

AustChamThailand

Business | Connections | Community

NOV

22

8:30-10:30

AUSTCHAM'S DIGITAL WORKSHOP SERIES EPISODE ONE

B2B BUSINESS STORYTELLING ON SOCIAL MEDIA



David Norcross
Lexicon Business
Communications

**THURSDAY
22 NOVEMBER
2018**

**GLOWFISH
SATHORN**



Stuart Kelly
Weber Shandwick

Agenda

1. What is Storytelling?
2. Successful niche storytelling
3. Strategy
4. Workshop

BRAND CAMP

by Tom Fishburne

BRAND STORYTELLING



©2011

MARKETOONIST.COM

LEXICON

Creative | Digital PR | Marketing

**WEBER
SHANDWICK**
engaging always.

“

Brand storytelling is a powerful way to build lasting connections with your audience. Compelling stories engage consumers, elicit emotion and foster loyalty, forging a meaningful relationship that goes far beyond product and service.

Forbes, 2018

”

“

Storytelling should embody the voice, culture, and DNA of the organization from which the stories emanate. When authenticity is put forward as the priority, the emotive stories will generate themselves as the organic byproduct of an authenticity-based focus to harvesting stories from inside the brand.

Forbes, 2018

”

People want to feel that they know and understand you in a way that they do characters in a novel.

Do this effectively, and the phone won't stop ringing....

*There's a **niche** for everything.*

With today's digital marketing tools, content can be segmented to incredibly granular audiences with results tracked for ROI.

