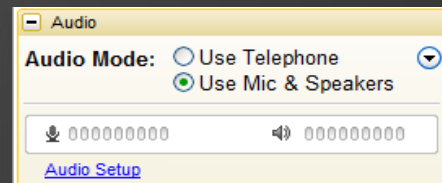


THE ART OF INBOUND STORYTELLING

INTERMEDIATE



We will be starting at 2:00 pm ET.

Use the Question Pane in GoToWebinar
to Ask Questions!

1

Use the hashtag #InboundLearning on Twitter

2

Question of the day

#INBOUNDLEARNING



WEBINAR SCHEDULE

12/3 - The Power of Storytelling & Inbound Marketing

12/10 - How to Tell Your Story

The HubSpot logo is displayed in a blurred, light gray font on a white rectangular background. The word "HubSpot" is written in a sans-serif typeface, with the "o" in "Spot" replaced by a stylized orange icon consisting of a central circle with three lines extending outwards to smaller circles, resembling a network or a hub-and-spoke model.

HubSpot

Mark Kilens

@MarkKilens



John Bonini

@Bonini84



Jay Acunzo

@Jay_zo

AGENDA

- 1 What is storytelling?
- 2 Purpose of storytelling
- 3 How to identify your story
- 4 Next steps and resources



Great stories succeed because they are able to capture the imagination of large or important audiences.

1 WHAT IS STORYTELLING?

A satellite view of Earth from space, showing the Americas (North and South America) in green and brown, surrounded by blue oceans and white clouds. A semi-transparent dark grey horizontal bar is overlaid at the bottom of the image, containing the text "Stories help us understand the world." in white.

Stories help us understand the world.

Stories

- Entertainment
- Education
- Cultural preservation
- Instilling moral values



Crucial elements of stories include:

- Plot
- Characters
- Narrative point of view



DRAMA!



If there's no drama, chances are good it's not a story but a pitch, tagline, unique selling point (USP), or plain statement.

And it won't resonate.*

*aka get views, shares, conversions, or customers

SHAKESPEARE? ...RIES?!





Status Quo: The itsy-bitsy spider climbed up the water spout.

Drama: Down came the rain and washed the spider out. (oh snap!)

Resolution: Out came the sun and dried up all the rain. And the itsy-bitsy spider climbed up the spout again.



Status Quo: Nemo lives by a reef with his dad.

Drama: Nemo gets scooped up by humans. His dad embarks on an adventure with tons of danger to find his son. (oh snap!)

Resolution: Nemo is reunited with his dad. Dory now has friends. Even the fish tank fish make it out to sea.

“And they lived happily ever after” = The End



Status Quo: We all do marketing a similar way.

Drama: But the old marketing playbook isn't cutting it anymore. The world's changing. People tune it out and wind up hating all marketing.

Resolution: There's a better way (inbound) with a better system (HubSpot's software) to be successful as marketers AND create marketing people actually love.



Advertisers Find Sneaky New Way to Make You Watch Commercials

Status Quo: I'm buying tickets to Bruce on Ticketmaster.

Drama: A captcha popped up. It's a barrier. Furthermore, it's an unusual type of captcha. It's asking me to take actions to benefit a brand advertiser, and it feels spammy.

Resolution: I completed it. But I felt weird and really dislike the brand and Ticketmaster for it. **Ties to HubSpot:** consumers today have control, so when forced into branded experience that isn't consumer-initiated, they wind up hating your brand.



10 of the Best Email Subject Lines You've Ever Read

Status Quo: You get a lot of emails.

Drama: In all this crazy inbox clutter, it's incredibly hard for you to figure out which emails to even open!

Resolution: You use the subject line to make that decision, and the very best subject lines win your attention. **Ties to HubSpot:** consumers today have control, and they can and do pick through tons of clutter daily. They won't open emails with bad subject lines, so write great ones!

SEO CHUM, INC.

10 of the Best Email Subject Lines
You've Ever Read

Email marketing is the best channel to drive business for marketers. In fact, email marketing studies show those use email marketing increase lead generation by about 76%.

Status Quo: Email marketing is the best channel.

Drama: ...

Resolution: ?

Make Me Care!

