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STORYTELLING – MARKETING OF THE FUTURE**STORYTELLING – маркетинг майбутнього****Svitlana Ramenska***PhD in economics, Associate Professor**National Aviation University*

Annotation. Every day, marketers are faced with the problem of creating demand through the use of various means of marketing communications. Effective impact on the end consumer in order to motivate him to the required action, i.e. to making at least a test purchase becomes the number one task, especially if the company offers a product in a market of monopolistic competition.

Key words. marketing of future, storytelling, marketing communications, marketing of relations, brand promotion, end consumer.

Introduction

Today, consumers, in particular the “computerized” segment under the age of 35, practically do not watch TV, do not respond to “cold calls”, do not read e-mail newsletters, do not click on banners and try to ignore stimuli that are designed to attract attention by offering buy or do something, go somewhere and see something. Such consumer behavior has a significant impact on the markets for consumer goods and services and on the activities of companies within these markets, since they are a significant factor in the external marketing microenvironment. Therefore, various agencies, publishers and advertisers are well aware of the pointlessness of creating content that will be left without attention on TV, will be ignored on the Internet and will not be read in print publications. What can attract the attention of an active and very significant segment of end users?

There is an answer to the question posed - this is content that is born and lives in search engines, on Facebook, on Twitter, on Instagram. The growth in the quantity and quality of content in the available information channels has a huge impact on both the behavior of the end consumer and the methods that modern marketers use in their work, since the latter must keep their finger on the pulse in order to be able to analyze existing and predict market trends and act proactively to stay relevant tomorrow. To be competitive, marketers will need to hone their storytelling skills to keep messages designed to grab the attention of end consumers as storytelling, a marketing technique that communicates information and conveys meaning through compelling stories, is gaining in importance and popularity.

Storytelling uses media potential to influence the end consumer. Storytelling and marketing go hand in hand - just think about it. Whether you're making infographics, writing copy for an ad, or making a free marketing guide, you need to grab the audience's attention.

This part of the Beginner's Guide to Online Marketing is a comprehensive guide to why your brand should prioritize storytelling. Storytelling is a powerful and productive method of content marketing. Let's start studying it.

Main text.

To tell the truth the art of storytelling is as old as the human race itself. We can assert this because our earliest forms of communication were deeply visual in nature.



If anything, having a mastery of visual storytelling techniques has become more important than ever. The success of our marketing, advertising, and much of our digital entertainment relies on a solid understanding of such skills.

The modern consumer demands marketers to return to creativity, design and creating such vivid stories that there is a desire to share in order to make brands think bolder, fresher, more alive. Today, we can safely say that storytelling is part of the marketing of the future, and the skills that marketers must have and will be in demand to achieve success are more like those that actors and directors, publishers and producers have. Marketers need to know exactly how to create great content, how to tell a compelling story, in order to move up the hierarchy in achieving marketing communications goals.

So, marketing communications are rapidly racing in the direction of content and storytelling. The development of marketing communications can be characterized by the following trends:

- restructuring of the company's internal structures, marketing communications departments, towards editorial departments in publishing houses capable of creating and promoting high-profile brands. Red Bull Media House, an entire division that even seeks to monetize its content, is a prime example of this restructuring;
- shifting budgets from paid promotion to investing in the production of their own content in order to attract the end consumer with stories that they want to share on social media;
- creating more visual, useful and interesting content to follow consumer trends;
- creating shows with comedians, directors and actors to create and promote leading brands. Like Netflix did with House of Cards.

The existing means used by marketing to promote goods and services are not yet a thing of the past, however, the means of promotion that will be characteristic of the marketing of the future are acquiring a realistic coloring. Today we see promoters blowing up balloons at corporate events, customers who fly around the world with expensive advertising agencies to get a few shots in exotic locations, or customers who give their budget to a telemarketing agency that specializes in "cold calls", but more and more participants in the communications market understand that attracting the attention of end consumers belongs to the marketing tools of the future. This is a future in which compelling stories are created to promote brands and told to their target segments through new communication channels; true purpose and purpose, will become outsiders. The key challenge for the marketing of the future is to become an effective storyteller without constantly reminding your target segments of the customer-centric end-of-life business.

