

# Tell Your Story: How to Use Storytelling to Market Your Brand

by Emily Schmitt



These days, companies are turning to storytelling to enhance their brands, reach new audiences and engage customers like never before. But, you don't have to be a Fortune 500 company to use this tactic. Indeed, quick lube owners and managers can take lessons from companies that have deployed this tactic to boost their marketing efforts.

The following are examples of how some of the biggest companies have used storytelling, as well as tips. You can incorporate similar tactics.

## Coca-Cola

You may not expect a global corporation to launch its own digital magazine but that's exactly what Coca-Cola did in 2012. The magazine is called Journey, and it is an online repository of branded and non-branded content focused on such topics as history, Coke-centric recipes, the company's sustainability and philanthropic efforts and even music.

Put it to practice: Quick lubes looking to engage their customers online can employ a similar strategy. For example, you can launch a blog on your website that includes articles telling the story of your company's history, profiles of your staff and even stories of exceptional customer service.



The key to this marketing method is content. Before launching a blog, make sure you have a plan for creating a steady stream of content. Work with your team to schedule articles for each month and identify who will write them. Also, consider all the sources you have for potential content. Do you sponsor a local softball league? Does your company support local charities? Have you recently remodeled your store? These are all great topics you can cover in your blog. Supplement the articles with photos and share each new article on social media. Finally, monitor your website traffic and your business' social media activity to see if this tactic helps bring more customers to your site.

## Kleenex

Few brands have as long of a history to draw from as Kleenex. The tissue maker has also embraced modern technology to tell its story. An August 2014 article from Inc.com shared that Kleenex "activated hundreds of storytellers reaching a home interior decorating and fashion audience to own the first three pages of Google search results for 'Kleenex Style' and drive 400 percent greater engagement on their Kleenex Style Web destination." The author shared the example of The Mother

Overload blogger, who framed sections of stylish Kleenex boxes in her home — an example of brand loyalty most marketers could only hope for.

Put it to practice: The key to Kleenex's successful campaign was that it called on its customers to tell the company's story. Quick lubes looking to do the same can turn to social media to ask their followers to share their success stories of working with your company, its products and services. This strategy works well for stores that have been in business

for many years, as you can call on your long-standing customers to tell stories from the early years and share why they have remained loyal customers. Finally, encourage your followers to share their stories by offering a prize for the best.

## Sharpie

Sharpie has been a staple in office drawers everywhere for decades, but the company recently utilized social media to ask its customers to get creative. Sharpie took to popular social media sites and asked its followers to share how they are using Sharpie products in their own lives. Customers followed suit, uploading photos of Sharpie-designed phone covers, creative calligraphy and doodles.

Put it to practice: You may try a similar approach if you are launching a new product or service. Ask your early adopters of the product or service to share how they are utilizing the new product or service in their lives. Were they able to save an extra trip to the auto repair shop because you recently added brake services to your menu? Did they save money because of a new service package you offered? Ask them to share what that meant to them and post this on your social media pages, website or in your company's newsletter.

The key to these storytelling efforts is that you utilize your existing customers to market your company for you. In turn, you not only engage your current customer base, but you also reach new audiences. Try one of the above tactics to see how it helps you boost your company's reach. ♡

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