LinkedIn Job Title: Storyteller

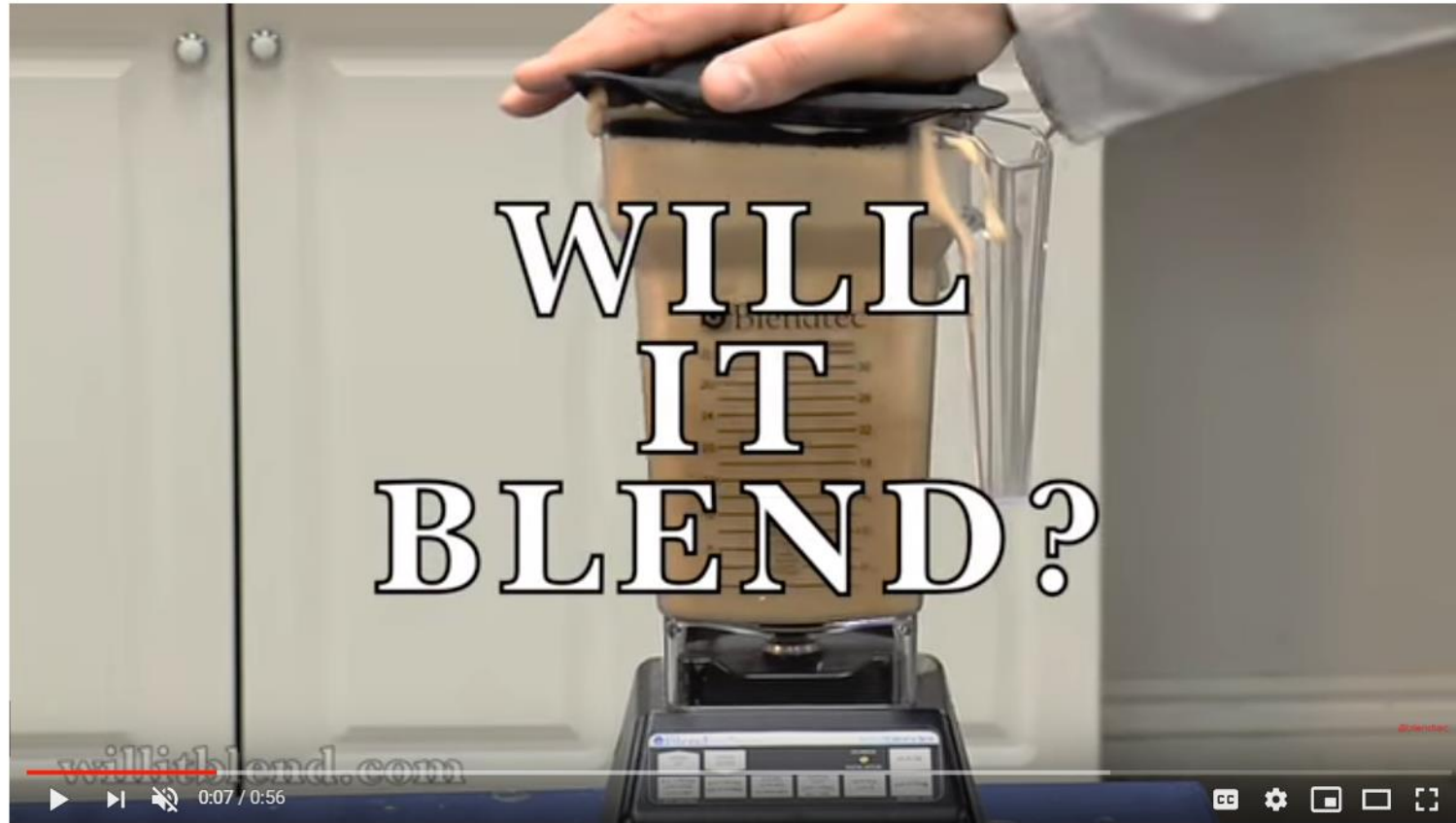


Until very recently, the ubiquitous power of big brands and old media excluded many industries from the narrative.

Why would a local accountancy firm advertise before a movie?

How could a start up manufacturer of kitchen equipment with no budget afford TV advertising?





Will It Blend? - Marbles

7,167,301 views

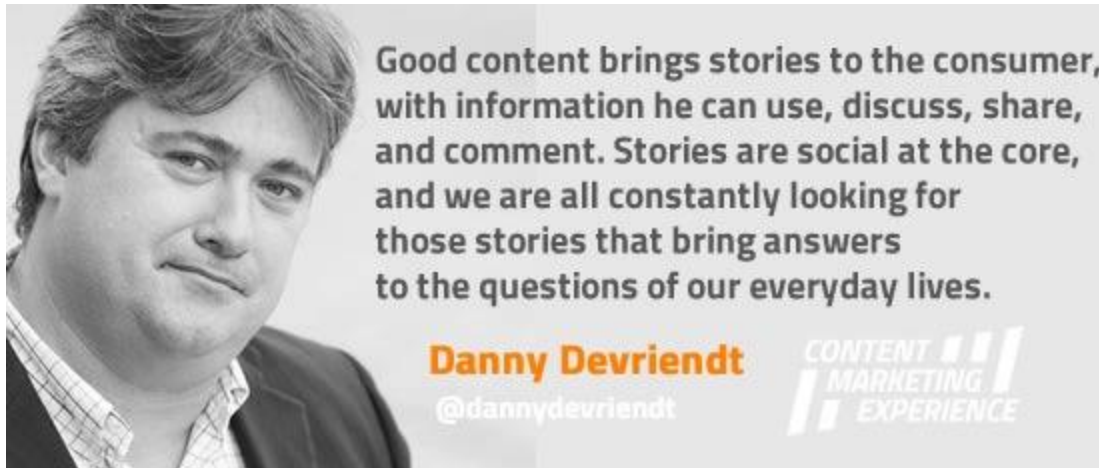
13K 748 SHARE SAVE ...

"I started Will It Blend with just a **\$50 budget**," said Tom Dickson, Founder, Blendtec.

The results have helped **propel Blendtec onto an international stage** where our blenders have been showcased for their powerfully advanced technology and premier blending ability."

-
- American Made. Blendtec is **a family-owned company** with all its products designed and assembled in the USA.
 - Premier Warranty. Blendtec's commitment is, "We believe in our blenders so you can too." Products come equipped with an **industry-leading warranty**.
 - Durable & Safe. Blendtec blender blades are blunt instead of **sharp and spin at over 200 miles per hour and can pulverize virtually anything**. The blade is 80% thicker and 30 times stronger than any other blade on the market. The blunt blade also allows for safe and easy cleaning.

