

D

Aula 3

Storytelling – Enredos para Narrativas Envolventes

Prof. Sandro Bier



1/21

1

D

Storytelling nas redes sociais

1/21

2

D

Como contar histórias de marcas

- **Quem você é**
- **O que você faz**
- **Para quem você faz isso**
- **Por que você faz o que faz**
- **Como você faz o que faz**
- **Para onde você está indo**

1/21

3

D

- **Histórias moldam marcas**

1/21

4

D

- **Como fazer as histórias em marketing trabalharem para você**
 - **Histórias precisam provocar encantamento**
 - **Histórias provocam emoções**
 - **Aumentam o nível de ocitocina**
 - **Desenvolvem relacionamentos profundos com seu público**
 - **A narrativa faz com que o público retorne**

1/21

5

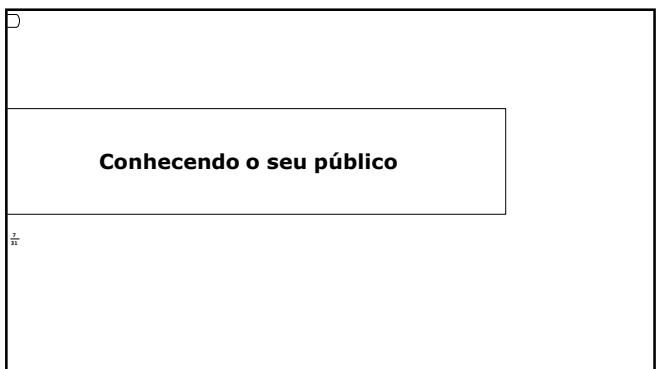
D

- **Técnicas de narrativa digital que todo profissional de marketing precisa saber**
 - **Fazer conexões**
 - **Enfatizar o conflito**
 - **Responder às perguntas**
 - **Resolução**

