



**CONNECTING THE DOTS:
GUIDE TO OMNICHANNEL
DIGITAL STORYTELLING
FOR BRANDS**



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A photograph of a child reading a book, overlaid with a semi-transparent blue filter. The book's cover is visible, showing the text "365 CHILDREN'S PRAYERS".

INTRODUCTION

Plot, characters, story arc, pacing, messaging, etc: **The terminology of fiction and marketing may differ, but storytelling is vital to both.** Successful brands tell stories across the digital ecosystem in a holistic manner, and incorporate different platforms such as social media, websites, blogs, and videos.

Pulling it all together in a way that's impactful for your brand is a challenge. In this guide, we'll outline the components of omnichannel digital storytelling and explain how brands can incorporate it to grow their influence and increase revenue.





Although the term “storytelling” is (over)used non stop in marketing circles, it sometimes feels like a mythical creature many talk about but few ever really see. One thing we know is that stories work.

People have been telling stories from before the invention of words to shape them. Popular stories such as famous Swiss classics “Globi” and “Heidi,” shape our childhoods and authors such as the Brothers Grimm brought to life characters, such as “Hänsel und Gretel”. Cut to modern times and for marketing, Although the term “storytelling” is (over)used non stop in marketing circles, it sometimes feels like a mythical creature many talk about but few ever really see. One thing we know is that stories work. People have been telling stories from before the invention of words to shape them. Popular stories such as famous Swiss classics “Globi” and “Heidi,” shape our childhoods and authors such as the Brothers Grimm brought to life characters, such as “Hänsel und Gretel”. Cut to modern times and for marketing, the question is, “What is storytelling all about and how to do it effectively and efficiently in today’s omni-channel digital world?”



THE MYTH OF STORYTELLING





STORYTELLING DEFINED

Storytelling presents a narrative, whether it's romance, crime, or simply the experience of cooking a meal to share with friends. Great stories encourage the listener's active imagination, prompting them to emotionally connect with the characters. In the case of brands, stories help consumers imagine their own experience wearing a pair of shoes, improving their health with plant-based foods, or enjoying a stay in a luxurious hotel.



The Hero's Journey is the foundation of many compelling stories and brands should view customers as heroes of their own story. *When people feel like the hero, even if briefly, empowered by your brand, a little bit of magic happens.*

A background image of a woman with dark curly hair, looking slightly to the right. The image is overlaid with a semi-transparent blue filter. The text is positioned on the left side of this image.

RECOGNIZE THE POWER OF (SOCIAL) INFLUENCE

Often, brands are unaware of the influence they can have through digital storytelling on social media and beyond. Effective use of these tools can enable you to achieve even more than connection with your audience. **Brands can impact how consumers view them, as well as their views on broader issues surrounding your brand**, including how they make decisions. That is one element of 'social influence'.

And the more this storytelling is incorporated across your marketing, communication and channel mix, the bigger the potential impact becomes. Social influence involves having a message as well as a voice and an audience, and impacting the perception of that audience along with their behaviors and decisions. **Brand perception is key to making sure people respect and trust your brand and ultimately intend to buy it.** By getting your message across effectively, you can reinforce your desired positioning and your marketing activities will generate real impact for your business.





I: THE 5 PILLARS OF GREAT STORYTELLING

With effective storytelling through channels such as social media and influencer marketing (IM), you can forge emotional connections, increase revenue, and strengthen consumer loyalty. In Part I, we'll cover the five base pillars that serve as the foundation of great storytelling.





1

1. PURPOSE - START WITH MISSION AND VISION

It's important to **start from a solid foundation of your brand's mission, vision, and values**. Once that is established, it must be weaved into everything your brand does. Bring every story back to your purpose; why do you exist as a brand and what are you all about? By doing so consistently, you create a common thread that allows people to get to know your brand better and get an idea of who you are, what your purpose is and why they should like or even love you. With this foundation, you can discuss millions of topics while continuing to find ways to embed your purpose into topics you've chosen consciously.

One outstanding example of a consistent commitment to mission is sustainable clothing brand [Nikin](#). The brand currently has two full-time TikTokkers who regularly tell stories with new content, explored from various perspectives. The growing brand is loved by consumers, and **Nikin strives to cultivate that love**.

The mission of plant-based food maker [Garden Gourmet](#) is to encourage people to eat healthier, more sustainable diets by eating more plant-based foods. Rather than exclusively urging people to shun meat and adopt a vegetarian lifestyle, Garden Gourmet encourages people to simply embrace plant-based food in a move they refer to as "flexitarian."



All marketing initiatives must consistently align with your brand identity and reinforce your mission as much as possible. While you should incorporate a variety of creative ideas into your campaigns, including leveraging the unique personalities of your brand advocates, stories must not conflict with your key





