

What is **enterprise storytelling**?

And why should you care about it?



Enterprise storytelling is the art of using powerful narratives to:



Capture your audience's interest with a meaningful, unique, personal connection



Build on that interest to establish trust between the reader and writer, and by extension your brand



Answer timely questions, offer a solution to the reader's problems and inspire action



Evoke emotion and stimulate the imagination

Why should you care about enterprise storytelling?



When a story was paired with a product, it increased the overall perceived value of the product by **2,706%**¹

Storytelling can boost conversions by **30%**² when it's used to answer crucial questions customers might have about a product, business or service



1) Experiment conducted by journalist Robert Walker, in collaboration with writer John Glenn

2) <https://www.searchenginewatch.com/2019/12/20/how-storytelling-boosts-content-marketing/>

How to bring storytelling into your marketing content:



Find the right message for the right audience at the right time



Engage readers with stories that visualize value and positive outcomes



Inspire action by connecting with readers on a personal level



Boost your storytelling results with an enterprise writing partner who is a seamless extension of your marketing team

Start telling your **best story**

Build your best campaigns on StoryOne, the enterprise storytelling platform for global technology leaders