You need to build an ongoing community of trust and interest around your brand and its stories.





GOOD STORIES COMPEL PEOPLE TO CHANGE



THE WAY
WE FEEL

Stories demand
an emotional
investment.



THE WAY
WE THINK

Stories pique
and hold
interest.



THE WAY
WE ACT

Stories bring
energy to the
message.



THE WAY
WE BEHAVE

Stories cause
us to take
action.

Before your content can resonate with your audience,
you need a clear sense of your **brand's personality**
and an understanding of your **audience persona**.

This knowledge forms your strategy.

Strategy

- 1 **Brand Identity**
build a distinctive brand
- 2 **Audience Research**
know your audience

Content

- 3 **Thought Leadership**
win with thought leadership
- 4 **Multimedia Content**
produce attractive visuals

Social Media

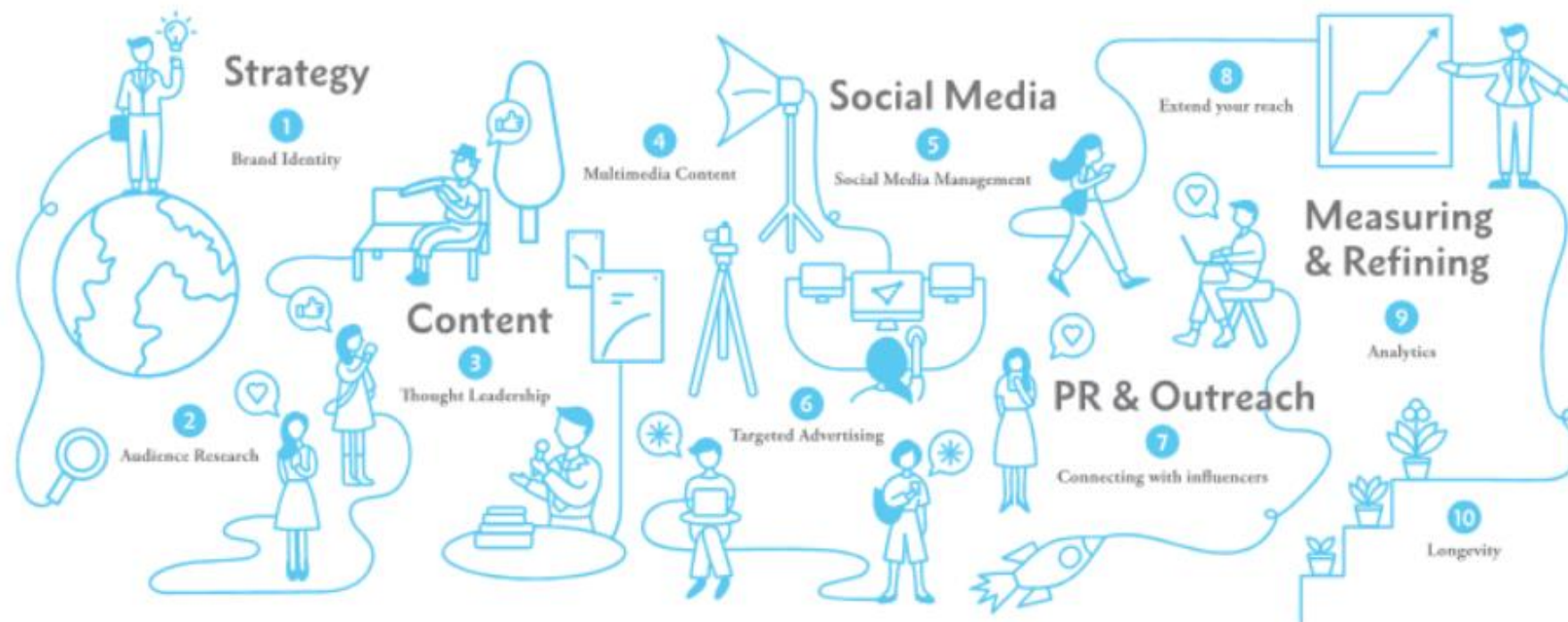
- 5 **Social Media Management**
get active on social media
- 6 **Targeted Advertising**
target the right audience