2. EMOTION – BE AUTHENTIC AND FORGE EMOTIONAL CONNECTION

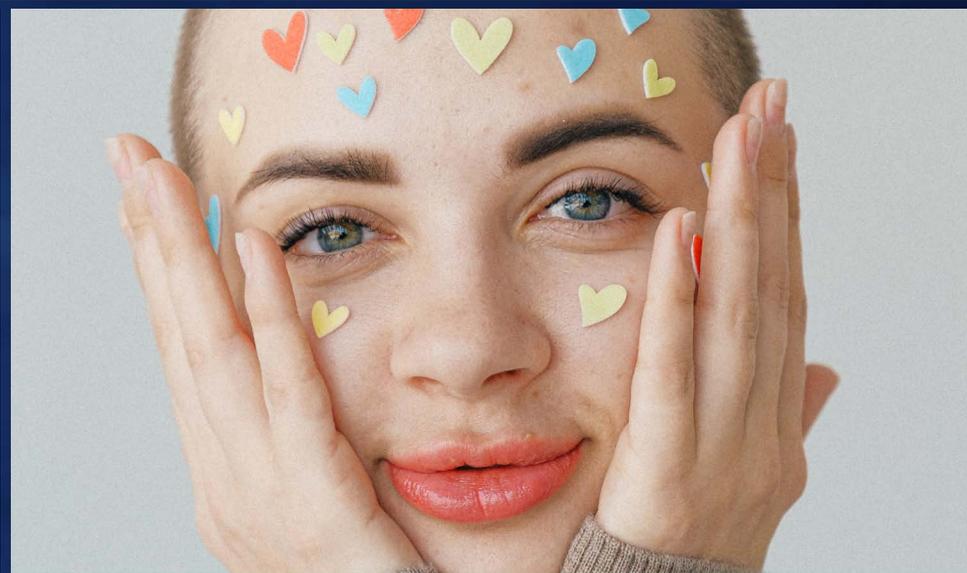
Successful brands are those that are able to connect with consumers and create a relationship. Connection leads to long-term loyalty and even advocacy. The best way to stand out from the crowds and connect is with emotion, empathy, storytelling, and authenticity. Especially when you move your audiences in a positive way, a greater connection can be formed between the brand and the community.

Swiss audiences especially are craving authentic and real content as well as advice and look for people and brands they believe in to provide this. Authenticity is vital to connecting and consumers notice it. Brands can cultivate love by engaging in people-driven, creative, storytelling and marketing that unlocks emotion. Authenticity and trust are driving the growth of influencer marketing, as influencers are seen as trustworthy. This enables brands to connect to consumers through the influencer voice.

BE COURAGEOUS WITH BOLD MESSAGING

Clear, concise, and thoughtful messaging remains every bit as important this year as it was last year. As new social issues arise, keeping an ear open to shifting attitudes is the surest way through brand messaging minefields.

But you shouldn't be held back or restricted by past campaigns. Even the more conservative brands still welcome humor and whimsy in their social media channels. There's no need to be strict and uptight.





3. RELEVANCE – HELP AUDIENCES SEE THEMSELVES WITH YOU

Consider how your product or service impacts various members of your target audience and draw connections so your posts are relatable. The more your audiences can see themselves in the situations and contexts you describe in your stories, the more likely they are to connect and engage with your brand.

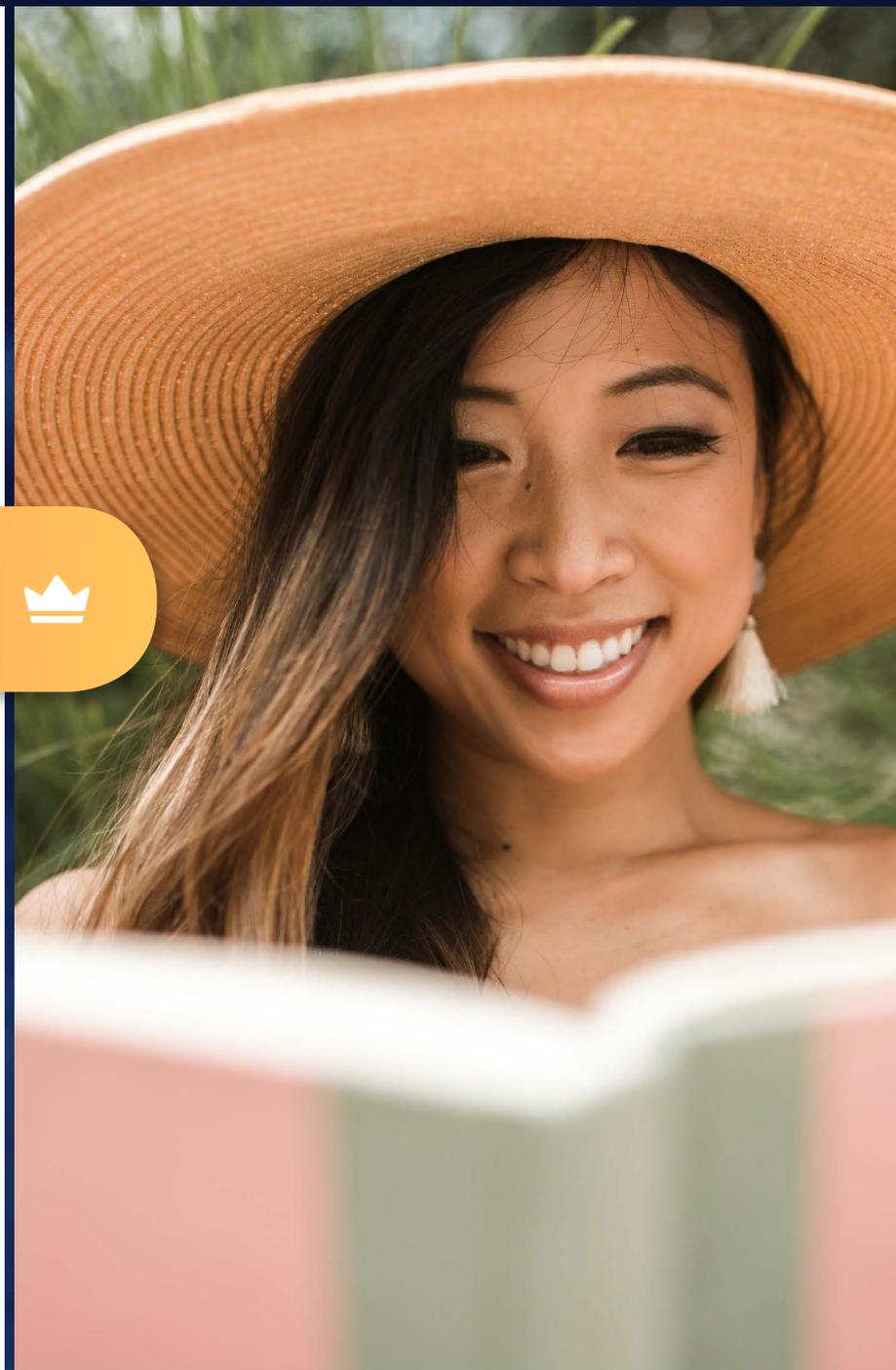
To their community members, an influencer can feel like part of their friendship circle, helping drive high levels of engagement. Partnering with influencers gives brands an authentic and relatable representative. Influencers can serve as a true face, a real person within settings that people relate to.



