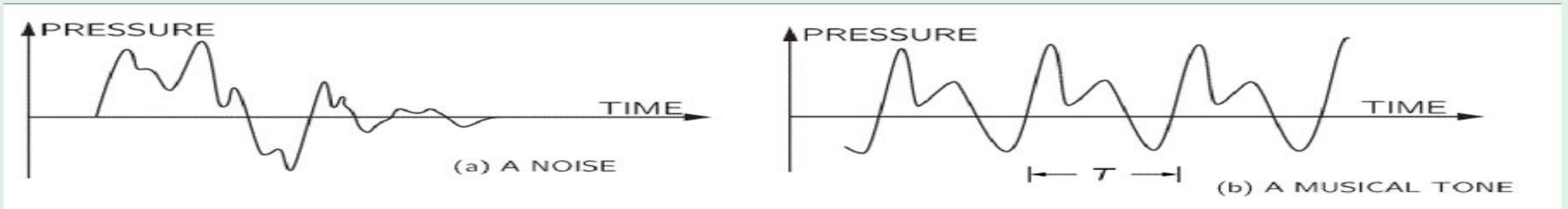
People see/hear
>100,000 words/day of
content: TV, radio, social
media, video games, text
messages, Web.

What is the difference between Music & Noise?



MUSIC VS NOISE

- **Music** is sounds that are deliberately used in a **repeated pattern**.
- **Noise** has **random** patterns and pitches.



Story Makes Music out of Noise

SIMPLE & RELEVANT BRAND MESSAGE



**Stories is the Key to Being Seen,
Heard, and Understood & be
repeated among this noise**





1. What does the hero want?
2. Who or what is opposing the hero getting what she wants?
3. What will the hero's life look like if she does (or does not) get what she wants?



1. What do you offer ?
2. How will it make my life better?
3. What do I need to do to buy/ get it?

New York Times Best-Selling Author

DONALD MILLER

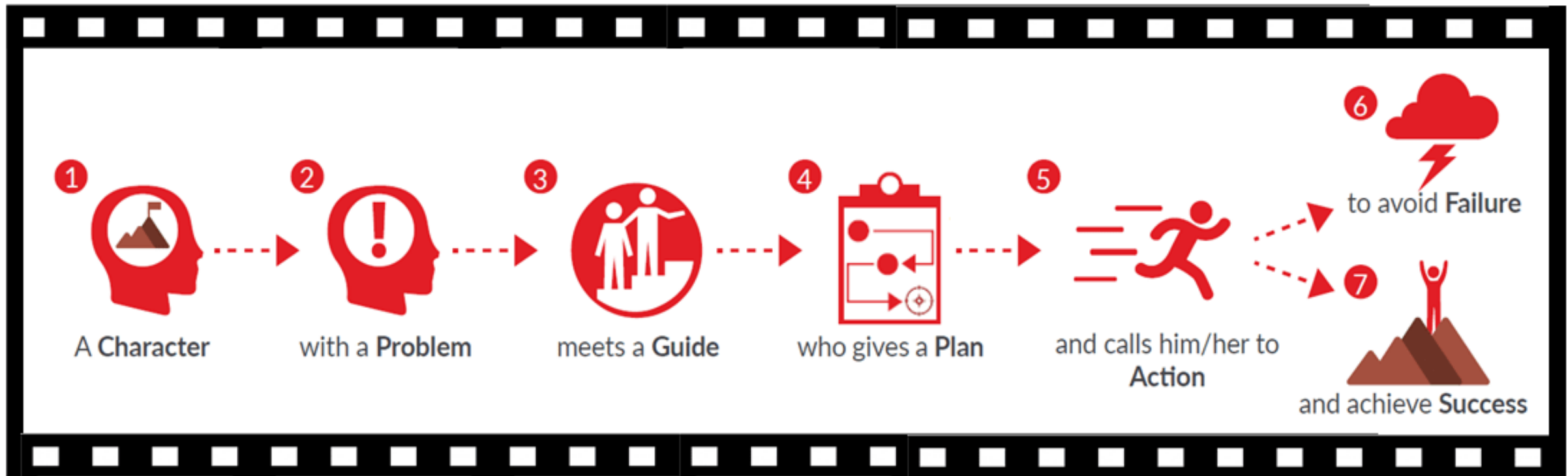
BUILDING A STORY BRAND



*Clarify Your Message so
Customers Will Listen*



Story Board 7 (SB7)