The end consumer needs stories that touch the hearts and can inspire the minds, so the main task of storytelling is to create such a plot that can rive the consumer's attention to the product, achieve such interest that a desire to purchase the product arises. Some companies successfully use storytelling to promote their brands, so there are already several effective schemes to achieve the goal of storytelling, which we give below:



1. *Presenting a specific problem as a monster* is a fairly common way today, the essence of which is to portray the problem as a monster that can be defeated and completely destroyed with the help of the presented product. This technique is most actively used in advertising medicines and medicines, as well as household chemicals.

2. *Rebirth of the main character*. The essence of this method is to play on the contrast, i.e. the main character of the plot is sad, sad, depressive and very uncomfortable in the absence of the advertised product, and with its appearance, the mood and state of the hero change dramatically - he feels joy, warmth, care, self-confidence and a surge of strength. An example of the use of this technique is an advertisement for a Snickers chocolate bar and its advertising slogan: "You are not you when you are hungry."

3. *Solving a complex problem*. The essence of this method is that the proposed product - a product or service - is the key to solving a problem that has arisen or is a way out of a difficult situation. This technique is often used by beer producers in their commercials.

4. *History about history*. The effective advertising method used by Imperial Bank is a prime example of storytelling.

5. *Method "from rags to riches"*. It is safe to say that this technique is very common both in literature and in cinema. Examples are the very popular fairy tale "Cinderella", the historical novel by Mark Twain "The Prince and the Pauper", the movie "Pretty Woman". It is advisable to apply this technique in storytelling to promote goods and develop a business.

6. *The story of the super helper*. The image of a magical helper who will do whatever you want (wash, feed, drink, put to bed) is known to us from Ukrainian folk tales. It would be appropriate to use this technique with a differentiated product that has distinctive properties and can act as a fantastic assistant.

7. *Entourage of the tragedy*. This method will definitely not leave anyone indifferent, but you should be extremely careful when implementing a scenario with elements of a tragedy. It is necessary that negative emotions do not remain in the memory of the viewer as associations with the name of the promoted brand. To avoid this, you need to apply humor and end the commercial on a playful note. An example is an advertisement for Orbit chewing gum based on a memorable story featuring Antonio Banderas.

8. *Breaking the comedy - a method opposite to the previous one*. Funny stories filled with a sense of subtle humor are very loved by the audience. To attract the attention of consumers, it is important to come up with a joke that does not smack of malicious sarcasm and is not cynical. Creating a truly fun storytelling story takes a lot of time and effort, but the rewards are brand popularity and consumer loyalty. Unreal story. When using this method of storytelling, the main goal is to attract the attention of consumers at any cost. Examples of great commercials using this method include Skittles rainbow candies or Dirol's Mega Mystery chewing gum, which have made the advertised products quite popular.

9. *Spying on someone else's life*. There is a well-established opinion that people are very fond of watching what happens to others. If marketers can give consumers