THE PROXIMITY OF SOCIAL FRIENDS MAKES INFLUENCERS RELATABLE

People follow influencers because they genuinely like the person, or at least their content. Our social media friends may not always be in close physical proximity, but we feel close to them. Connections make digital friends, and social media serves as a direct channel into their lives.

These attributes make influencer marketing special, and the result is to bring brands into people's inner circle. 4 in 10 millennial YouTube subscribers say their favorite [influencer understands them](#) better than their friends.





EXAMPLE - CORONA BEER: THE SWISS LIMETRACK

Some brands are more than a provider of products; they represent a lifestyle, a mindset, a philosophy. Corona is one of those exceptional brands with a powerful identity and strong message.

To strengthen its presence in the Swiss market, Corona engaged with Kingfluencers to [create an influencer marketing campaign](#) to boost local appeal, to connect to Swiss consumers on an emotional level and to help audiences achieve a good balance between the online and offline world by disconnecting from the online world to reconnect to nature.

Kingfluencers assembled an influencer team, The Limetrack squad, and built a sequence of creative activities and steps that allowed the influencers to tell a rich and captivating story over 3.5 months.

Serving as protagonists, the Limetrack Squad took the audience on a magnificent summer journey, which included allowing every consumer to become the hero of their own story by following the influencers' footsteps. The Limetrack Squad also gave away dozens of Corona kits via interactive challenges and contests, getting the winners ready to start their own adventures.



