



# KINDRA HALL

The Irresistible Power of  
Strategic Storytelling

Kindra Hall

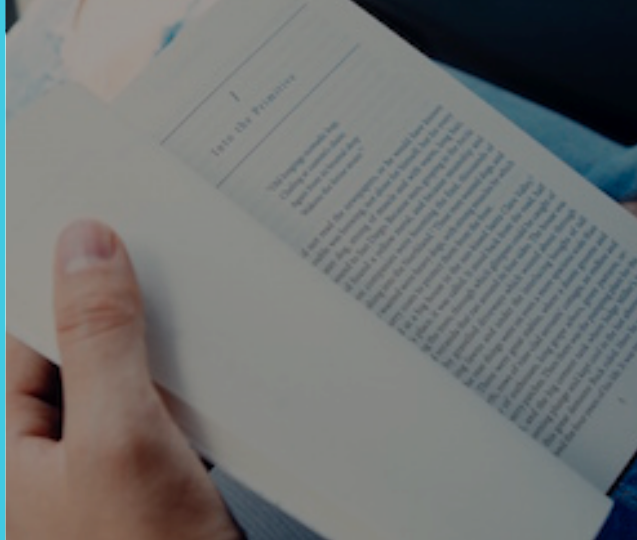
@kindramhall

**MOZCON**  
2016



# THE IRRESISTIBLE POWER OF **STRATEGIC STORYTELLING**

# WHY DOES STORYTELLING WORK SO WELL?



# FOOLPROOF STORYTELLING STRATEGIES



**STO • RY**  
/'stôre/

*Goal*

To redefine story, what it  
is and what it is not.



Kindra Hall | @kindramhall

kindrahall.com

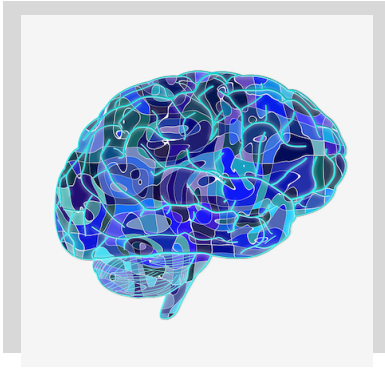


# WHY DOES STORYTELLING WORK *SO* WELL?





## WHY DOES STORYTELLING WORK *SO* WELL?



**IT'S**  
SCIENCE

WHY DOES STORYTELLING WORK *SO* WELL?

# NEUROLOGIST PAUL ZAK

## STORY CHANGES BRAIN CHEMISTRY

WHY DOES STORYTELLING WORK *SO* WELL?

# NEUROLOGIST PAUL ZAK

## STORY CHANGES BRAIN CHEMISTRY

**Cortisol**

**Oxytocin**

WHY DOES STORYTELLING WORK *SO* WELL?

# NEUROLOGIST PAUL ZAK

## STORY CHANGES BRAIN CHEMISTRY



**Cortisol**

Increased Focus  
& Attention

**Oxytocin**

WHY DOES STORYTELLING WORK *SO* WELL?

# NEUROLOGIST PAUL ZAK

## STORY CHANGES BRAIN CHEMISTRY



**Cortisol**

Increased Focus  
& Attention



**Oxytocin**

Increased Empathy  
& Emotion



## WHY DOES STORYTELLING WORK *SO* WELL?



IT'S  
SCIENCE



STORY  
↓  
ACTION

WHY DOES STORYTELLING WORK SO WELL?

# VALUE OF STORYTELLING ON FACEBOOK FOR MARKETERS

facebook. **Ad**aptly  REFINERY29

WHY DOES STORYTELLING WORK *SO* WELL?

# VALUE OF STORYTELLING ON FACEBOOK FOR MARKETERS

**STORY  
STORY  
STORY**

**VS**

**CTA  
CTA  
CTA**

**=**

WHY DOES STORYTELLING WORK *SO* WELL?

# VALUE OF STORYTELLING ON FACEBOOK FOR MARKETERS

STORY  
STORY  
STORY

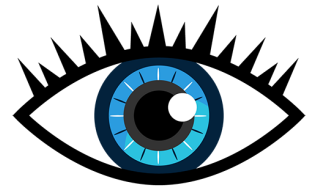
VS

CTA  
CTA  
CTA

=

SUBSCRIBE

&



WHY DOES STORYTELLING WORK SO WELL?

