

# Storytelling for Business



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FIND THE UNICORN  
IN YOUR BRAND

*Hollie Clere*



# TOP TIPS

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## Why Unicorn?

A little magic goes a long way when you have a story. The unicorn is one of the most whimsical creatures, and happens to be a favorite "spirit animal" of our founder. The unicorn represents dreams, beauty, magical awareness of confidence, character, and happens to bring out some of the best stories. With every relationship, there is a journey representing how you got there, what the journey means to you, encompassing your culture, your values, your brand. "If we aren't having fun, we are doing it wrong. Let's explore what it is like to #BeAwesome in Social Media!



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## *Set your Goals*

How will you even know if your efforts are working?

Let's think for a minute about what having a social media strategy means. At the top level, it means that you establish a framework to guide the actions you take when it comes to using all those elements that go into defining your social media presence—from the overall direction to the tactical aspects.

When you establish a formal social media strategy, you are forced to answer hard questions. Among these are:

- What are your goals and objectives?
- Who is your audience?
- How will you measure success?
- What resources are you willing to dedicate?

By answering these questions, you'll be able to spend your time creating content that has a clear purpose rather than just posting on an ad hoc basis. With a clear strategy, you can target your audience more effectively, make sure that you accomplish your goals, and be able to refine your activities as you need to.

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## Revamp Your Bios

You already know that your social media profiles are important because they're your best chance of making a good first impression. What you may not know, however, is that they can help you get found. In other words, they are searchable.

So how do you optimize your social media bios to ensure that they help you get visibility when someone searches for you or your company?

Here are five tips to help you make sure that when people are looking for you, they can find you:

**Choose your words carefully:** Like standard SEO, social media bio optimization requires that you choose keywords that sum up your brand.

**Be consistent across sites:** Be sure that the information you provide tells a consistent story about your brand and broadcasts the same message no matter what platform your customers use to find you.

The point of optimizing your social media bios is so that people can find you and to make it easier for them to learn about you. Robust and full profiles enhance your searchability.

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## *Tell Your Story*

In marketing terms, storytelling means that your copy makes a connection with the customer BEFORE it introduces the product. You can probably think of many TV commercials that use storytelling that way. Think of the ones that catch your attention because they hit your emotions. You may not even see what they are selling until the very last frame.

Focusing on the story rather than the product may sound counterintuitive, but the goal is to create a connection with the customer, not necessarily to drive them to run out and pick up the product. A good story will create trust and stay with a potential customer when it comes time for them to choose a product in your niche.

Once you begin to think in terms of telling a story rather than showcasing what you're selling, you'll find fertile ground for building new content. From stories that relate to why you started the business to educational experiences, your stories can provide your customers with new insights into your business and your products.

**Be Truthful:** Use your own experiences to craft your stories.

**Make it Personal(ity):** To help your customers connect to the story, make it personal and fill it with a personality that is compatible with your brand image.

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## *Editorial Calendar*

An editorial calendar is simply a way to organize your work. Sounds easy enough but how do you go about building a calendar that will help you get the job done?

**Think about your audience.** The key to creating engaging content is knowing what's right for your audience.

**Think about your goals.** You'll need a mix of content that is promotional, informational, and educational. What is most effective for you will depend on your business, your objectives, and your audience.

**Budget time for planning:** It's not good enough to fit creating your calendar in where you can. Set aside time to create, monitor, and revise your plan.

**Consider the requirements for each platform:** Each platform has its own unique characteristics. What works best on Facebook may not work well on Pinterest or Twitter.

**Keep a master calendar:** You don't need a different calendar for each platform. In fact, keeping one calendar works best.

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## Hashtags

If you're trying to understand hashtags and how best to incorporate them into your social media profiles and posts, try thinking of them as searchable tags or labels. The purpose is to identify the topic so that others who have an interest in the subject can find it. When it comes down to it, hashtags are really just carefully selected words with a pound sign (#) in front of them. They are added to content in order to make it searchable.