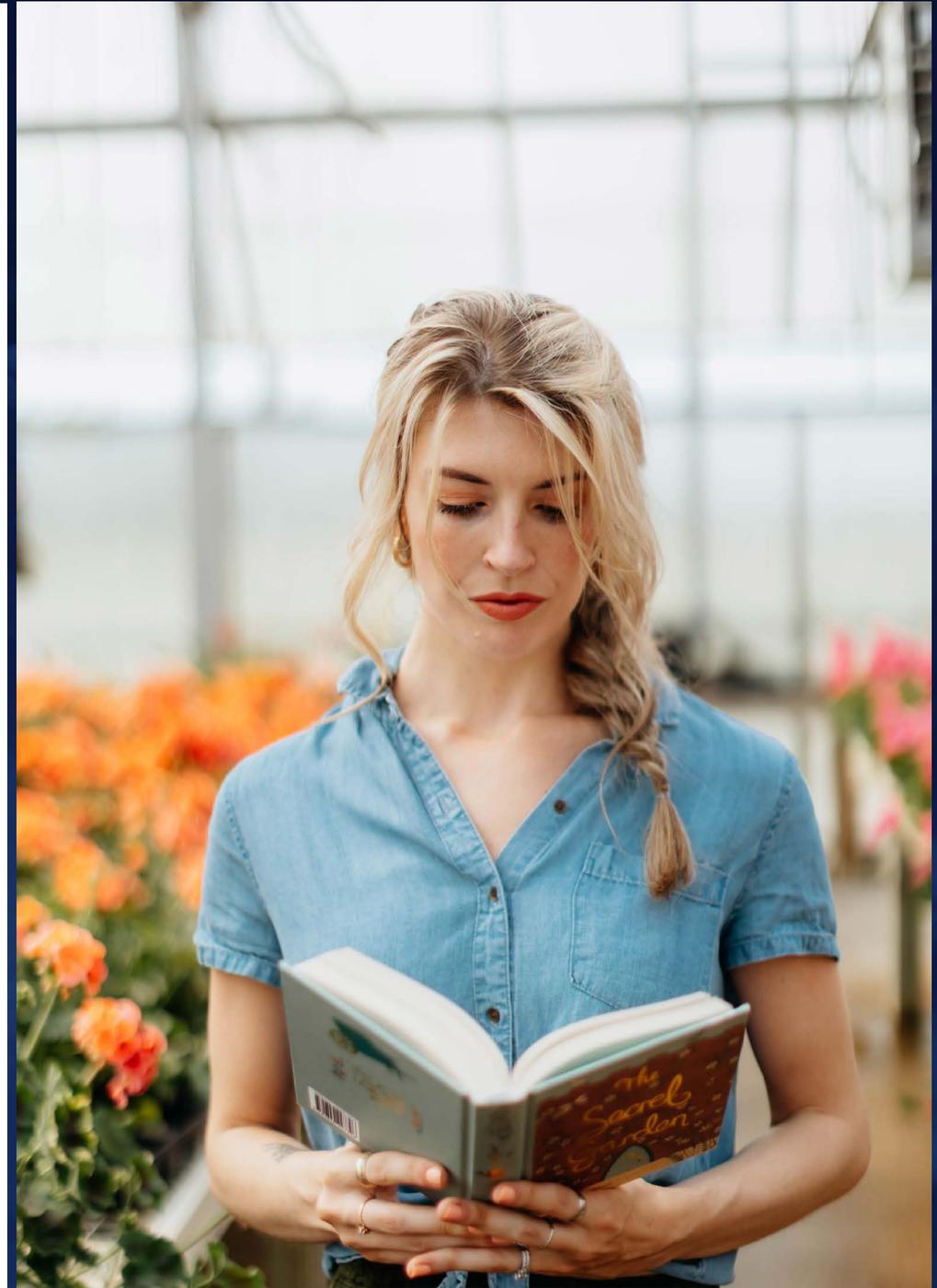


IV

4. CONTINUITY PROGRESS OVER TIME

Stories should progress over time. Rather than pushing out multiple random posts, take the audience on an ongoing journey that makes them want to see what you will do or bring next as a brand. Solid, ongoing storylines can captivate your audience, create engagement, and make them seek out what's next.

However, you shouldn't make them wait too long to see what's next. Maintain a good frequency of posts to help keep your audience engaged.





V



5. CREATIVITY

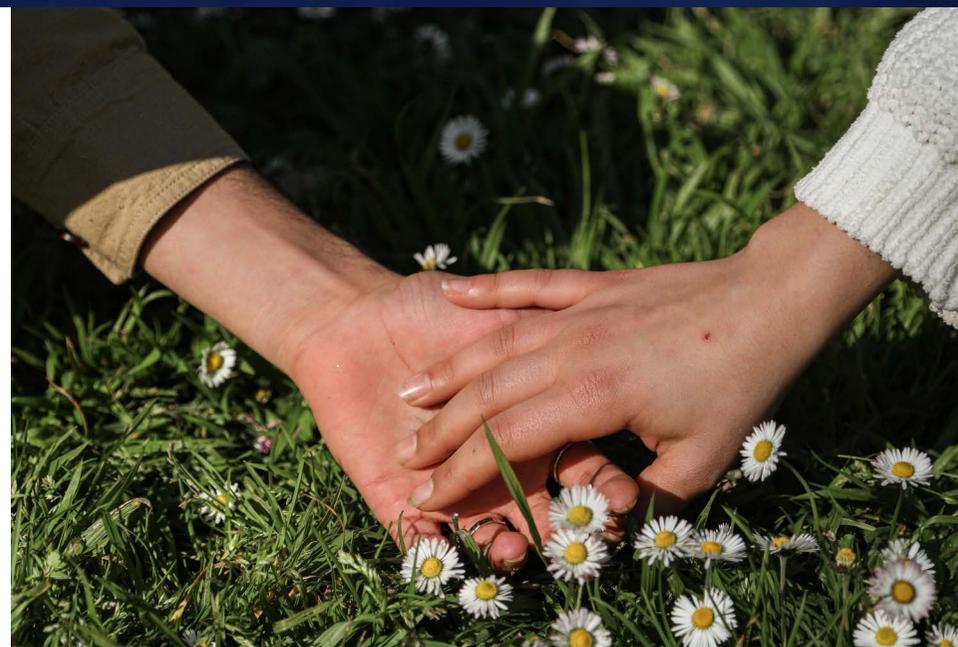
Step outside the box and be creative. Tell stories in unique and surprising ways to help boost your brand image and bring consumers closer to you. From comedy to eye-catching photography and captivating videos, storytelling should bring your brand to life in engaging in authentic ways. Avoid repetition and continue capturing attention by varying your creative approaches over time. Don't be afraid to go a little wild ... just not too wild.

As subject matter experts, **influencers are uniquely qualified to help your brand be more creative, bringing fresh, creative ideas** no one else inside your organization may have thought of before. Use the expertise and creativity that content creators are willing and able to bring to the table.

INFLUENCER MARKETING

Influencers can be selected for your next campaign according to the five previously mentioned pillars:

Purpose, emotion, relevance, continuity and creativity. If you make sure the brand and influencer/s align this way, you can get a successful campaign that compliments activities in your other marketing areas. An influencer marketing agency like [Kingfluencers](#) can be your partner there by hand-picking influencers for your marketing efforts that meet your goals.





II: HOW TO MAKE GREAT STORIES

While building upon the five foundational pillars of great storytelling, there are many ways to engage and captivate your audience, so they want to learn more and see what's next





CULTIVATE LOVE

Brands can boost their emotional appeal by engaging in people-driven, creative, storytelling and advertising that unlocks emotion. Leveraging brand advocates and IM to tell stories gives your brand a face that people can relate to and creates more emotional connections, driving a more appealing social media presence. It's also important not just to build an emotional connection but also to cultivate and nourish it to promote growth.

[Antonella Patitucci](#) Actress, Presenter, Coach and Content Creator, shared tips for succeeding as an influencer and creating value for brands:



"The value is in telling your own story and putting emotion behind it. Give the product a face and so people can relate. Share your unique story and opinion. A product alone is a picture, but with you and your story, it's like a movie."





CREATE DIALOGUE WITH YOUR AUDIENCE THROUGH INTERACTIVE DIGITAL STORYTELLING

Social influence marketing provides an agile, real-time communication channel with consumers. With social media and influencer marketing, brands should **engage with consumers and aim for effective two-way communication**. Too often brands push out a stream of content to their audiences without bothering to also listen. But interactive campaigns lead to increased engagement, brand advocacy and likability, as well as more conversions and better customer loyalty.

When a person has engaged with your content, they have absorbed at least part of the message you were trying to get across and hence had a 'moment' with your brand. Those moments matter because the more positive moments you achieve, the more people will feel connected to your brand.

Social media provides brands with the unique opportunity to make campaigns interactive and collaborative. You can turn storytelling from brand monologues into conversations by encouraging participation and interaction, as well as incorporating user-generated content.

