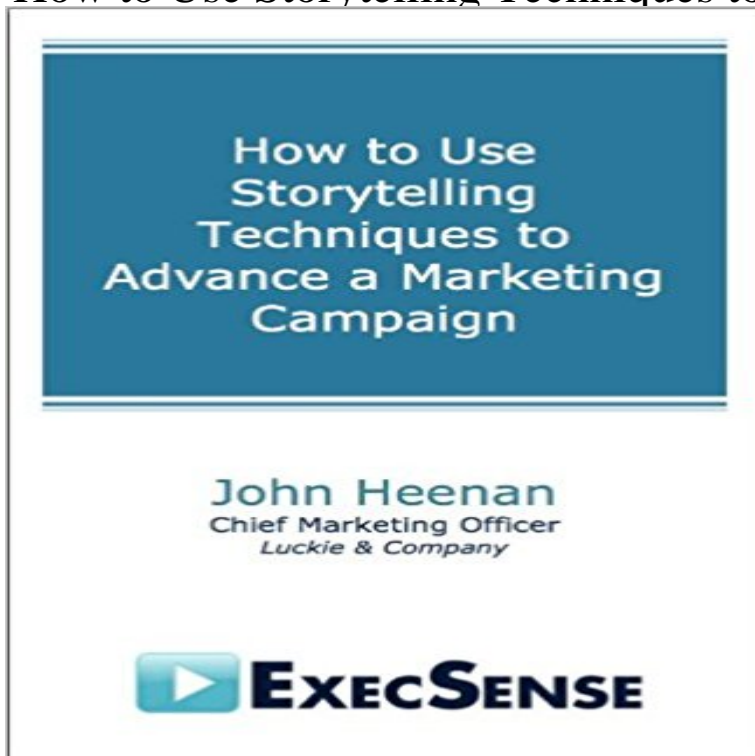


# How to Use Storytelling Techniques to Advance a Marketing Campaign



From cave walls to Facebook walls, storytelling is the most powerful form of communication in marketing. At its heart storytelling captures and holds our attention to reveal meaning in a way that entertains, enlightens, scares, or provokes. There are four steps in developing a great story: listening, creating, telling, and curating. The key is finding an authentic story that connects and provides context to your brand in a way that moves people, moves products, and moves markets. Done right, great stories build great brands. Done wrong, well, just look and listen to whats out there right now.

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