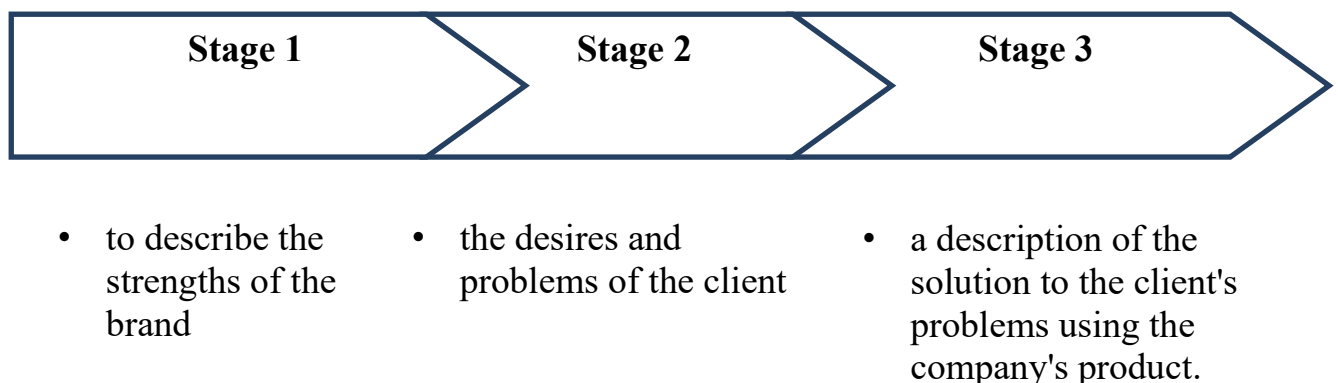


an invaluable glimpse behind the scenes of a company or family, then the advertised product will be rewarded with special consumer attention. An example of the use of the "keyhole effect" in commercials is a series of short stories about the same family "Frankly About the Petrovs" [2].

Stories can amplify the "voice" of any brand. Brand storytelling is:

- ✓ The reason why your company was born;
- ✓ What motivates your team to wake up every morning and go to work;
- ✓ How did your product come about?
- ✓ What types of customers find value in working with a brand and why;
- ✓ A clear understanding of the people behind the company;
- ✓ Relationship building tool;
- ✓ A concept that emphasizes the overall presence of your brand on the Internet;
- ✓ Something that your entire team includes at organizational levels;
- ✓ A look at who you are as a company;
- ✓ Immediacy.
- ✓ Storytelling is not:
- ✓ A verbose essay about your company with a volume of 5 paragraphs;
- ✓ Blog post;
- ✓ A fragmented view of your company;
- ✓ Something for the marketing department only;
- ✓ PR campaign;
- ✓ Viral video;
- ✓ A tool for managing existing and potential customers;
- ✓ Something boring;
- ✓ Something pretentious.

Contrary to popular belief, a brand story is not a company story; it's about customers and the benefits they get from using your product or service. The most influential brand stories are those that prioritize customers as "movie stars." Think of the brand as a supporting character supporting the "protagonist".



Picture 1. Brand describing process

Whatever you do, don't be boring. Don't let words hide the identities behind the business. Share something more than what you are selling. Share your strengths and weaknesses, where you come from and where you are today. One way to do this is to participate in the storytelling ecosystem. Just like when looking for customer reviews



and examples of the practical application of your offer by users, make sure that you pay upfront for the efforts of partners - as, for example, SaaS Buffer did for ISSmetrics. Buffer increased his income by \$25,500 in 30 days using SaaS KISSmetrics.

Conversational style is brevity. Write what you would like to say and print the text on paper. Cut out any excess, then do it again. You need a minimum number of words to convey information effectively.

Write how you want - just don't make the stories too cumbersome. Too long text on a blog or landing page will make readers feel scattered and lost. Communicate what you need, as briefly as possible.

Don't try to sound smarter: if you've created a great product, potential customers will find your brand a treasure trove of wisdom anyway.

Conclusions Storytelling was considered as a means of communication strategy with the end consumer. At the present stage, customer relationship marketing is one of the leading concepts of marketing development. The term "relationship marketing" was introduced in 1983 by Leonard Berry to describe a new approach to marketing focused on long-term relationships with consumers, so person-to-person communication is the heart of marketing, and storytelling is the method of strengthening this connection. Stories can amplify the "voice" of any brand, whether it is owned by a corporation, a small business, or a start-up. The image that you share with the outside world must be genuine, authentic, transparently showing your organization.

Brand stories are cross-functional commitments that should guide the entire company. Your sales teams, developers, product managers, executives, and entry-level professionals should all be involved in formulating your brand messages.

Define your audience's perception of the brand and try to work to match your marketing concepts as closely as possible with consumer expectations.

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***Анотація.** Кожного дня маркетологи стикаються з проблемою створення попиту шляхом використання різних засобів маркетингових комунікацій. Завданням номер один виступає ефективний вплив на кінцевого споживача, щоб мотивувати його до необхідної дії, тобто до здійснення хоча б пробної покупки, особливо якщо компанія пропонує товар на ринку монополістичної конкуренції.*

***Ключові слова.** Маркетинг майбутнього, сторітелінг, маркетингові комунікації, маркетинг відносин, просування бренду, кінцевий споживач*