# SEQUENTIAL AD CAMPAIGN VS SUSTAINED CALL TO ACTION





WHY DOES STORYTELLING WORK SO WELL?

# SEQUENTIAL AD CAMPAIGN VS SUSTAINED CALL TO ACTION

Subscribes = 56% more



WHY DOES STORYTELLING WORK SO WELL?

## SEQUENTIAL AD CAMPAIGN VS SUSTAINED CALL TO ACTION

Subscribes = 56% more  
View-through = 87% more




WHY DOES STORYTELLING WORK *SO* WELL?

## SEQUENTIAL AD CAMPAIGN VS SUSTAINED CALL TO ACTION

Subscribes = 56% more  
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## PROMISE OF A STORY

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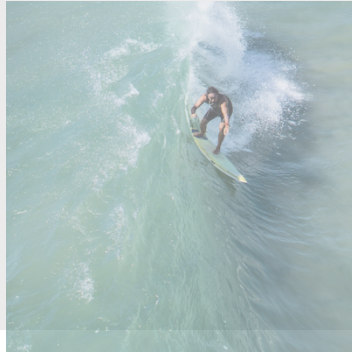
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## WHY DOES STORYTELLING WORK *SO* WELL?



IT'S  
SCIENCE



STORY  
↓  
ACTION

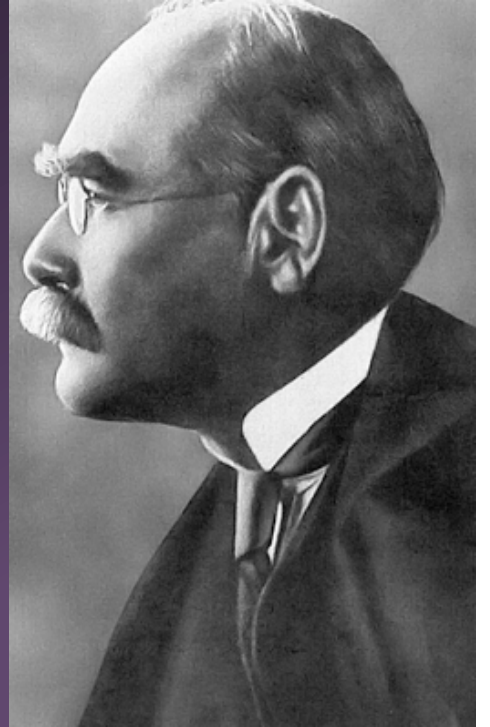


STORIES ARE  
MEMORABLE

WHY DOES STORYTELLING WORK *SO* WELL?

“ If history were taught in the form of stories,  
it would never be forgotten ”

RUDYARD KIPLING





WHY DOES STORYTELLING WORK *SO* WELL?

# WHY AREN'T WE TELLING THEM?

I  
Into the Primitive

# STO•RY/'stôrē/

*Goal:* To redefine story, what it is and what it is not.



STO•RY /'stôre/

# WHAT A STORY IS **NOT**



Kindra Hall | @kindramhall

kindrahall.com



# WHAT A STORY IS **NOT**

1. A Story is not a tagline/slogan/mission statement.



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# WHAT A STORY IS **NOT**

1. A Story is not a tagline/slogan/mission statement.
2. It's not a list of features or benefits.
3. It's not simply catchy copy or cool infographics.
4. A Story is not vague, high-level principles or thought.



STO•RY /'stôre/

# WHAT A STORY **IS**

STO•RY /'stôre/

# WHAT A STORY **IS**

1. A Story happens in a particular **moment**.

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# WHAT A STORY IS

1. A Story happens in a particular **moment**.
2. There is a **beginning**, middle, and end.
3. There are **emotions** not just **information**.
4. There are characters to **care** about & something at stake.

STO•RY /'stôre/

# A STORYTELLING CASE STUDY – THE BEFORE



STO•RY /'stôre/

# A STORYTELLING CASE STUDY – THE BEFORE





WHY DOES STORYTELLING WORK *SO* WELL?

# THE BIGGEST STORYTELLING MISTAKE

STO•RY /'stôre/

# A STORYTELLING CASE STUDY – THE AFTER





STO•RY /'stôre/

# A STORYTELLING CASE STUDY – THE AFTER





# FOOLPROOF STORYTELLING STRATEGIES



FOOLPROOF STORYTELLING STRATEGIES

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**DON'T STRESS ...**



A background image featuring a stack of smooth, grey stones on a teal surface. The stones are stacked in a way that suggests balance and stability. The overall color palette is teal and grey.

