

How to Leverage Storytelling to Increase Your Conversions

NEILPATEL

neilpatel.com

In this article, I want to show you the five simple steps that can improve your conversion rate, just by telling stories with data.

Step #1: Understand What Storytelling Is

It's the basic art of communicating your idea, message, or event by creatively using words, images, and sounds.

● The concept of visual storytelling:

Visual storytelling elements can be anything capable of being seen. Can your message or idea be seen? You can tell a story using words the way most keynote speakers do. But there is another storytelling method that will supercharge your content: using visuals. Visuals can be anything such as infographics, video tutorials, sideshares etc.

● The core benefits of storytelling in persuasion:

Here are some of the ways storytelling can help when you want to persuade your customers without getting in their way :

1) Moment of truth:

What customers perceive to be true will ultimately guide their actions and decision making processes.

In Internet marketing, the moment your target audience begins to see you as someone who doesn't care about them, you're indirectly preparing to meet your end – and the end of your business.

But there is a solution: Use your past experiences, case studies, research studies, and significant results you've helped your customers achieve as your story.

2) Personality

Storytelling can give your content a new flavor and amplify its benefits, because it's coming from a "personality" – a set of characteristics that makes you special and appealing to others.

3) Effective content segmentation

Another simple way you can use storytelling to persuade your audience is by taking them on a ride. It basically means that you include a beginning, middle and conclusion (end).

It's like taking your customers and readers from one segment to the other. Storytelling encompasses all of that, and segments your content accordingly.

Note: Established bloggers and internet marketers who have built solid businesses use content segmentation to improve their conversion rate. And because they're creative at storytelling, they're able to experience greater levels of success.

- **The art of storytelling.**

In the business world, persuading a crowd is the best way to establish authority and get noticed faster. I don't believe that you should make up stories; rather, you should tap into the wealth of stories from family, friends, customers, entrepreneurs and brands. Then align those stories to the audience you've come to know like the back of your hand.

Step #2: Learn the Elements of Storytelling

When you're telling or sharing a story, you want to achieve a specific outcome. You want enough general knowledge to take your content marketing efforts to the next level, then make sure you have the following elements in place.

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Element 1. A defined target audience: Here are the four simple steps to define your audience-

Step #1: Go to Alexa.com. Type in your site URL (e.g., lewishowes.com) and click "Go."

Step #2: To find your results, scroll down the Alexa result page.

Element 2. Measurable goal: The second most important element of storytelling is a measurable goal.

Here are some tips for setting measurable goals:

- i) Start small.
- ii) Set a schedule.

Your daily schedule could be:

- a) Research and select five longer tail key phrases.
 - b) Read books, blogs, watch videos, etc.
 - c) Write my headlines.
 - d) Write the content.
- iii) Set a deadline.

Element 3. Relatable data : I rarely write content without using data to back up my claims. Personal opinions have a limited ability to engender trust in your target audience. But if you can prove what you say with statistics, then you win loyal customers.

Element 4. Persuasion: The fourth element of effective storytelling is persuasion. You can't influence people if you can't persuade them.

Step 3: Use Storytelling to Increase Conversions

Here are actionable ways to increase conversions through storytelling:

- Develop a content strategy
- Leverage a story people already know
- Lead with dialogue
- Focus on emotions

Step #4: Build Authority Through Storytelling

So how do you start building your own authority? Here's a simple four-step game plan that's proven to work:

- Affirm that you're an authority in your industry
- Focus on your creative voice
- Share stories that pull people instead of pushing them
- Use evergreen storytelling to attract loyal customers

Step #5: Learn from Storytelling Success Stories

- When [ITV](#) combined this innovation with visual storytelling, they were able to merge the benefits of broadcast TV advertising with modern tablets and smartphones.
- [Dallas Morning News](#), a regional media company in the U.S., wanted to expand their reach through social media. They understood that traditional media is fast becoming tiring for viewers and fans, unless it's integrated into their social lifestyle.

Using [Hootsuite](#), they were able to control their social activities from one portal, streamlin-ing their endeavors.

Measure the impact of your story :

Measuring social media activities is easy. But measuring the impact of storytelling is a little more difficult, because it has so much to do with emotional communication.

Conclusion :

Emotions make marketing campaigns go viral. The sooner you start using storytelling in your content creation and marketing, the easier you'll find it to increase your conversions. There is no shortcut to improving your ROI as a content marketer and blogger. You have to consistently feed Google and your target audience with fresh, high-quality content. As you do that, you'll get more organic traffic and improve your long-tail keyword rankings significantly. Have you leveraged storytelling to increase your conversions? What is your experience, and how do you respond to other people's stories?