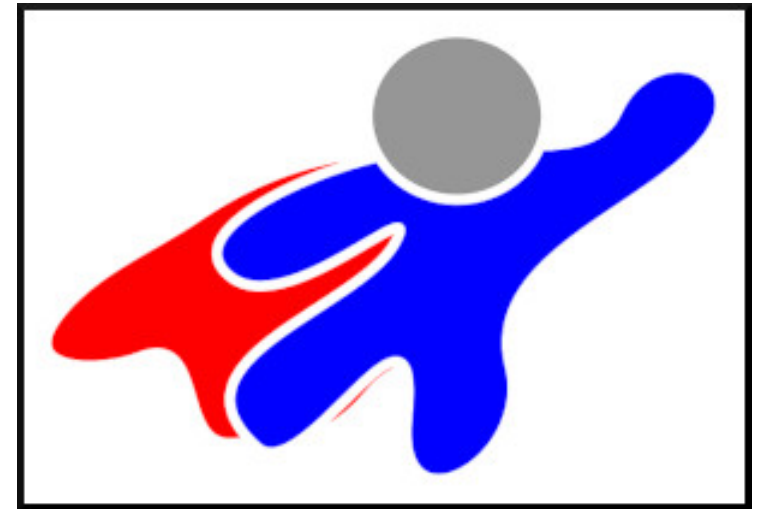


1- Character (Hero).

- ✓ **The Customer is the hero, not your brand.** 💡
- ✓ identifying a potential desire for your customer
- ✓ Open Story Gap.

What does survival means for our hero

- Conserving financial resources;
- Conserving time;
- Building social networks;
- Gaining status;
- Accumulating resources;
- The innate desire to be generous; and The desire for meaning.



2- Have a problem



3 TYPES OF Problems Your Customers Face

EXTERNAL

A physical, tangible problem

Example: A hero is trying to stop a ticking time bomb.

INTERNAL

How the external problem makes your customer feel

Example: The hero doubts their abilities and poses the question, "Do I have what it takes?"

PHILOSOPHICAL

The moral question of the greater right and wrong

Example: The hero wants to stop the bomb because innocent lives are at stake.

Companies tend to sell solutions to external problems, but people buy solutions to internal problems



3- Meet a guide

**Every Hero is
looking for a
Guide.**

Show Empathy

**Demonstrate
Authority**



“When looking for a guide, a hero **trusts** somebody who knows what they’re doing. The guide doesn’t have to be perfect, but the guide needs to have **serious experience** helping other heroes win the day.”



