

LITTLE **BOOK** of
STORYTELLING 2022

“

All great stories start with people – find the people behind a story and you’ll be on the right path.

Steve Clayton
Microsoft VP, Public Affairs

”

“Storytelling is the most powerful way to put ideas into the world today.”

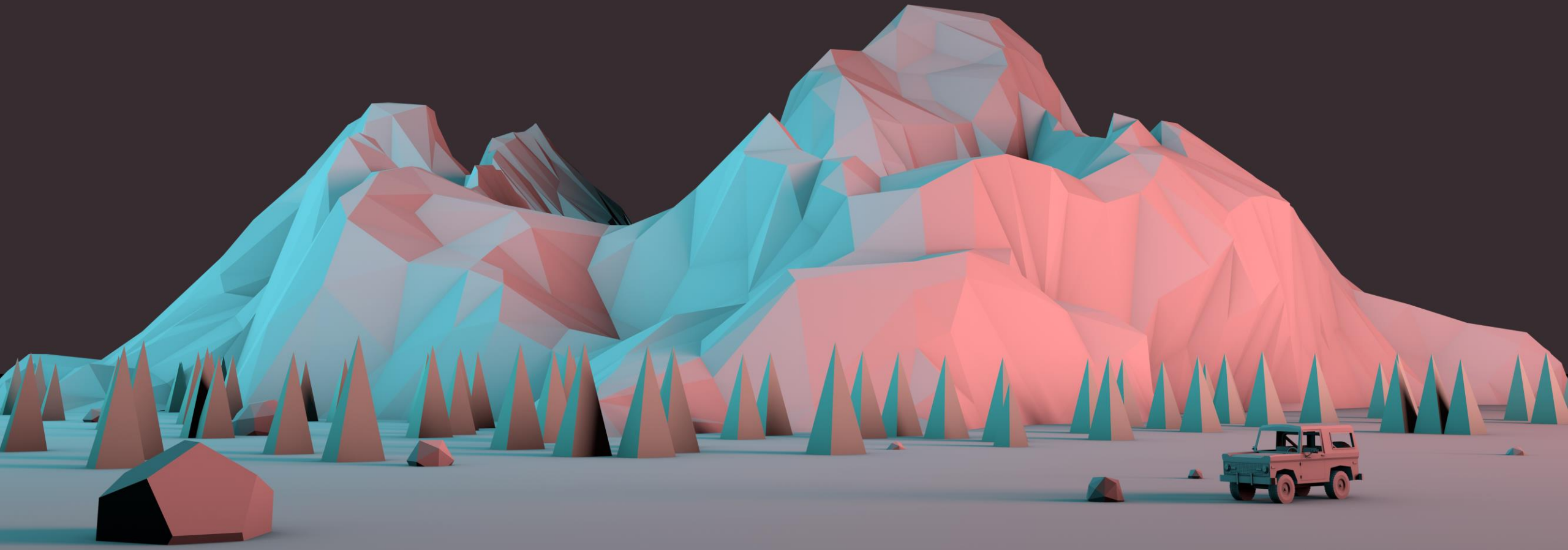
Robert McKee

“Nothing sticks in your head better than a story. Stories can express the most complicated ideas in the most digestible ways.”

Sam Balter,
Sr. Marketing Manager of Podcasts, HubSpot

“Content builds relationships. Relationships are built on trust. Trust drives revenue.”

Andrew Davis



The numbers

"The brands that win
are the brands that tell
a great story."

Mitch Joel, Author & Founder, Six Pixels Group





66% of consumers want meaningful experiences¹



73% of global respondents believe brands must act now for the good of society and the planet²



55% of consumers want content that tells a strong story³



82% of marketers report actively using content marketing in 2021⁴



People consume **3-5** pieces of content before making purchasing decisions⁵



82% of marketers actively use content marketing⁶



We put customers at the heart of our content marketing strategy using insights. This means we better align what we want to say to achieve our goals with what customers want and need to hear to achieve their goals.

This improved content engagement on our social media platforms sees 15.6% shorter sales cycles and 3.5x deal sizes in influenced key accounts.

We average 2x increase on content engagement where audience insight are used.