Influencer marketing has excellent potential for interactive campaigns. **The close connection influencers have with their communities is ideal for engaging audiences.** Influencers can generate interaction in various ways, including:

 Challenges

 Q&A sessions

 Contests

 Debates

 Polls





For example, [Eau Thermale Avène](#) worked with Kingfluencers on a campaign in which influencers shared what they'd say to their younger selves. The campaign promoting PhysiLift Anti-Age products and included 13 micro, 5 mid-tier, and 2 macro-influencers publishing multiple a total of 65 posts plus 25 additional content pieces on Instagram and Facebook. Impressions were 40% higher than forecasted, with 74% higher engagement, and a total engagement rate of 3.4%. Influencer Valentine said, "I loved the idea of giving advice to the young me! **I think it was personal and my followers love when I talk intimately with them.**"

Plant-based food maker [Garden Gourmet](#) engaged Kingfluencers to take over the operational management of the brand's social media platforms, including community activation. Garden Gourmet quickly saw results including an 18% increase in the number of followers, and total number of interactions increased by 46%. The first sponsored contest reached over 14K relevant consumers.

Kingfluencers also launched an interactive "experience" campaign in which selected brand advocates made recipes on Instagram TV and viewers could ask questions.



With interactive campaigns such as polls and debates, you must make sure your brand values are always portrayed accurately. Authorizing someone external to your organization to represent it can be challenging and nerve-wracking, but be strategic and take steps to inform your selected influencers of your brands' positions on relevant subjects and trends.





WEAVE VARIOUS STORYTELLING THEMES THROUGH

It's important to keep your stories consistent, and yet varied. While that sounds contradictory, what must remain consistent is that initiatives align with your brand identity. Variety should come in the form of different people telling stories, different content formats, and different story themes.

Create stories around the seasons, such as new fall fashions, or holidays, such as Christmas baking. Support causes and charities, or integrate popular leisure activities. Making a connection to your local region is another way to increase relevance. People always enjoy and feel a connection to things from their own unique area, whether it's cheering for a local sports team, supporting local businesses, or celebrating unique local festivals.



EXAMPLE - VARIOUS STORYTELLERS COLLABORATE ON THE 1ST SWISS MUSIC VIDEO SPECIFICALLY FOR TIKTOK

Building on themes of freshness and authenticity, Evian-Volvic Switzerland worked with Kingfluencers to leverage various storytellers to create the first Swiss music video [specifically for TikTok](#). The video "Vulli Kiste," has received more than a million clicks as of 2 September. With tailored rap lyrics, it features a line-up of Swiss TikTok stars from dance and comedy, including Swiss comedian ["Kiko."](#)

"Because the Volvic teas, unlike other tea-based soft drinks, are much more natural, have no additives and are much lower in sugar, authenticity was twice as important to us in this project," said Nina Heller, Head of Marketing, Evian-Volvic. Kiko added, "The whole project has to be just as fresh as the Iced Tea: from the song to the video to the people... I see the project as a kind of cultural promotion with advertising."





CULTIVATE A VARIETY OF STORYTELLERS AND STORYLINES

We often think of a brand's internal marketing team as the primary authors of the brand's stories. It is important for marketing teams to develop key messages along with go-to-market plans. Such messages must be a key component of your strong foundation, including your company's overall mission and values. However, **what your marketing team wants to say about your product isn't the only important message to highlight.**

LEVERAGE YOUR EXISTING ADVOCATES AND NURTURE NEW ONES

Consider the important contributions of a broader array of storytellers. A wide range of individuals can serve as effective brand advocates and contribute to your marketing efforts, bringing fresh, unique perspectives to your brand stories, ensuring you avoid monotony. Various storytellers provide different storylines and angles, with the infusion of their own views and focus, making the storytelling much richer overall. It also boosts relevance and credibility to a wider audience. Considering the following possible advocates:





Professional influencers and content

With influencer marketing showcasing best-in-class ROI figures, it is becoming increasingly attractive for companies. IM has proven to be an efficient way to reach your target audience, and a powerful tool to help your brand get even closer to consumers.

Employees

Most likely, many of your employees are already advocating your brand publicly. You should [channel and grow that enthusiasm](#). After all, who better to showcase what your brand stands for and be the credible faces of it than the people who build it?

CEOs and other leaders

Your leadership team is part of the face of your brand. Their role as social influencers is becoming increasingly important. One way to help senior executives successfully pick up this role is through personal branding.

Consumers

User-Generated Content (UGC) from brand fans and advocates can be very valuable, and boost community engagement. Be sure to actively encourage and reward consumer advocacy.

Each of these groups can be powerful brand advocates, making it important to nurture their participation. **When diverse perspectives of various storytellers are effectively combined, the result is synergistic**, delivering a massive impact.





INFLUENCER MARKETING – WHAT AND WHY?

IM has the power to help brands generate awareness and earn consumer loyalty. Influencers can serve as lead storytellers while taking others along the journey with unique storytelling formats and approaches.



87% of consumers made purchases based on influencer recommendations. *When it comes to brands, products, and services to buy, consumers seem to trust shopping recommendations more from influencers than from family and friends according to a study from gen.video.*

SOCIAL MEDIA, THE NEW STOREFRONTS

A brand's **social media profiles have become some of their most essential storefronts.** Among millennials and Gen Z, social media is becoming a prime purchasing channel. To capture sales opportunities, it's vital to stand out on social channels. Brands that target these consumer segments stand to gain by optimizing their social media presence to cash in on this trend and avoid losing out to competitors. You can **optimize by including clever shoppable features and working with influencers to boost reach.**





INFLUENCE MARKETING IS AUTHENTIC AND IMPACTFUL

Influencers are deeply connected to communities and are more trusted.

