

The power of a well-told story

In fact, students at Stanford University were asked to share facts with their classmates: 63% remembered the stories and only 5% remembered the actual statistics that were cited.

Overall, storytelling is a powerful tool in copywriting that can help to engage your audience, build trust, differentiate your brand, boost conversions, and improve brand recall.

It gives meaning to a product that is otherwise impersonal. It differentiates your product offering from your competitors' and makes it more memorable. It builds relationships and inspires your audience / customers / stakeholders to make decisions beyond pure logical calculation.

Lots of companies create content, and it's getting crowded out there. Getting attention is tough unless you can connect with people on a human level and tap into their emotions. Crafting a compelling, memorable story that shows why your business is unique is a powerful way to stamp your brand on the hearts and minds of your audience.

The reason storytelling is so effective is because the buying process is not just a rational decision backed by data points for your customers; it's also an emotional one.

Create a story worth sharing, and your audience will reward you by passing it on to their family, friends, and colleagues.