People build their understanding of the world through stories. By telling good stories with purpose, you'll connect directly to your audience in an authentic and meaningful way. Remember - people are the heroes not your brand or product.

Victoria Oakes
Storytelling & Digital Destination Lead



“The key is, no matter what story you tell, make the buyer the hero.”

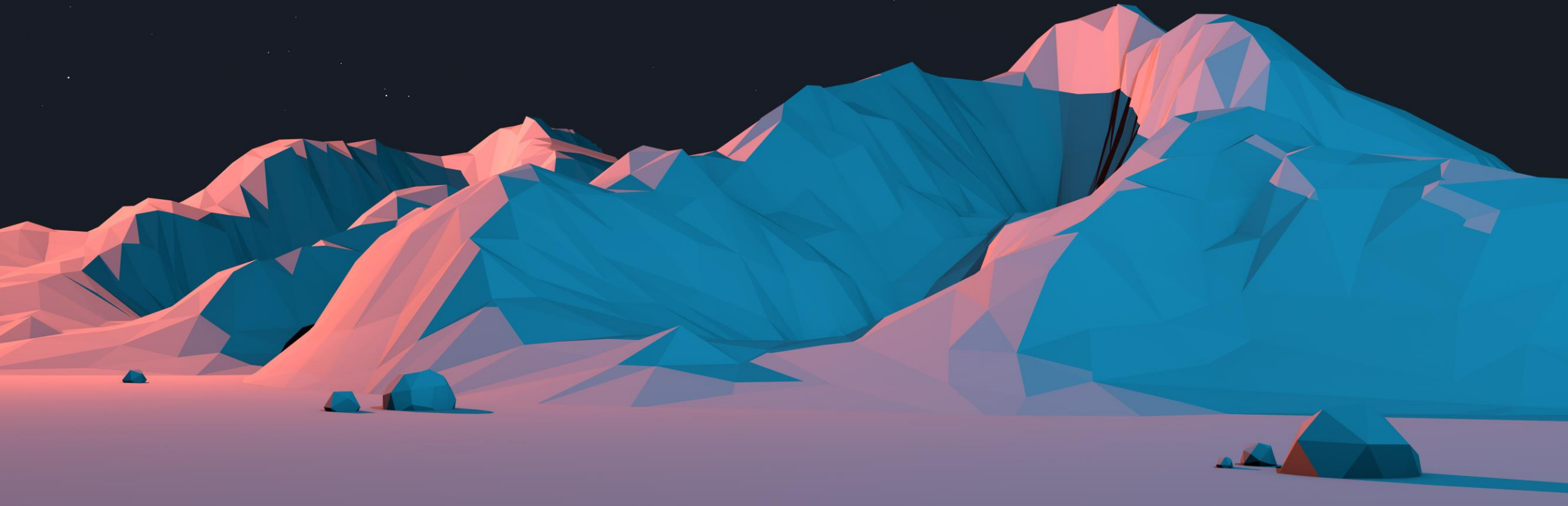
Chris Brogan

“Build something 100 people love, not something 1 million people kind of like.”

Brian Chesky

“If people believe they share values with a company, they will stay loyal to the brand.”

Howard Schultz



Platform

Good stories are particular about platform. Consider how and where the story will appear.

How you show up is part of the story, too.

| BE CREATIVE

| GET PERSONAL

| BE EXPERIMENTAL

Use real people and characters in your stories to better connect with customers. Write with diversity and inclusion in mind.





**Pictures should inspire
and spark curiosity.**

Show the human side of your story and the great things technology can do to empower people.





Add value. Be unselfish and share what your brand aims to do to drive diversity and inclusion, sustainability and societal impact.

A desert landscape with a sign that says "PARADISE". The sign is made of large, blue, block letters mounted on metal poles. The background shows a vast, arid desert with rolling sand dunes and a range of low, rocky mountains under a clear blue sky. A few small green bushes are visible in the distance.

PARADISE

Words matter. Be honest and stay true to your brand. Use active words, simple language and use-cases. Create clarity and stay away from jargon and acronyms.



**Think about your audience.
Be useful and answer a
question your audience has.
Use research and insights to
bring your narrative to life.**



Ensure an editorial team is in place to oversee all content and spotlight content that aligns to the narrative.