PR & Outreach

- 7 **Connecting with influencers**
develop online outreach
- 8 **Extend your reach**
repurpose your material

Measuring & Refining

- 9 **Analytics**
measure your success & ROI
- 10 **Longevity**
go back to no.3 and repeat



1) Branding

- Visual Corporate Identity
- Tone of Voice
- Key products & services
- Key people (personas and identities)
- USPs



Audience

DEMOGRAPHICS

- Age
- Geographic location
- Job Title
- Industry
- Gender
- Education

INTERESTS

- Preferred news media (Sydney Morning Herald, Bangkok Post)
- Where they go to get information about your services (Websites, Specific People, Social Media Channels)
- Hobbies and interests (Golf, Political Candidates/Parties, Specific Influential People)
- Where do they make new business connections (Specific Seminars, Networking Events) ?

QUESTIONS AND CONCERNS

- Questions frequently asked by new clients
- Questions frequently asked by veteran clients
- How do they benefit from what you do?
- Concerns about your services (Cost, Effectiveness, etc.)

Abridged brand and audience strategy

Brand

- 1) What are your core products or services?
- 2) What makes you different from your competitors?
- 3) What is your brand personality/tone of voice? Academic, formal, playful, humorous?

Audience

- 1) What questions do new customers have about what you do?
- 2) What concerns do potential clients have about buying your product/service?

Denny's uses humour and self deprecation to position itself as a fun alternative to more famous alternatives.



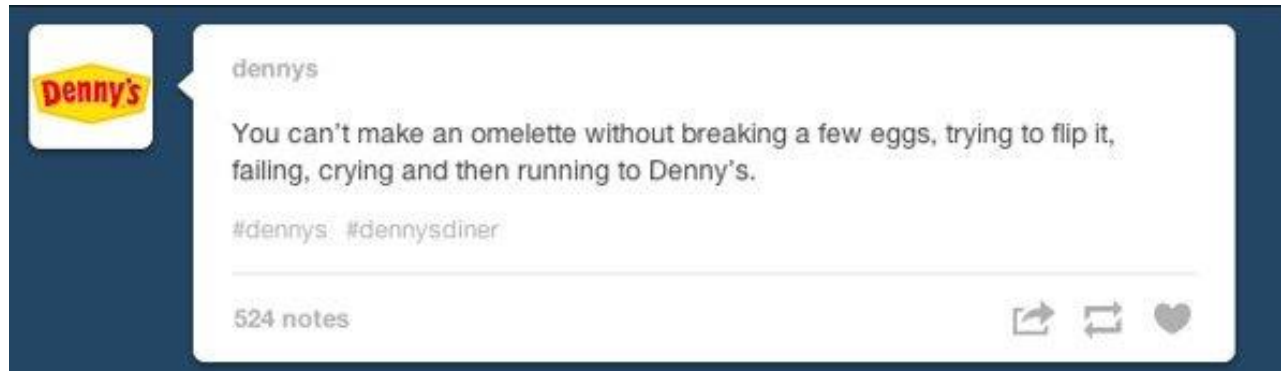
👩: i love pancakes
👨: then why don't you marry them haha

(the next day)

