

From: Guidelines: Business Storytelling from A to Z
Best practices on how to use storytelling as a marketing tool

The 3-step process described below has been developed by
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Step 3: Create consistent story arcs

Once you have defined your core story, you can use it as a starting point for creating more targeted story arcs for different audience segments. What message do you need to tell a new customer to convince them to buy? What message will make an existing customer stay loyal to your brand? Your story arcs will support your cause, joining up all your communication and will help you express your core message in various creative ways.

3.1 Brainstorming

Start with sorting your audience into specific segments, then brainstorm which elements of your message/core story should be highlighted when communicating with them. Can you use the same communication in all your channels, or do you have to differentiate the message in various channels?

3.2 Articulate various story arcs

Once you know what you would like to tell which customer groups, put these messages into writing! In two to four sentences, try to "sketch" a story arc that highlights the most important element of your core story for each customer segment and channel.

Remember: the story arcs give you the opportunity to express the core story in different ways. These stories help you stand out from your competitors and form the basis for all communication.