GET WEEKLY TECHNIQUES

33444

GET WEEKLY TECHNIQUES

# 33444 STORYTELLING



## FOOLPROOF STORYTELLING STRATEGIES

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**FINDING**  
the story



**CRAFTING**  
the story



**TELLING**  
the story



# FINDING THE STORY

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1. Make a List of Differentiators — In Action.

## FINDING THE STORY

1. Make a List of **Differentiators** — In Action.
2. Make a List of Clients. — Their **Transformations**.



## FINDING THE STORY

1. Make a List of **Differentiators** — In Action.
2. Make a List of Clients. — Their **Transformations**.
3. Make a List of **Objections**.



## FINDING THE STORY

1. Make a List of Differentiators — In Action.
2. Make a List of Clients. — Their Transformations.
3. Make a List of Objections.
4. When was the Idea was Born.



FINDING THE STORY

# TIPS TO FINDING STORIES

Be **PERSISTENT** your pursuit

## FOOLPROOF STORYTELLING STRATEGIES

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**FINDING**  
the story



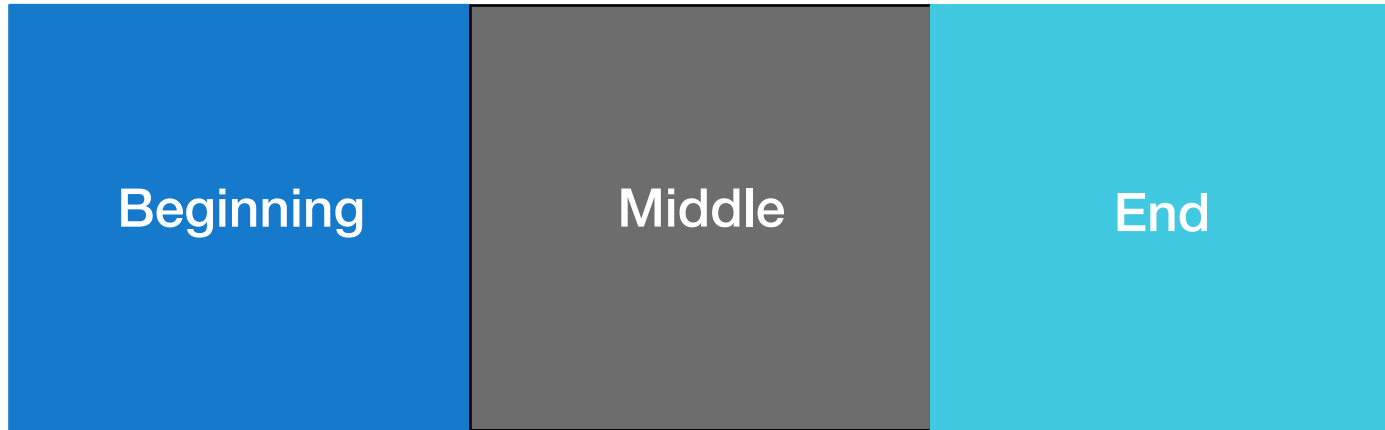
**CRAFTING**  
the story



**TELLING**  
the story



# CRAFTING THE STORY



# CRAFTING THE STORY



# CRAFTING THE STORY





# CRAFTING THE STORY



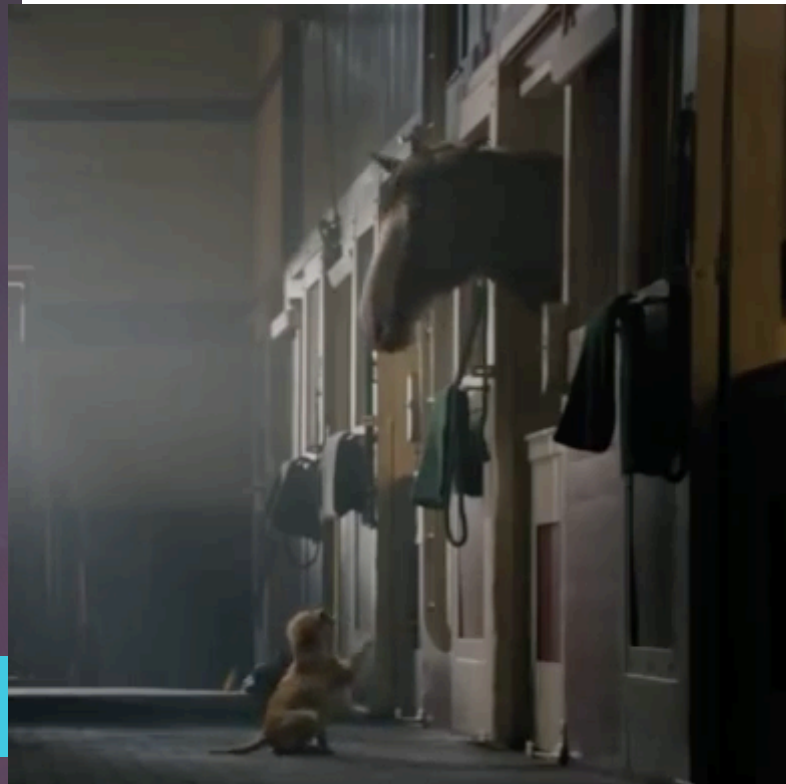
## AMPLIFY YOUR STORIES

- Focus on **One** — One **moment**, one **person**.
- Set the scene – **Be vivid & strategic**.
- Include **emotions**: the struggle, the hope.
- Offer a **directive**.

# BUDWEISER

## 2015 SUPERBOWL COMMERCIAL

“PUPPY LOVE” on YouTube