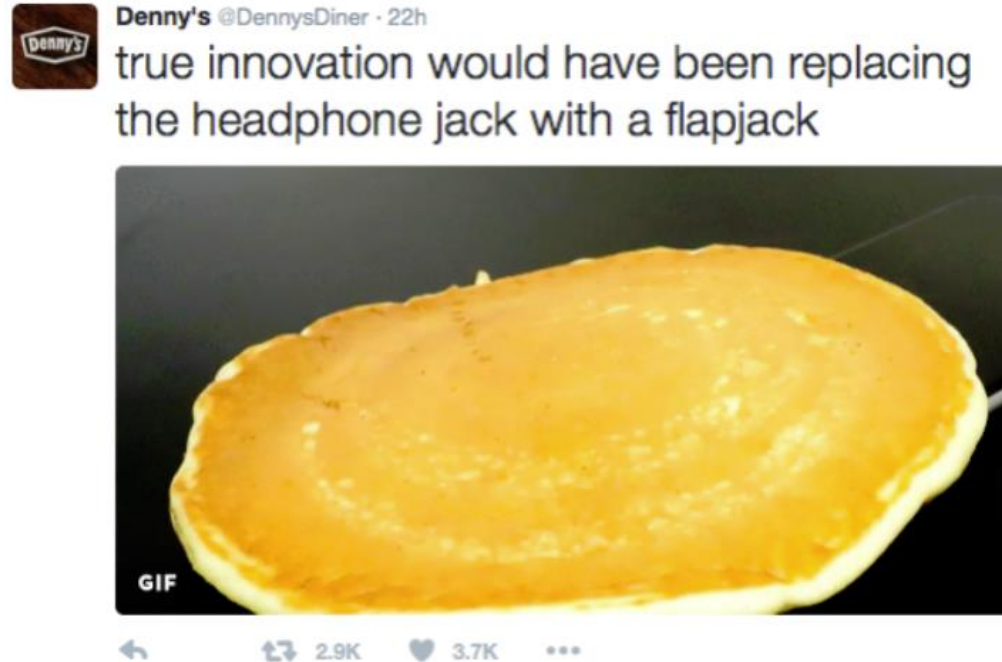
👨: dearly beloved, we are gathered here today...
❤️👩🥞❤️
❤️ 11.7K 12:52 AM - May 19, 2017



a new year, a new start, a new chance to eat pancakes for breakfast 365 days in a row.
❤️ 2,950 2:00 AM - Jan 2, 2017



And when Apple unveiled the iPhone 7 recently, they promptly posted this:



Through **witty, well-timed social media updates**, the brand injects itself into the news cycle and participates in the latest conversation, reminding their following that they're both socially relevant and open for business.

Abridged Lexicon brand and audience strategy

Brand

1) What are your core products or services?

Social media management with integrated content writing, video production, graphic design.

2) What makes them different from your competitors?

All work done in-house, mixed international and local team

3) What is your brand personality/tone of voice? Academic, formal, playful, humorous?

Friendly, fun expert

Abridged Lexicon brand and audience strategy

Audience

1) What questions do new customers have about what you do?

How to grow FB/LinkedIn following; how to measure success; what is the right social media strategy for my business?

1) What concerns do potential clients have about buying your product/service?

Price, outsourcing reputation, unfamiliar with company/company's people (trust), ROI



Exploring the World of Digital PR

As a catch-all term, Digital Marketing encapsulates everything from achieving top ranks on Google to influencing opinion on Instagram; and from garnering positive reviews on ...

[Read More](#)



6 Ways to Use LinkedIn for Personal Branding


It's no secret that LinkedIn is ideal for advertising your professional skills to the business world; the platform was built with this very idea in ...

[Read More](#)




Cost-Effective and Carefully Targeted: How EDM Can Boost Your Marketing Efforts

The internet dominates the advertising landscape because it is the only medium through which precisely targeted marketing can occur. Sites like Google and Facebook closely ...



Lexicon Business Communications
184 followers
2w

With so much change happening in the marketing and social media industry, how can large companies remain agile? Our discussion with **Chris Cracknell** explores the issues.



▶ ◀ 0:24/5:00



Lexicon Business Communications
Published by David Norcross [?] · 20 August ·

You can get an explainer video like this for your business, including voice over, script and storyboard | 1 minute = 16,000 | 2 minutes = 25,000

Find out more: <http://lexiconthai.com/explainer-videos/>



LEXICONTHAI.COM

5 Tips on Making a Great Explainer Video

[Learn More](#)

Turn your brand, USPs and audience questions
into content sections

1. Article
2. Explainer video/interview video
3. Infographic

The background of the entire image is a light blue field with diagonal stripes in a slightly darker shade of blue. Scattered throughout are various streamers and confetti. Streamers in dark blue, light blue, and yellow are draped across the frame. Small, teardrop-shaped confetti pieces in the same three colors are also scattered. The Lexicon logo is centered at the top, and the promotional text is centered below it.

LEXICON

Creative | Digital PR | Marketing

20% off
Social Media Packages
+
Free
Digital Marketing Strategy



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