In fact, **60% said they made purchases from influencer recommendations and shopped for items promoted by brands they follow.** The credibility of influencers makes their contributions impactful in these communities. **IM also showcases real life examples** as opposed to staged ads that consumers understand are fabricated.

According to the Swiss Influencer [Marketing Report](#) 2020, about half of the marketing managers surveyed estimate **the return on investment of their influencer campaigns to date to be higher** than with alternative forms of advertising. Influencer and user-generated content are among eMarketer's transformative developments that ought to be on your radar. For practical tips on how to make influencer marketing work for your brand, [read our eBook](#).





III: THE CASE FOR OMNICHANNEL STORYTELLING AND HOW TO DO IT RIGHT

Omnichannel storytelling communicates stories seamlessly across multiple communication channels, in an ongoing way. Many brands have a siloed view and think of communication channels like their website or newsletter in isolation. Sometimes even different social media channels are considered in isolation. But connecting the dots is vital.



BE CONSISTENT ACROSS CHANNELS AND CONNECT THE DOTS

A vital component of omnichannel storytelling is consistency, specifically your brand identity and messages should be consistent throughout your mix of channels, storytellers, and themes.

Storytelling shouldn't be something you do on just one channel. When people interact with your brand, your messages should be reinforced through various platforms. The importance of brand consistency is often very wrongfully understated.

Brands must make connections not only between channels, such as website and Instagram, but also stories. Even in separate posts, across different channels, your content should function as **ongoing conversations in a segmented but connected way**. Stories should progress over time, rather than pushing out multiple random posts. Solid, ongoing storylines can captivate your audience, create engagement, build credibility, and position your brand as experts.

Content can be fine-tuned to better suit different channels, but must still maintain an underlying core consistency. For example, athletic apparel brand Under Armor hosts a podcast, "[UA Sweat the Details](#)," and promoted one episode with an [Instagram post](#) featuring a brief statement from world champion skier Lindsey Vonn, accompanied by a highly stylized transcript of her words.



Everything
is
connected

Stories also reinforce your brand message, and research shows that keeping your brand message consistent across channels increases brand trust and purchase intention significantly



PLAN YOUR CAMPAIGNS

Of course, marketing campaign planning requires the traditional steps of identifying your target audience, establishing goals, and evaluating and optimizing. But effective omnichannel storytelling also requires thinking through narratives. Because continuity is a key pillar of great storytelling, your campaigns must be planned in advance to ensure ongoing narrative flow. Establish the narrative pillars of your story and connect them with key content pieces.



REPURPOSE CONTENT

Repurposing content is another way to connect the dots across channels. In addition to tailoring stories to various platforms, you can take content created for one purpose and revive it for a second lifecycle.

For example, **content generated by influencers from IM campaigns can provide additional value** with secondary or tertiary goals, such as generating press coverage. IM content can enrich traditional content across various channels, such as owned communities, or other advertising platforms. Repurposing content not only helps achieve your goals of creating ongoing storylines, but also saves money.





GENERATE REVENUE BY INCLUDING SHOPPABLE FEATURES

A brand's social media profiles have become some of their most essential storefronts. Among millennials and Gen Z, social media is becoming a prime purchasing channel. In the fashion sector, for example, in Germany, social media [already generated sales](#) of EUR 3.4 billion in the fashion sector in 2018.

[90% of online shoppers](#) are also using social networks today. You can **optimize by including clever shoppable features and working with brand advocates to boost reach**. Shoppable features on social media are helping drive an ongoing rapid rise in social commerce, particularly with younger generations.



Social commerce differs from social media marketing in that users are able to make purchases directly through social media networks, rather than being redirected to an online store. With features like swipe up, linked shoppable product catalogues, and temporary flash promotions, it has become increasingly easier to make the link between social media storytelling and revenue generation.





LIVESTREAM COMMERCE

Livestream commerce is a specific type of social media commerce. With livestream shopping, consumers are able to interact with the host in real time and make purchases directly through the live video promotion. With the immediacy of the interactions, livestream shopping helps brands connect with consumers and reduces barriers to purchase.

Livestream commerce is also on the rise, having become a \$60B industry in the APAC region, according to [Forrester](#). According to [Coresight Research](#), the U.S. livestream shopping market is expected to reach \$11 billion by the end of 2021 and \$25 billion by 2023. Amazon has begun [paying a sales commission](#) to influencers on products featured in its livestreams.