WE EMPOWER SMALL BUSINESSES



TELE2
Let's do business

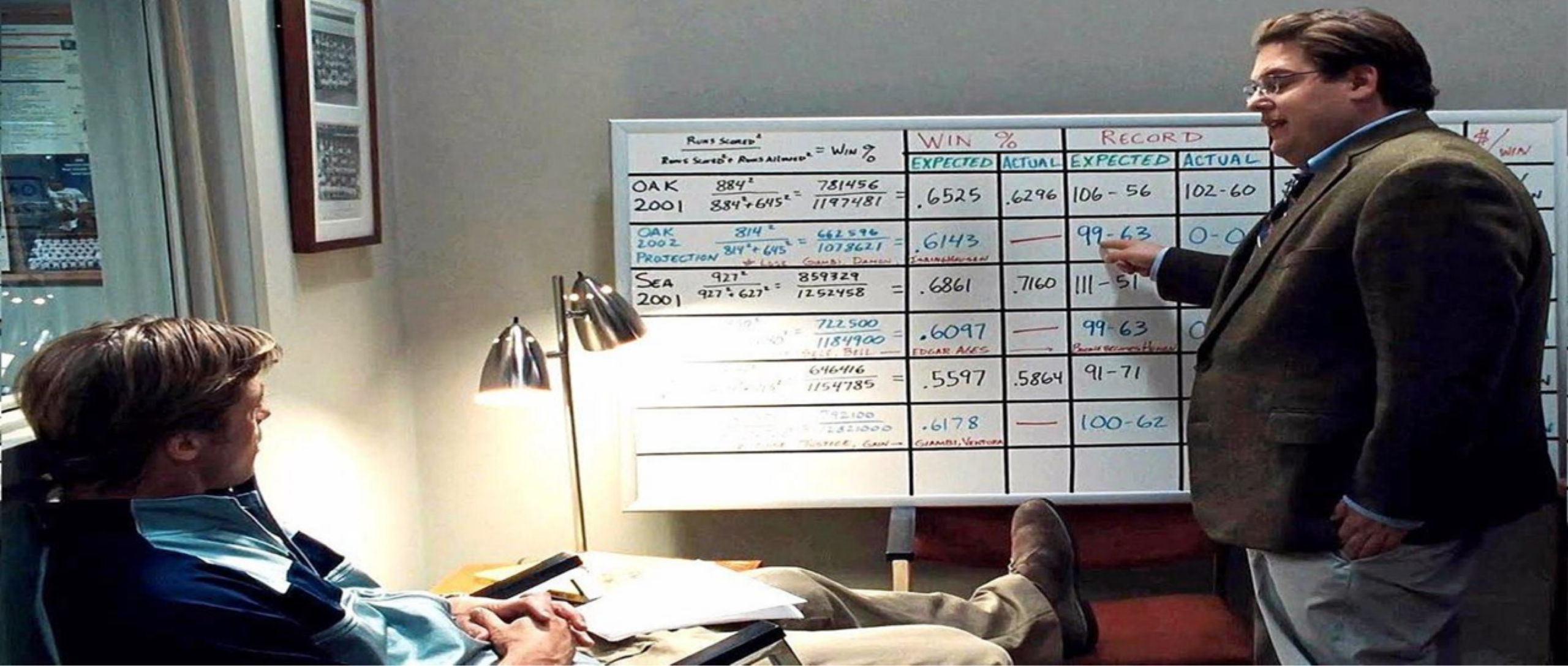


4-Gives Them a Plan

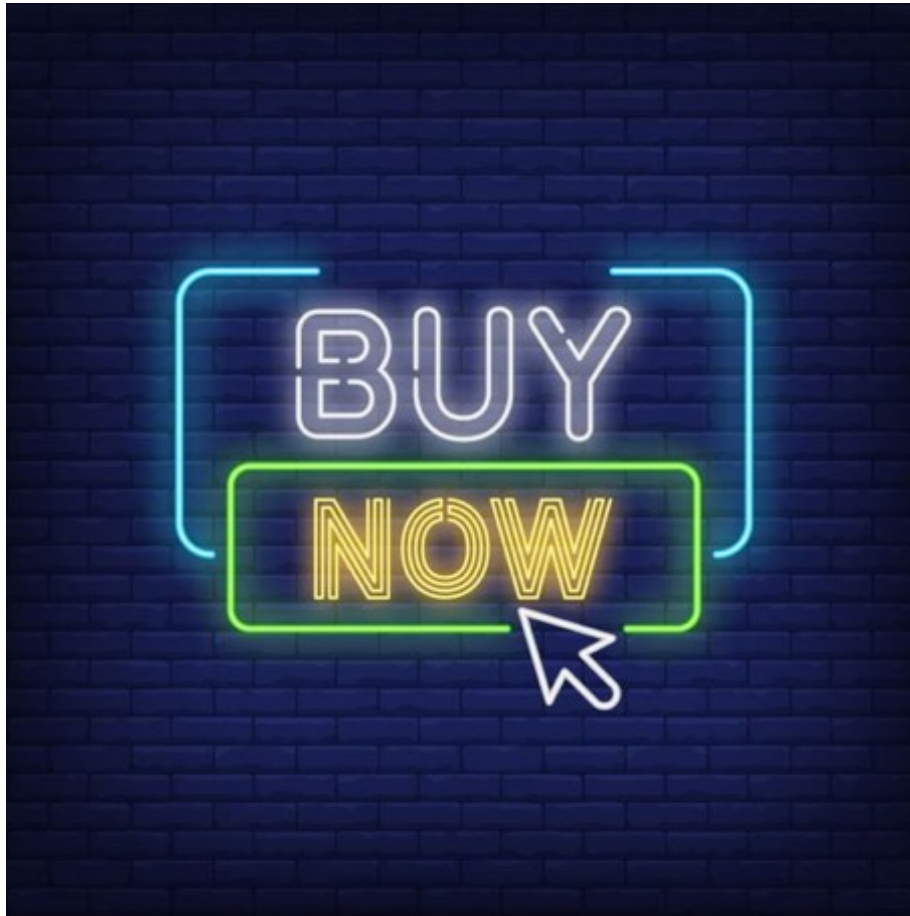
Customers Trust a guide who has a plan

- A process plan
- A post-purchase

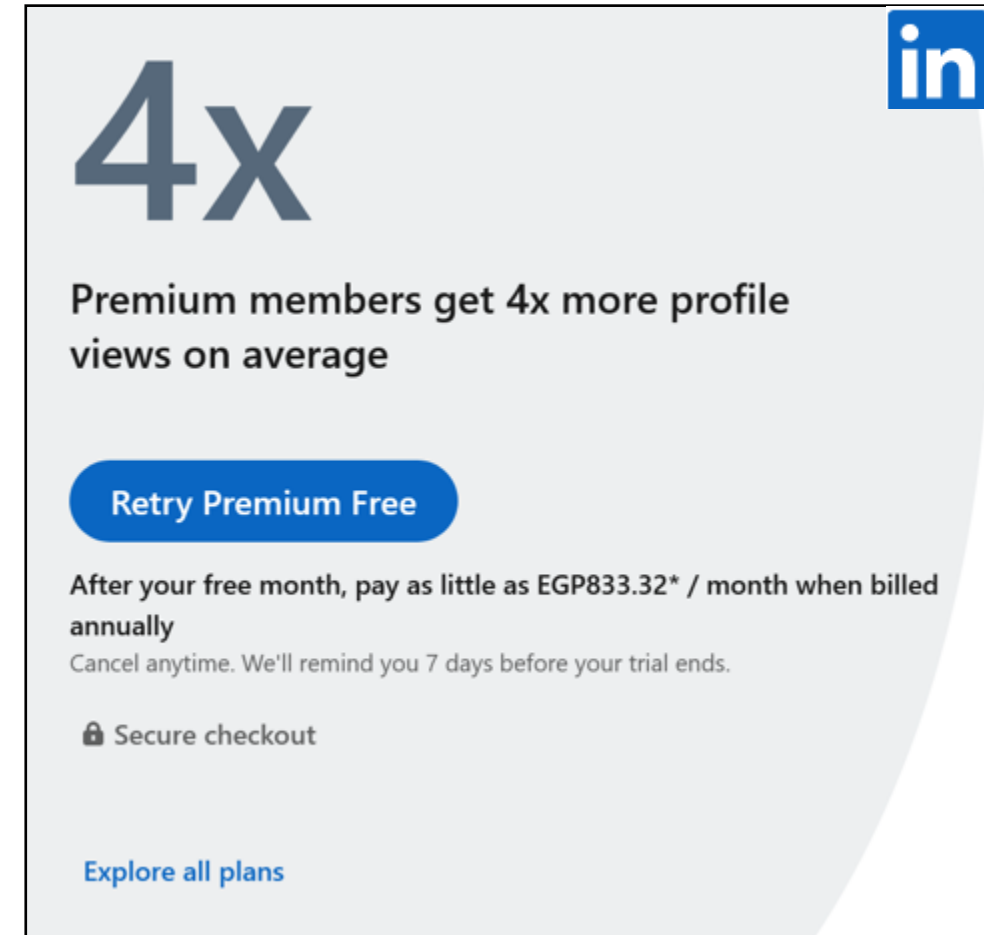




5-Calls Them to Action



Direct calls to action




4x

Premium members get 4x more profile views on average


[Retry Premium Free](#)

After your free month, pay as little as EGP833.32* / month when billed annually

Cancel anytime. We'll remind you 7 days before your trial ends.

 Secure checkout

[Explore all plans](#)



Transitional calls to action



6-That Helps Them Avoid Failure

People are more likely to be dissatisfied with a loss than they are satisfied with a gain

.What negative consequences are you helping customers avoid?

- Could customers lose money?
- Are there health risks if they avoid your services?
- What about opportunity costs?
- Could they make or save more money with you than they can with a competitor?
- Could their quality of life decline if they pass you by?



People are two to three times more motivated to make a change to avoid a loss than they are to achieve a gain.





7-And Ends in a Success



Let your Customer at the end :

- ✓ Win some sort of power or position.
- ✓ Be unified with somebody or something that makes them happy.
- ✓ Experience some kind of self-realization that also makes them satisfied.



The Seven Big Ideas to build your Brand story

1. The **customer is the hero**, not your brand.
2. Companies tend to sell solutions to external problems, but customers buy **solutions to internal problems**.
3. **Customers** aren't looking for another hero; they're **looking for a guide**.
4. Customers trust a **guide who has a plan**.
5. Customers do not take action unless they are **challenged to take action**.
6. Every human being is trying to **avoid a tragic ending**.
7. Never assume people understand how your brand can change their lives. **Tell them**.



“
Storytelling
is
sharing
happiness.
”

• SELF NARRATE •



**GOOD STORIES SURPRISE US.
MAKE US THINK. MAKE US FEEL.
AND HELP US REMEMBER WHY
SOMETHING IS IMPORTANT.**



**SUCCESSFUL BRANDS ALL HAVE ONE
THING IN COMMON:
THEY TELL GREAT **STORIES TO INSPIRE
ACTION****



**EVERY BUSINESS HAS A STORY.
LET'S BEGIN TO CRAFT YOUR STORY.**





Thank You

