



CORPORATE AND BRAND STORYTELLING

PODCASTS



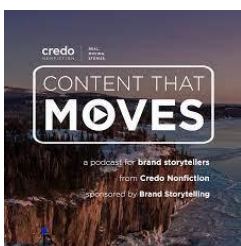
BRANDED PODCAST ITALIA - ROSSELLA PIVANTI

Branded Podcast Italia is the first podcast entirely dedicated to audio marketing for brands and communication agencies. It is your guide on strategies, case studies, statistics and news on branded podcast and audio marketing.



THE WEEK IN BRAND STORYTELLING - DEAR STORYTELLER

Dear Storyteller created “The Week in Brand Storytelling” to give you instant insights into how the world’s best are using the tenants of brand storytelling to bring their marketing campaigns to life. Brand storytelling is a crucial element in any content marketing strategy.



CONTENT THAT MOVES - CREDO NONFICTION AND BRAND STORYTELLING

Credo Nonfiction and Brand Storytelling present Content that Moves for brand marketers and communications professionals to learn from the most innovative minds in branded entertainment how to create content that reveals brand purpose and deepens brand meaning.



THE CORPORATE STORYTELLERS' CLUB PODCAST - EAMON O'BRIEN

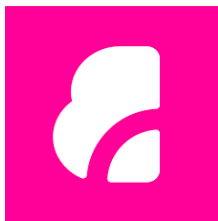
This is the business storytelling podcast for business leaders and experts who'd like to tell stories like a boss, brought to you by Eamon O'Brien and special guests. Discover storytelling secrets to help you speak with greater authenticity and impact that will inspire any audience.



BRAND STORY - STEVE GILMAN

Steve Gilman talks with business leaders, entrepreneurs and marketers about their experiences working on the front lines of brands.

YOUTUBE CHANNEL



BRAND MASTER ACADEMY

Brand Master Academy is where brand-builders turn to get actionable brand strategy advice, techniques and processes.

This channel is all about teaching you practical and actionable branding and brand strategy techniques you can use to build and grow your brand and your clients' brands.

SOCIAL MEDIA AND APPS

INSTAGRAM



Instagram calls itself a visual inspiration platform and the best way to inspire others is through the power of visual storytelling. The app's ease-of-use and launch of new capabilities including stories and reels make it a great marketing tool for all brands.

On Instagram, the best brand storytelling involves telling snackable, micro-stories that tie into the brand's values, mission, and purpose.

TWITTER



With more than 145 million active daily users, Twitter should be a part of your marketing strategy. It's a great place to engage, address customer service issues, promote new products and services, and showcase a human aspect to your brand.

Thanks to the flexibility of Twitter, there are several ways you can incorporate storytelling elements into your feed through a combination of tweets, photos and videos.





FACEBOOK

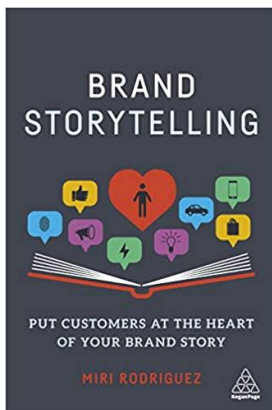
Facebook videos can grab the attention of audiences and increase engagement. So storytelling and videos are a powerful combination that makes Facebook Stories immensely popular.



STORYBOOST

StoryBoost is a story maker app that enables small businesses to create engaging, high-converting social stories for popular social platforms thanks to Thousands Of Templates, Unique Animations And Animated Text, Eye-Catching Stickers/Filters and Content Ideas for Generating User Engagement.

BOOKS



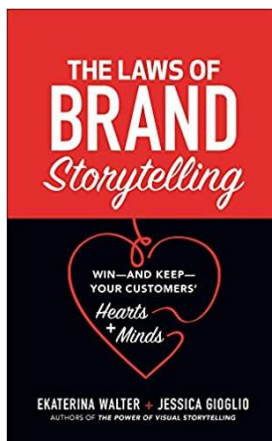
BRAND STORYTELLING-PUT CUSTOMERS AT THE HEART OF YOUR BRAND STORY (Miri Rodriguez, 2020)

Despite understanding essential storytelling techniques, brands continue to explain how their product or service can help the customer, rather than showcasing how the customer's life has changed as a result of them. Brand Storytelling gets back to the heart of brand loyalty, consumer behaviour and engagement as a business strategy: using storytelling to trigger the emotions that humans are driven by. It provides a step-by-step guide to assess, dismantle and rebuild a brand story, shifting the brand from a 'hero' to 'sidekick' mentality, and positioning the customer as a key influencer to motivate the audience.



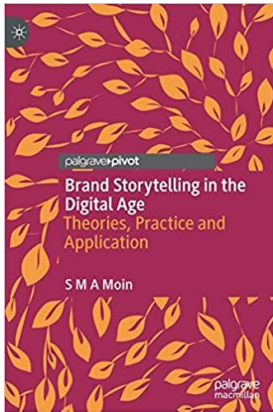
STORYTELLING D'IMPRESA. LA NUOVA GUIDA DEFINITIVA (Andrea Fontana,2020)

The book explains in detail the techniques, processes and tools of individual storytelling and corporate storytelling. Stories must be sought, chased, found, told and finally brought to life.



THE LAWS OF BRAND STORYTELLING: WIN-AND KEEP-YOUR CUSTOMERS' HEARTS AND MINDS (Walter and Gioglio, 2018)

Packed with inspiring tips, strategies, and stories from two leading marketing innovators, the book shows business leaders and marketing professionals the power storytelling has to positively impact and differentiate your business, attract new customers, and inspire new levels of brand advocacy.



BRAND STORYTELLING IN THE DIGITAL AGE: THEORIES, PRACTICE AND APPLICATION (S. M. A. Moin, 2020)

Inextricably linked to human evolution, storytelling has always been a key element of the marketer's toolkit. However, despite extensive practitioner interest, academic research on the topic currently falls short. This book highlights how storytelling has evolved from an ancient art to contemporary marketing science, placing it in the context of digitisation and social media. It reflects the dramatic shift in brand storytelling in which marketers are in the driving seat, leaving consumers to do the navigating.

