

**The Art of Story Telling-
Breathing New Life Into Your
Product**

What is Story Telling Marketing?

- **A type of content marketing**
- **Using interesting ways in the form of story to convey your message to your audience.**

Identify The People On Social Media

- **What do they do there**
- **What are their behaviors there**







Pros of Story Telling

- **Lower marketing cost**
- **Increase reach**
- **Increase sale**
- **Create a unique niche audience**
- **Create an invincible relationship with your customers**

Common Misperception To Create A Great Piece of Content

Expected

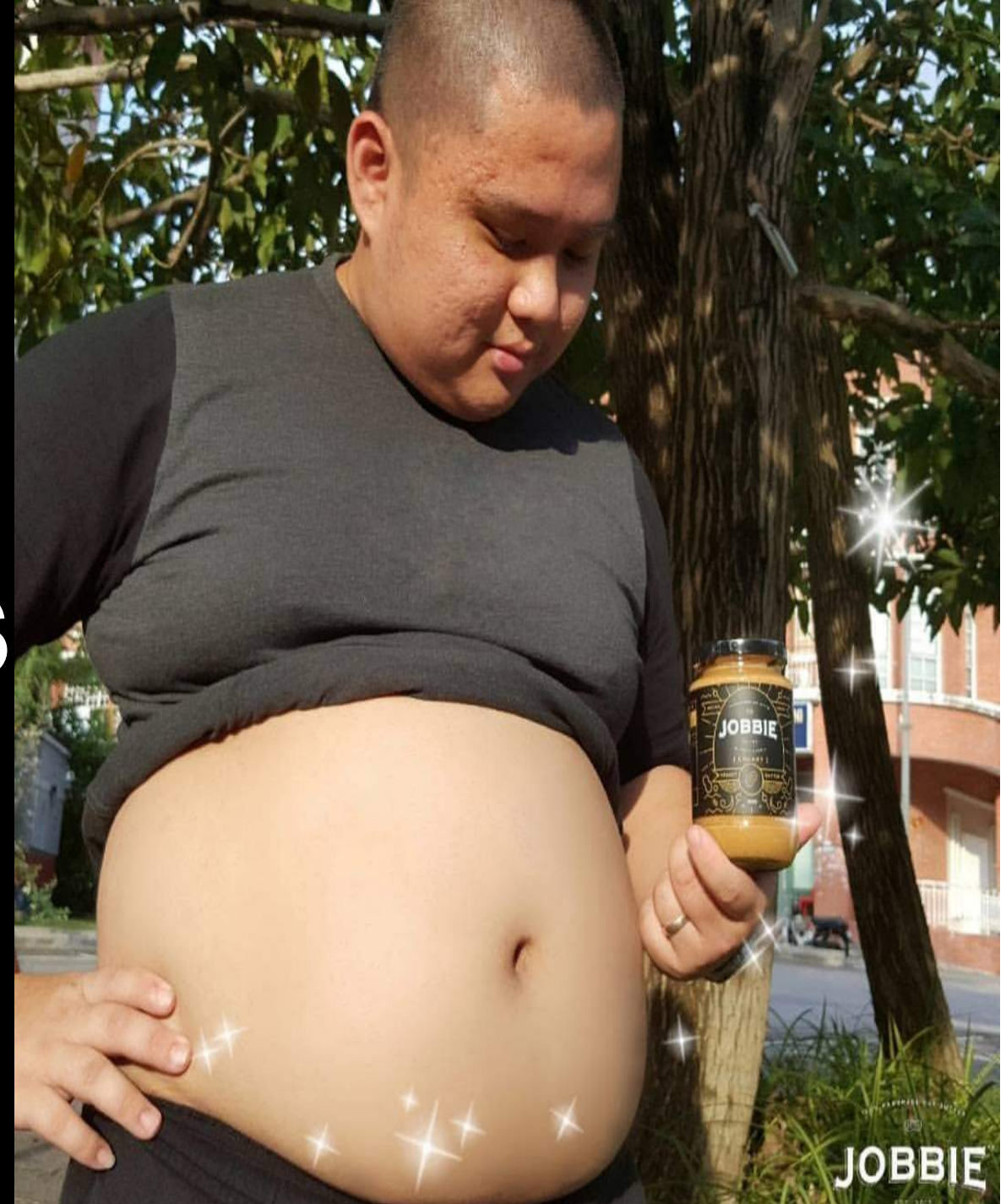
- **Nice lights**
- **Nice setting**
- **3 hour photo**
- **Complicated edits**
- **ISO, Aperture, Shutter Speed**
- **Expensive tools**



Reality

- **5min photo**
- **No settings**
- **Simple edit**
- **40 code used**





Tips of Type of Story You Can Use

- **Behind the scenes**
- **Solving a frequent happening problem**
- **Connect with a viral content**