SYNCHRONIZE STORIES THROUGHOUT YOUR MARKETING MIX

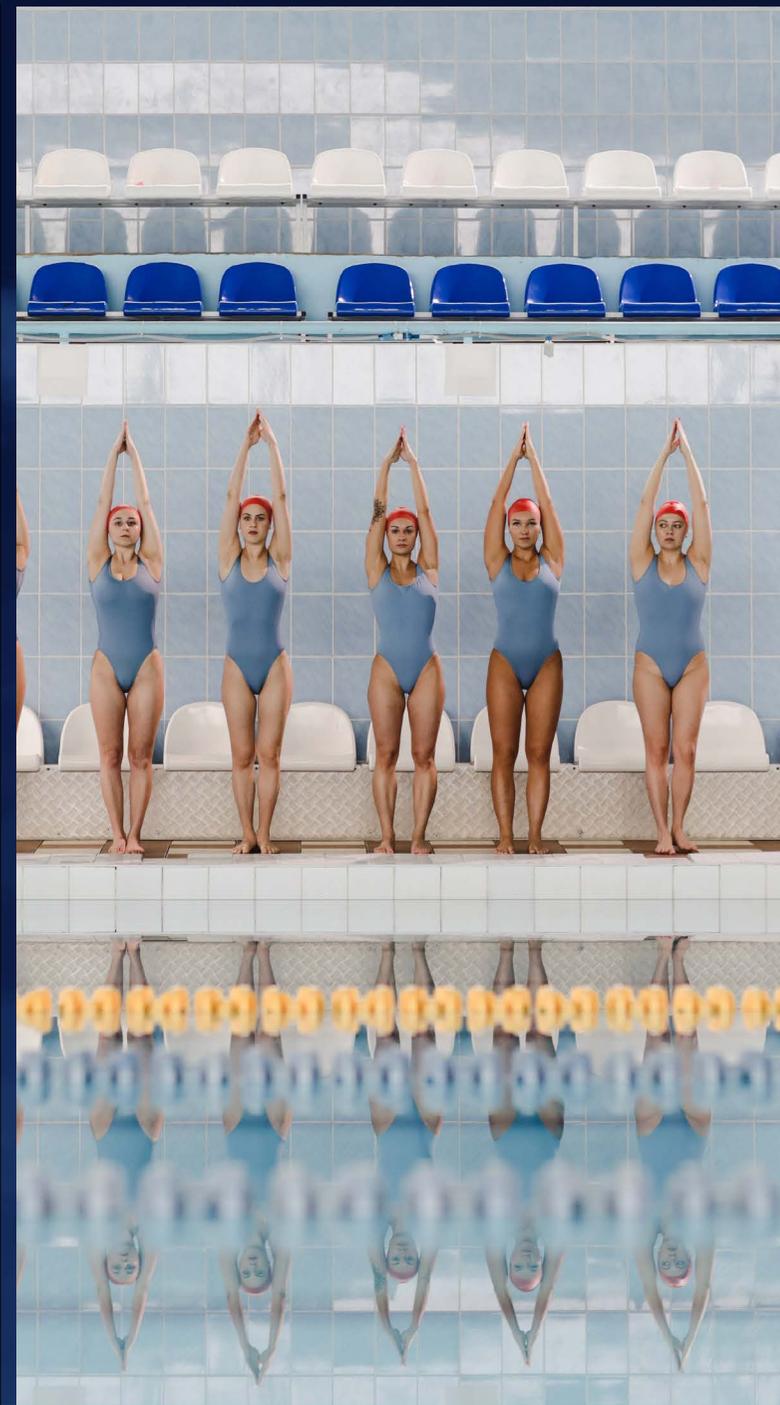
Storytelling must be integrated throughout your marketing disciplines and across social media platforms. **Synchronizing storylines across your marketing efforts reinforce key messages** and can help drive your audience to engage. From speaking engagements and product launches to influencer marketing and paid search, stories should be both integrated and synchronized.

Martina Klieber, Publicity Manager of Universal Pictures International Switzerland, shared lessons learned on making influencer marketing work.

“Influencer marketing is never a standalone measure.

For the best outcomes, it’s crucial to **carefully sync timelines between media and IM campaigns**. Each and every touchpoint ideally links to a campaign tentpole, picks up some hot new AV content, and supports a specific campaign goal.

“You have to be aware of the narration of the story you want to tell. You can’t just have gaps in it. Find the space where it fits in best,” said Martina.





CONSIDER THE RIGHT PLATFORMS AND FORMATS

When considering if your brand should be active on a given platform, the primary issue to consider is if your audience is there. To answer that question, you need to know the demographics of the platform, including basics stats such as age as well as users attitudes.

This information changes quickly, so it is always important to keep evaluating your approach. If there's enough overlap between the users of a platform and your target audience, we encourage you to dig deeper.



MODEL AND ENCOURAGE ETHICAL BEHAVIOR

As social media grows in importance, so do the dangers that come along with it and the responsibility we all share towards our communities and society as a whole. As the first influencer marketing agency in Switzerland, Kingfluencers established the first social influencer code of conduct in summer 2020.

Anja Lapčević, Kingfluencers' Chief Influence Officer and Barbara Fry recently co-founded Conscious Influence Hub (CIH), a non-profit NGO, to encourage conscious behavior in influencer marketing. The organization is designed to function like a think tank, involving influencers and experts in various fields to help guide conscious behavior on social media and online in general. Kingfluencers and the new CIH are working together to create a new Code of Conduct that includes best-practice guidelines and examples, posted on the [Conscious Influence Hub](#).





