



Storytelling

8 Tips for PR Success

- 1. Target your story through the proper channels.** Question issues of privacy, security, content ownership, and the impact digital platforms have on the community, as well as the future of the media as a whole. Think about your target audience, about exactly who you want to influence, and then choose channels and platforms based on where they get their information.
- 2. Simplify your message.** Include only the essentials and skip the fluff, jargon, or generality. This will help you avoid information overload when distributing to your target audience and ensure your lead remains front and center.
- 3. Create connections.** The more your story has in common with your audience the more likely they will execute your calls-to-action. "Even in the Stone Age, humans understood how to tell stories that evoked interest and made an emotional connection," wrote Neil Patel, founder of NP Digital and New York Times bestselling author in the article, *How to Leverage Storytelling to Increase Your Conversions*.
- 4. Leverage user experience.** Some brands and organizations may not have a story that lends itself easily to entertainment and intrigue. Research and data can help confirm the story and demonstrate credibility.
- 5. Look beyond the communications department for a story.** Mine other departments in your organization that may have interesting stories to position your company in your industry.
- 6. Engage the senses.** Memory is tied to the senses and by incorporating the senses you are helping to not only ensure reception and retention of your messages, but also that your audience takes action. As sensory marketers know, people buy on emotion and justify on fact. In 2016, commuters were surprised to see the Stay Puft Marshmallow Man (from Ghostbusters movie) emerging from the London Underground concourse. Research finds that unexpected events can result in more pleasurable responses, according to eConsultancy.
- 7. Build upon sound bites.** This may seem like a no brainer for PR and marketing teams creating campaigns and initiatives. For the spokespeople representing your company, client, or brand — storytelling may not be top of mind, even if they are focused on delivering key messages. So, help them brush up on their stories and anecdotes.
- 8. Be authentic and relevant.** Be honest and don't try to "spin" anything. Stay true to your audience and your culture. What storytelling devices are you using and how are you measuring the success of these initiatives? Are there techniques resonating in one type of campaign that you can use in another to help your audience connect with your products or clients? What other unique stories can you tell to boost engagement?

BOTTOM LINE:

As a communications professional, every piece you write (whether a blog post, news release, or tweet) is a part of a much larger story and is integral to how your company, brand, or client is perceived in the marketplace. By incorporating the qualities of a good story — challenge, resolution, and a call-to-action — you can create a compelling narrative that is not only consumer-centered but also engaging, instructive, relevant and focused.

CONTACT US

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