

THE ULTIMATE GUIDE TO STORYTELLING MARKETING

Three Essential Steps to Build a
Strategy That Ignites Success

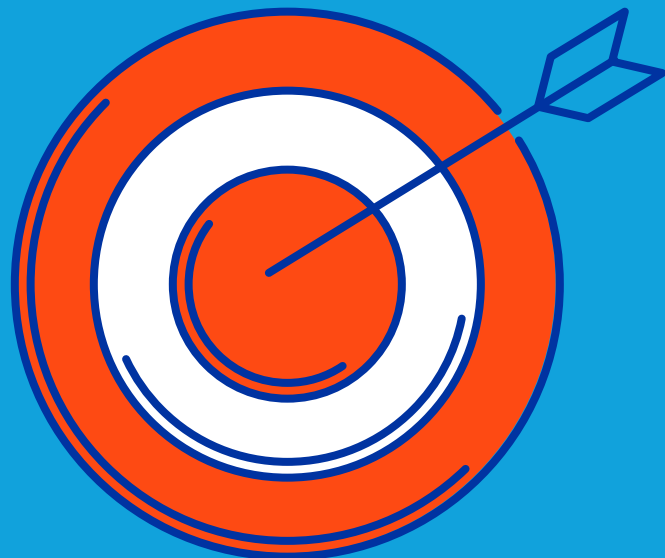
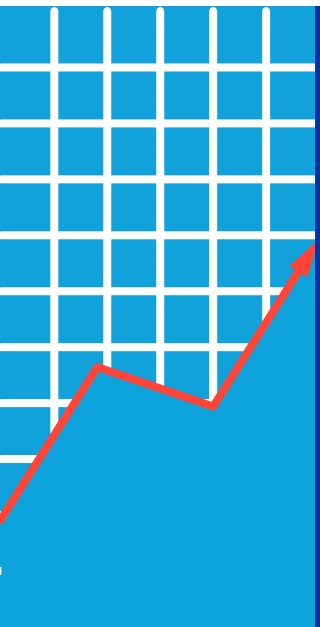
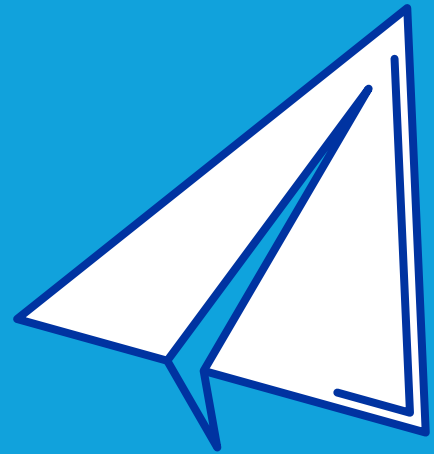
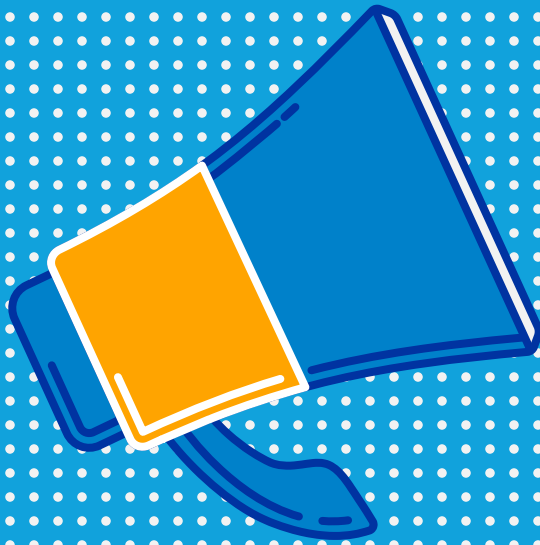
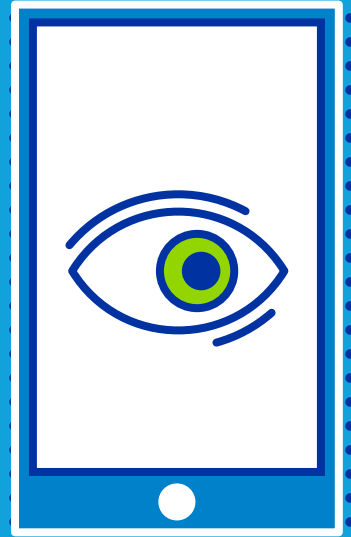