IV: THE COMPONENTS OF ONGOING STORYTELLING SUCCESS



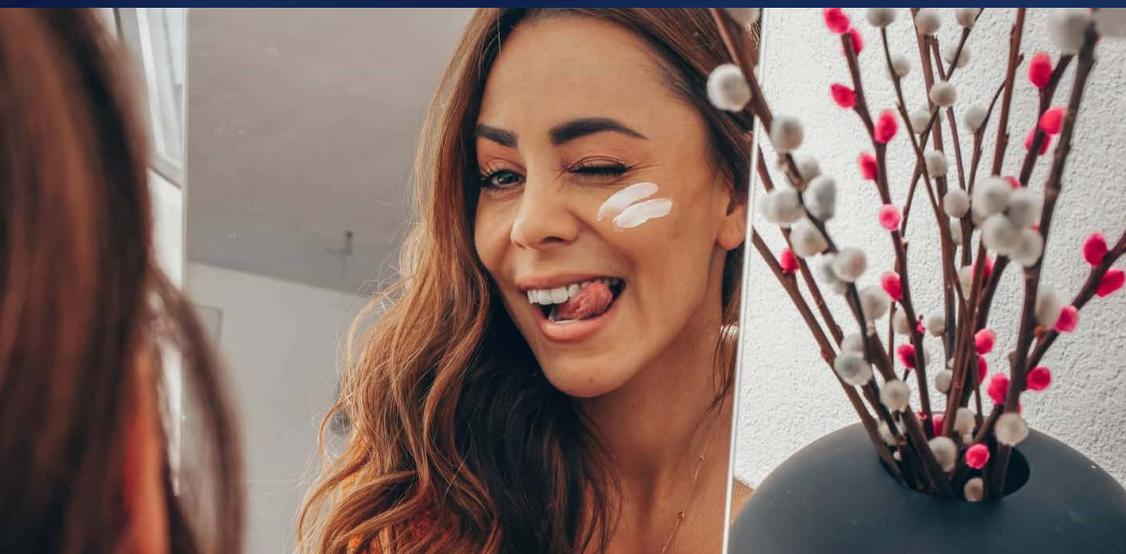


IV

MONITOR AND MEASURE

It's important to [monitor key metrics](#) in order to know if your storytelling efforts are successful and why or why not. Figuring out how you are doing and what is working and what isn't is important to get the most out of your social media activities.

Beauty is in the eye of the beholder, and social media "success" is in the judgment of the brand. There is no single set of benchmarks that explicitly define success, but Kingfluencers has provided some frameworks and guidance below.



CONSIDER YOUR GOALS, PLATFORMS, AND PEERS

Measure Some results against your unique goals. You may want to drive a specific and measurable action, such as email signups or purchases. On the other hand, your social media campaigns may be driving awareness and thus your goals may be impressions and reach.

Your content may be more likely to thrive on some platforms than others. Make a distinction between your core platforms on which you focus investment and **moderate your expectations for any 'add on' platforms** that don't align as closely.

If you're a clothing boutique with a single location, don't compare yourself to a large chain like H&M, Chicorée, or Tally Weijl. **Look for benchmarks for your particular industry**, and consider what most closely matches your business. In the end, **monitoring progress is the most important thing**. Gather data to establish a baseline so you can begin to measure changes. If your metrics are trending in a positive direction in response to your efforts, reinforce the factors that contributed to this. And when you view trends moving in the opposite direction, investigate and look at the whole picture. Initiatives that fall short are still important lessons learned.





ALIGN YOUR TEAM ON THE PROPER METRICS

Too often brands measure the wrong metrics or measure the right ones but from the wrong point of view. Often absolute numbers or topline metrics like 'followers' or 'website visitors' tell you very little about how you are really performing. A more nuanced measurement is required, involving qualitative and quantitative angles combined. Make sure your team is aligned on proper metrics. Consider creating an evaluation framework for your organization. With a structured approach, you can optimize each part of your campaigns and drive excellent ROI.

EXPERIMENT AND DETERMINE WHAT'S MOST EFFECTIVE

Each brand has to find out what works best in your campaigns. As you plan to launch campaigns, include experimentation in your tactics.

Marketers cannot just assume they know what people want to hear — they must get the facts. Test ideas and gather input from a representative sample of your audiences. As you test, vary not only the content of your message, but a wide variety of attributes, such as:

- **Channels:** Email, social media platforms, Point of Purchase (POP) displays
- **Themes:** Current events, holidays, leisure activities
- **Topics:** Individuality, environmental sustainability, social justice
- **Media:** Text, videos, images
- **Social media formats:** lives, stories, IG TV, TikTok and reels videos, interactive polls, forums
- **People:** Mix of different influencers and brand advocates





STAY AGILE AND EXPERIMENT WITH GUIDANCE

The accessibility of measurable results enables marketers to shift gears quickly and further boost the most successful campaigns. Working with creative experts such as Kingfluencers can infuse additional creativity into your experimentation repertoire and boost your outcomes. By being both quick to observe trends and quick to act, your brand can benefit by catching speedy trains. With influencer marketing in particular, your campaigns can be very flexibly managed and executed a lot faster than with most other forms of advertising.

Campaigns can be designed and executed successfully in a matter of a few weeks, **creating the opportunity for brands to be flexible and maintain agility in planning.** For example, a leading Swiss insurance provider decided to run an end-of-year influencer marketing campaign to generate additional new leads and customers. Kingfluencers managed the entire project, which took 5 weeks from ideation to finish. 21 influencers across multiple social media platforms made posts consisting mostly of videos. The campaign achieved an engagement rate of 3.4%, **a reach of 1.229M**, and generated 3,025 qualified leads.





CONCLUSION

While the phrase “storytelling” is often associated with fiction and fables, it’s also a vital component to marketing. To successfully tell stories, brands must take a holistic approach to their entire digital ecosystem and platforms. Consider the foundational pillars of great storytelling to cultivate love and increase revenue.

Below, we re-list the most important pillars and tips to successful storytelling:

- **Purpose:** Start from a solid foundation of your brand’s mission, vision, and values.
- **Emotion:** Stand out from the crowds and connect it with emotion, empathy, storytelling, and authenticity.
- **Relevance:** As new social issues arise, keeping an ear open to shifting attitudes is the surest way through brand messaging minefields.
- **Relatability:** Influencers can serve as a true face, a real person within settings that people relate to.
- **Continuity:** Maintain a good frequency of posts to help keep your audience engaged.
- **Creativity:** Tell stories in unique and surprising ways to help boost your brand image and bring consumers closer to you.
- **Consistency:** Synchronize stories throughout your marketing mix and stay agile.

Reach out to [Kingfluencers](#) to discuss how your brand can leverage influencer marketing to forge emotional connections, increase revenue, and strengthen consumer loyalty.

