

IT'S STORYTIME: HOW TO TURN STORIES INTO MARKETING TOOLS



Storytelling can be a powerful digital marketing strategy.

BY NAREN ARULRAJAH

Knowledge and wisdom are often passed down from one generation to another through stories and rich story telling.

When done well, storytelling invokes strong emotions. It can persuade and convince, teach values, and enhance memory, which is why it is quickly becoming recognized as an effective marketing tool for many aesthetic clinics.

Press releases, statistics, and new offerings may grip journalists and bloggers, but prospective patients do not connect with this form of communication, and this is where, how, and why stories come in.

Storytelling taps into feelings and raw emotions. When stories move people, they retain the ad and the brand name longer. They may forget what they saw or what they heard, but they remember how it made them feel.

Effective and memorable storytelling requires the following.

Choosing a fitting topic. To create good stories, you must understand what your audience cares about most. Stories must be personal. Stories related to diagnosis, treatment options, healing, and starting a new life tend to resonate with patients.

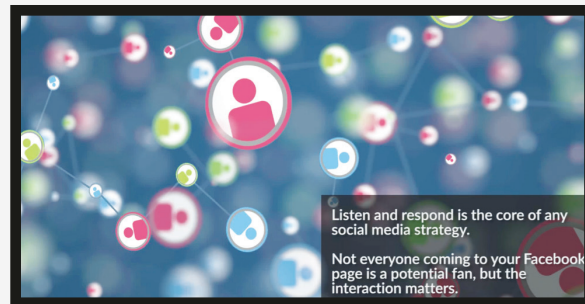
Telling it well. Just finding content is not enough. Your story must be presented properly by the right storyteller and include gripping pictures or videos. Happy patients are often great narrators. When patients hear stories about others in similar situations they begin to trust your brand. (You obviously cannot share patient stories without per-

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mission. Make sure that you receive consent from all parties involved.)

Tapping into the right medium. Storytelling has a place in videos, across social media platforms, and on your website.

Encouraging sharing. The overarching goal is to get people to share your stories so they have maximum reach. Make sure your content includes an appropriate call to action. ■

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- President and CEO of Ekwa Marketing, a complete internet marketing company that focuses on SEO, social media, marketing education, and the online reputations of dermatologists and plastic surgeons.
- With a team of 180+ full time marketers, www.ekwa.com helps doctors who know where they want to go, get there by dominating their market and growing their business significantly year after year.
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