WHAT MAKES A STORY GREAT?

- 1 Context
- 2 Emotional resonance
- 3 Consistency and authenticity
- 4 Specific



CONTEXT

What is context?



2

EMOTIONAL RESONANCE





CONSISTENCY & AUTHENTICITY





Tell the truth,
but make it
fascinating.



SPECIFIC



What's *not* a story.

Come

WE'RE

OPEN

Lineage



Cliché

**STORIES ARE HOW
AUDIENCES
REMEMBER.**

2 THE PURPOSE OF STORYTELLING.

“Stories illuminate commonalities
we’d otherwise not see.”

Sean Carasso, Falling Whistles

You.



Your Friend.

“Stories illuminate commonalities
we’d otherwise not see.”

Sean Carasso, Falling Whistles

You.



Your Friend.
Spouse.

“Stories illuminate commonalities
we’d otherwise not see.”

Sean Carasso, Falling Whistles

You.



Your Friend.
Spouse.
Neighbor.

“Stories illuminate commonalities
we’d otherwise not see.”

Sean Carasso, Falling Whistles

You.



Your Friend.
Spouse.
Neighbor.
Prospect.

“Stories illuminate commonalities
we’d otherwise not see.”

Sean Carasso, Falling Whistles

You.



Your Friend.

Spouse.

Neighbor.

Prospect.

Customer.

SOLVE FOR THE HUMAN

WHAT A GREAT STORY ACCOMPLISHES:

- 1 Contrast
- 2 Stickiness
- 3 Loyalty
- 4 Belief



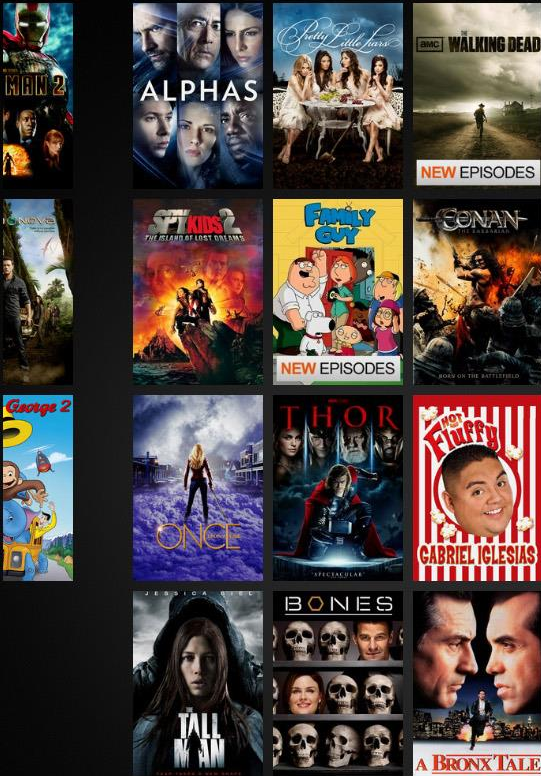
CONTRAST



2

STICKINESS

Popular on Netflix ▶



Dark Movies ▶



Romantic Opposites-Attract... ▶



Emotional Movies ▶





LOYALTY





BELIEF



**The Ultimate
Driving Machine**

**STORIES
ELICIT
EMOTION
& RESPONSE.**


3 HOW TO IDENTIFY YOUR STORY.

DEVELOPING YOUR BRAND STORY:

- 1 The Golden Circle
- 2 Audience
- 3 Tone



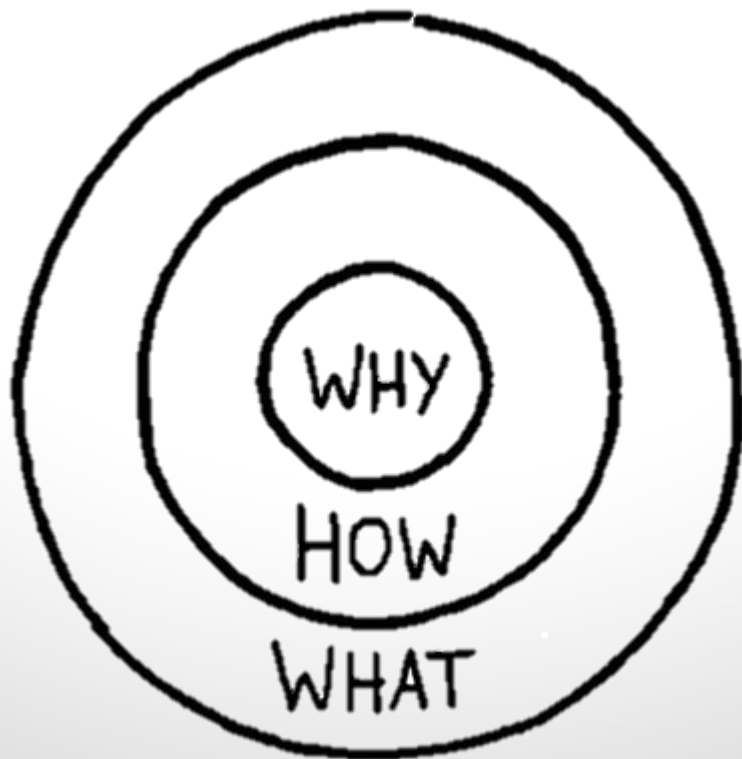
THE GOLDEN CIRCLE.

A man with glasses and a striped shirt is pointing at a whiteboard. The whiteboard has a diagram consisting of three concentric circles. The innermost circle contains the word "Why", the middle circle contains "How", and the outermost circle contains "What".

People don't buy what you do,
they buy *why* you do it.

- *Simon Sinek*

The Golden Circle.



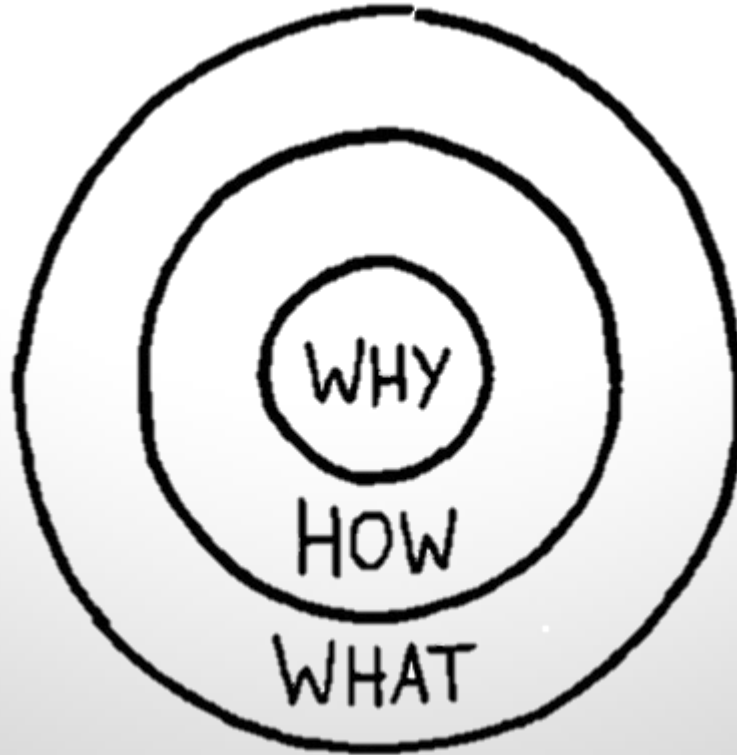
Why are you doing what you're doing?



How will this help your audience?



What are you offering?



2

KNOWING YOUR AUDIENCE.

THINK SMALL.



PERSONALIZE

BUYER PERSONAS



3

DEVELOPING TONE.

UNDERSTAND

the

NEED





CONVEY
the
BENEFIT

Worldview



Prospect



SPEAK TO
their
WORLDVIEW

START WITH “WHY.”

NEXT STEPS

1. Go define your buyer personas if you haven't already
2. Watch Simon Sinek's Golden Circle TED Talk
3. Create your one simple story using the status quo, drama and resolution framework

RESOURCES

- Golden Circle TED Talk
- Buyer Persona training
- The 7 Elements of Inbound Storytelling
- Go Beyond Blogging: How to Become a Great Storyteller

QUESTIONS?



THANK YOU.