Plan how you're going to get the right content in front of your audience, at the right time with the optimal customer journey.

Microsoft

The more innovative you can be

Together we can create a better and more accessible world for everyone

Search
Microsoft UK accessibility

JCDecaux



Ensure you have the tools and processes in place to support your team and the business.



**Performance is important.
Use research and historical
learnings to spotlight the
right content, at the right
time, on the right channels.**

Accessibility

“If inclusion is being asked to dance, you should make the invite accessible.”

Michael Vermeersch,
Accessibility Product Marketing Manager






With over 1 billion people live with some form of disability – 13M in the UK - we must ensure we write stories that are inclusive and diverse.

People want to see themselves reflected in stories, so make sure you include a range of people in your storytelling.



A man with dark hair and glasses, wearing a light blue t-shirt, is seated in a black wheelchair. He is smiling and looking towards the right. He is holding a black smartphone in his hands. The background is a blurred indoor setting with teal and white walls. The text is overlaid on the right side of the image.

**When you build accessibility
into your marketing strategy,
it ensures everyone can
seamlessly access your stories.**

A close-up photograph of a person's hands interacting with a red laptop. A tablet is attached to the laptop's screen, displaying a software interface with various data points and charts. The person's right hand is on the laptop's trackpad, while their left hand is touching the tablet. The background is a blurred workshop or office environment with various tools and equipment. The text is overlaid on the left side of the image.

Digital products that are compliant and accessible are expected to outperform their market competitors by 50% by 2023⁷.

The spending power of people with disabilities in the UK is over £274B.

Accessibility for some becomes useability for many.



Permanent

Those who have a disability such as loss of limb, sight, hearing or speech.



Temporary

Those who have a short-term injury or context that affects the way they interact for a short time such as wearing a cast.



Situational

Being in an environment that impacts usability, such as a trying to listen in a noisy room or a new parent holding a child and doing something one-handed.

Companies that embrace best practices for employing and supporting people with disabilities in the workplace experience:

28%

higher revenue

2x

higher income

30%

better performance on economic profit margin⁸

Create accessible content

Modern marketing is accessible

The more people you reach the more you can serve. Make sure your stories are created accessible so everyone can become a fan.





Visual

Narration/braille
High contrast
Colour filters
Magnifier
Alt text



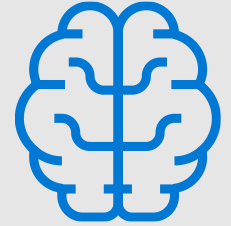
Hearing

Closed captions/transcriptions
Translation including to sign language
Visual notifications



Motor

Dictation
Ramps
Eye control
Dictate
AI assistance



Cognitive

Narration/Immersive reader
Everyday language
Reduce distractions
Fonts

10 ACCESSIBILITY PRINCIPLES

1. Content and structure
2. Link texts and descriptions
3. Text readability
4. Accessible fonts
5. Images and videos
6. Colour contrast and shapes
7. Keyboard only navigation
8. Form prompts
9. Call to action buttons
10. Accessible events

The background of the image shows an artistic workspace. In the foreground, several white plastic buckets are filled with various paintbrushes. One bucket is labeled 'medium' and another 'large'. The brushes have different bristles and are some are stained with paint. In the background, a wall is decorated with a sign that says 'la vie' in cursive, a colorful poster with the word 'Kehinde', and a collage of many small faces. The overall atmosphere is creative and collaborative.

Storytelling is not just the role of one, it takes an army of many.

How can you build a storytelling community in your organisation? Actively train people to hone the craft and empower advocates in the business to write and contribute content in their areas of expertise. Be creative and explore mediums like podcasts and vlogs. This will generate energy and excitement to bring content and stories to life.



Memorable stories have people at their heart, and they engage both the minds and the emotions of your audience. They do that by sharing something that you know but that your audience does not. It can be a truth, a secret, a journey, a lesson learnt, a triumph or disaster, but what's most important is that you share, not tell.

Ben Russell
Communications Director



Was this useful?

We'd love to hear how you use storytelling in your role and how this has helped inspire some new techniques.

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