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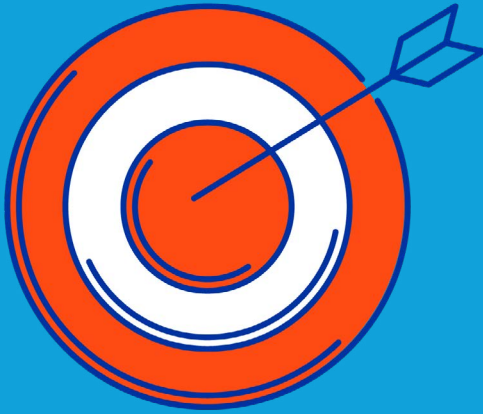
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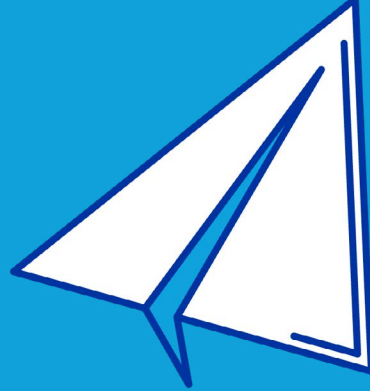
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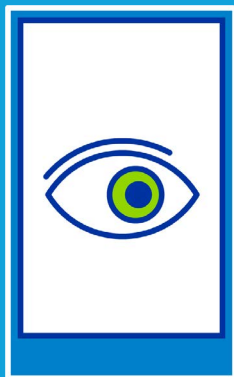
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Your Ultimate Guide to Storytelling Marketing

Q. What is the biggest mistake business owners make when trying to tell their story through marketing?

A. They rely too heavily on content.

Many business owners believe that if you create the most stunning video, the best podcast, or the right Facebook posts, then customers will come flooding in.

So they try it and ... nothing happens. There's no increase in customers, no sales, nothing. Just a waste of time and money.

But it doesn't have to be that way. You can feel confident about growing your brand, attracting customers, and increasing sales without feeling that your hard work isn't getting you the results you deserve.

That's why we're introducing you to our prized brainchild: **Holistic Storytelling™**.

Our team of experts spent years devising this process that has skyrocketed our clients' success.

We've used this approach to help organizations (like a local employment and workforce agency) turn

their storytelling goals to actual results. By using the same Holistic Storytelling™ framework that we're sharing with you, we created a three-tier storytelling marketing strategy that met an organization's goal of doubling the total number of consultations from the previous year in less than two weeks after launching our strategy.

The key to Holistic Storytelling™ is **strategy**. If you incorporate a detailed strategy into every part of your story, then you can create a story that will stick. Strategy is the first step to any story, but you also need to know how to describe your story, how and where you tell your story, and to whom to tell your story.

Holistic Storytelling™ is your key to igniting reactions, growing a following, and building a brand. We've spent years mastering this simple, yet robust, four-part, three-step system that has been the secret to our success. We knew this system was too good to keep for ourselves, so we're sharing it with you!

What Is Holistic Storytelling™?

Holistic Storytelling™ is a time-tested, results-driven process that we use to help our clients grow from being one sound in a sea of noise into the buzz of the marketplace. We've gathered our team of experts with years of experience and crafted a fool-proof system that uses strategic storytelling to skyrocket your brand.

This guide will help you take a deep look at the way your marketing is organized and how it performs relative to your goals. This [Ultimate Guide to Storytelling Marketing](#) will help you discover how to use your story to ignite your brand.

Our Holistic Storytelling™ approach is broken down by four elements, into three steps that work together to create a unified strategic approach:



Step 1: Story Blueprint

- 1) Strategic Planning
- 2) Messaging Development



Step 2: Story Elements

- 3) Content Creation & Campaign Development



Step 3: Story Outreach

- 4) Audience Engagement

These four branches work together as part of a larger idea. Think of it like this: strategic planning, messaging development, campaign development, and audience engagement are the branches of a larger tree that is your story. And the roots holding that tree together is strategy. More specifically, it's the intentionality in every decision you make so that your tree can grow.

The result is a process that works for any business.

What to Expect

You will learn everything you need to know about how to get started on your Holistic Storytelling™ journey. From creating strategic plans that work to knowing when and where to connect with your audience, this guide will be your North Star for developing a marketing strategy that will get you results.

THANK YOU FOR READING



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Need Help?

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how Brandire can help tell your story!**

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We are a full-service creative marketing studio that has worked with nearly 100 local, national and international organizations across the globe.

Our mission is to help those who want results convert the right audiences into the fiercest brand loyalists.

For the past 15 years, we've used our Holistic Storytelling™ approach to help organizations go from barely knowing who their audience is or how to reach them to having full clarity on how to tell their story and how to use it to convert strangers into their fiercest brand loyalists.