Like keywords, you first need to do some research to uncover which hashtags work for your brand. What are other people in your industry or area using? What comes up when you do a hashtag search and is that a search your brand is comfortable showing up in? How many people are already using, and searching, using that hashtag?

You'll want to make a list of appropriate hashtags for your business so you can recall them quickly when drafting your social media content.

We recommend pulling from a pool of 50 to 100 tags to use in posts.

Some platforms prefer 3 to 5 while others prefer up to 30 in a post.

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## *Themes*

Keeping marketing materials fresh can be a challenge. When it comes to social media, it can be all the more difficult since the landscape changes rapidly. Nevertheless, it's essential that your content stays on-brand, relevant and timely. While that may sound like a tall order, there is a way to simplify the task of developing content — creating themes.

When you design a series of themes to use on a daily, weekly, and monthly basis, you provide yourself with a framework for your content. This enables you to focus on specific topics and to spread that focus across all the platforms you use. Focusing on specific themes can help jump-start your creative juices.

Before you start to develop a series of themes, remember that the most effective social media is consistent, engaging, and authentic. That means that your themes should work together with your entire business objective. It also means that you need to know who your audience is and what type of information will be most useful to them.

Regardless of what your constraints are, focused themes can provide a valuable framework for developing your social media; they can jump-start your creativity and help you fully utilize each platform.

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## Strategy

When social media is powered by strategy, it can do a lot to help you grow your business. Here are five key ways that social media strategy can help you grow.

**Generate Leads:** The whole point of social media is to help you increase visibility and strengthen relationships.

**Drive Website Traffic:** Social media can be a valuable tool in getting people to access your website.

### **Improve Your Brand Recognition and Customer**

**Service:** Having a strong social media presence gives you access to the giant megaphone of satisfied customers.

**Strengthen Relationships:** To be successful on social media, you have to produce content that doesn't just get follows and likes, but fosters genuine engagement.

**Bolster All Your Marketing Efforts:** Social media is a powerful companion to other elements of marketing.

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## Reporting

Whether you consider using social media for business a bonus or a burden, there's no denying that creating content can be fun.

However, as anyone who does it will tell you, it can also be extremely time-consuming. That's where social media reports come in. Reports can help you determine if you're meeting your content goals and using your resources wisely.

Each social media platform has its own set of analytical tools to help you understand if your content and timing are effective. Of course, there are also professionals and third-party tools available to do additional analysis, but let's assume you want to do your own analysis.

At a minimum, you should be using Facebook, Instagram and Google Analytics.

With the reports these platforms have built-in, you'll be able to determine how many people are viewing your content and whether or not they are sharing your content with others. In some cases you can see what city state, country, gender, time zones and use of certain keywords. All of which play a valuable role in your overall strategy.

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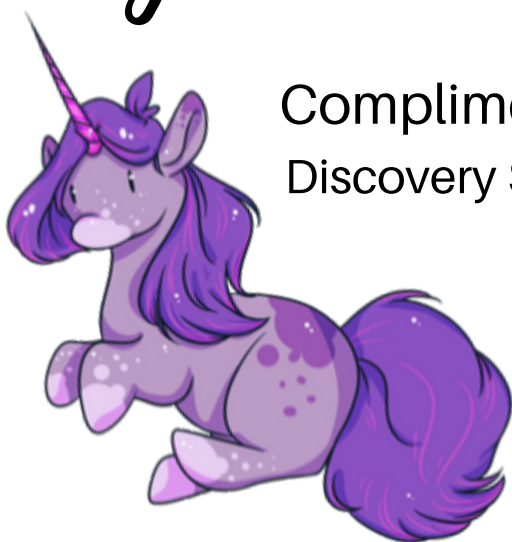


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## Thankful for our Artists

Graphics created by  
the following artists:

Logo design:

Marketing Progress Jeff  
Milton

Original Unicorn Designs:

@kur00kam1 on Instagram



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