# APPLE

## 2013 HOLIDAY COMMERCIAL

“MISUNDERSTOOD” on YouTube



# SAVE THE CHILDREN SYRIAN CRISIS

<https://www.youtube.com/watch?v=RBQ-IoHfimQ>



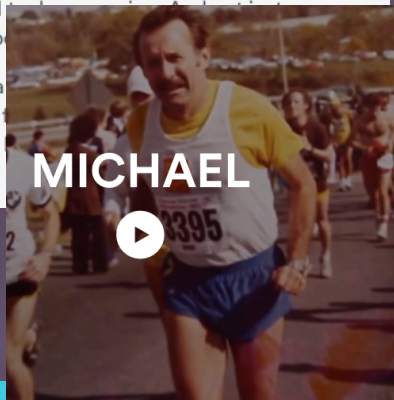


# AIRBnB STORIES

Phones ringing off the hook... email in-box overflowing... Stressful doesn't quite cut it when describing Michael's job as marketing manager for Carnegie Hall. Nowadays, the iconic institution holds more than 800 performances a year.

Inspired by the desperate need for work-life balance and as a way to pay tribute to his late father, who died of cancer in 2003, Michael took up running. Nowadays, when talking about running, we're talking marathons—two to three per week.

Michael shared a photo of his father running in a marathon. At Mile 24, the pain purely visible on Dad's sweaty face. When Dad reaches this point in the race and feels the pain, it's a moment of connection between father and son.



[Airbnb.com/stories/new-york/keeping-with-tradition](https://airbnb.com/stories/new-york/keeping-with-tradition)



## FOOLPROOF STORYTELLING STRATEGIES

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**FINDING**  
the story



**CRAFTING**  
the story



**TELLING**  
the story

# TELLING THE STORY

## Places to tell:

Videos, Videos, Videos

Website — About Us & Testimonials

Social Media // Blogs // Email Campaigns

Presentations & In-Person Meetings

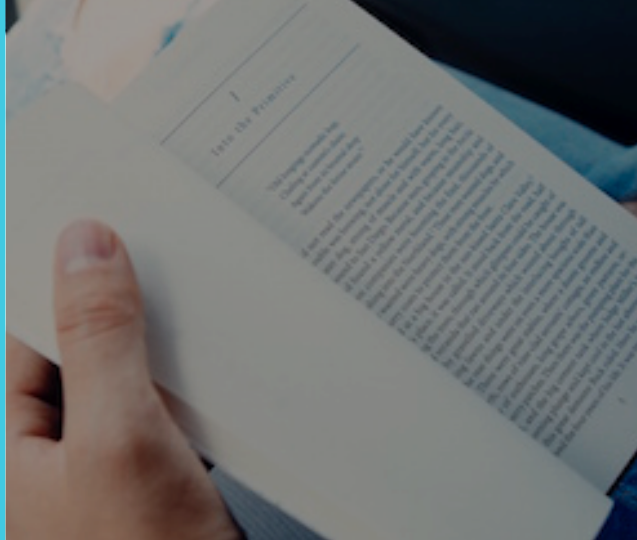
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# THANK YOU

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2016