

Council Post: Six Ways For Brands To Better Share Their Unique Story With Their Audience

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Successful PR, media strategy, creative and advertising executives from [Forbes Agency Council](#) share trends and tips

Behind every business is a unique story, one that explains what the brand does, how it came to be and the problems they're trying to solve. Tapping into this story is crucial to developing an incredible and inspiring brand message. However, unless you're actively sharing your message in a way that resonates with your audience, it's unlikely to have an impact.

To help, we asked members of [Forbes Agency Council](#) to share their best storytelling tips for brands. Here's what they recommend you keep in

mind when representing your brand to the world.



Members discuss a few ways brands can better share their stories. PHOTOS COURTESY OF THE INDIVIDUAL MEMBERS

1. Identify And Live Your Core Values

Find what core values your brand holds and embody them in all that your company does. Those values should be evident in your brand's products and services, content, messaging and in every way your brand is represented in the public eye. If you are being true to your values, and you ensure that your employees deeply understand the brand, you are always stewarding your brand in the right direction. Consistent brand identity expression is central to the integrity of any brand. - James Burn, [BrandActive](#)

2. Get Real

Brands should get very clear on who they are, why they do what they do and what their unique value truly is. When we speak plainly, honestly and openly, we tell better stories. It's time to eliminate corporate-speak and get real. That's what people are looking for. - Lynne Golodner, [Your People LLC](#)

3. Use Storytelling To Tap Into Emotion

The best storytellers practice their craft relentlessly and have a ruthless and trusted editor to help them refine their work. They make it look easy and off the cuff, belying their commitment to perfecting the stories they tell. The best storytellers write. - Sara Steever, [Paulsen](#)

4. Define The Niche Audience You Serve

Exclude to include. Who do you exist for? What are your beliefs that will add value to them? What is your holy promise to them? Use these as guiding principles to find your voice, tell your stories and be consistent with your brand. - Magnus Lundin, [Heep Agency AB](#)

5. Live Up To The Promise Of The Brand

Today, branding and marketing are not about superficial amplification of the brand's promise: It is all about the ability to realize that promise every day. Millennials and Gen Z demand authenticity from brands, and if there is a gap between what is promised versus what is delivered, the business will suffer on organic media, and advertising and PR machinery will no longer be able to overcome that gap. - Kashif Zaman, [Aisle Rocket](#)

6. Speak From Your Real Experiences

Business owners can become better storytellers by just being genuine and speaking from real experiences. In today's day and age, online readership can tell when a story is embellished or fabricated. Business owners have a unique opportunity to speak from real-life experiences and past learning opportunities. - Daniel Ehrlich, [eCommerceGuy](#)



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