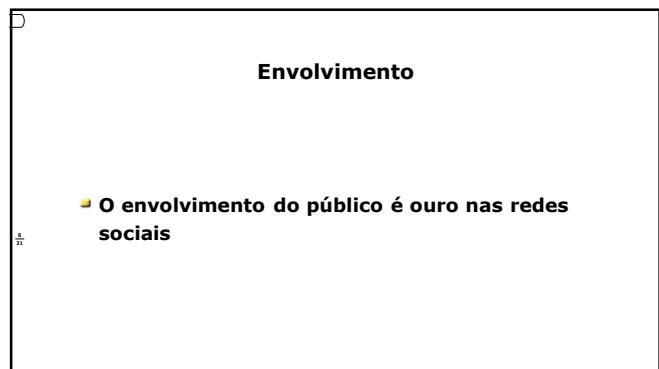


1/21

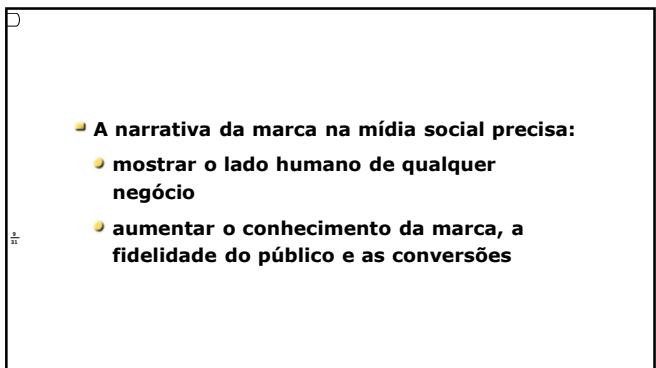
6



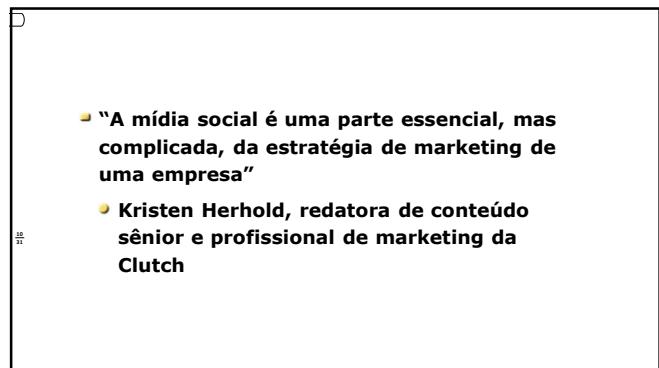
7



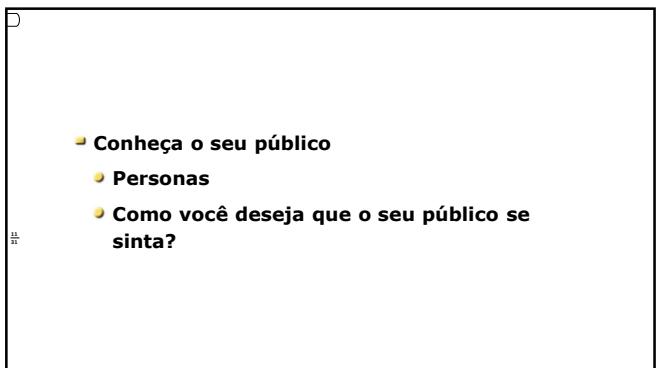
8



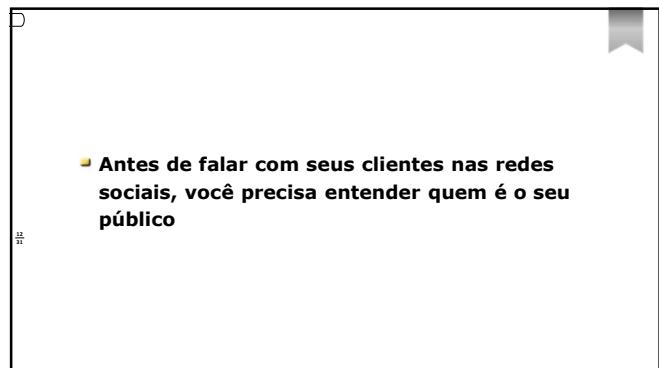
9



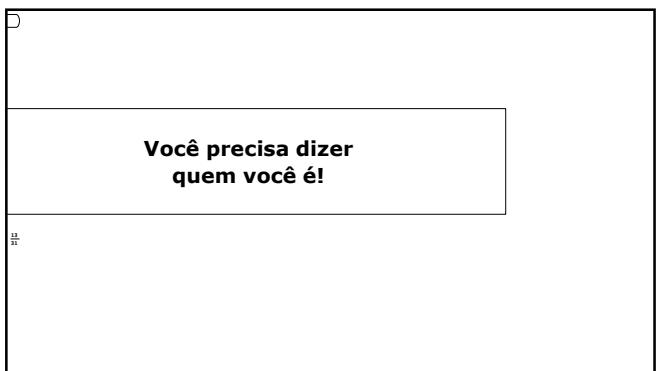
10



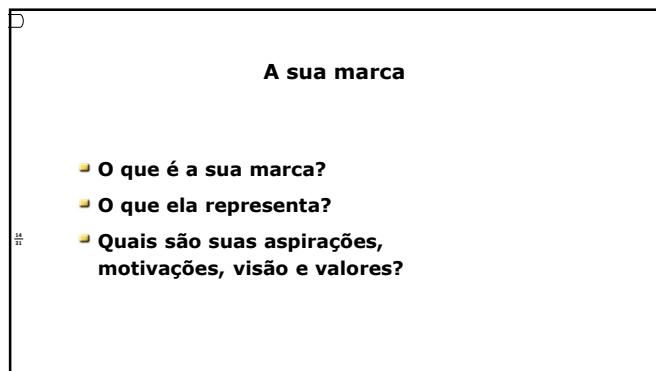
11



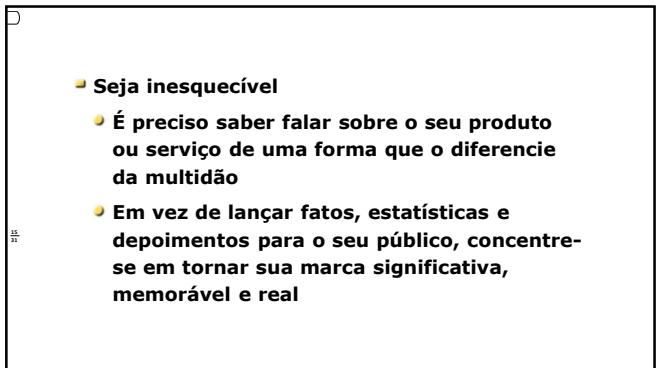
12



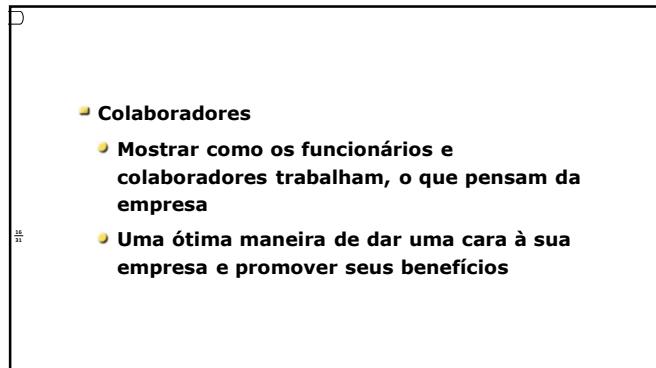
13



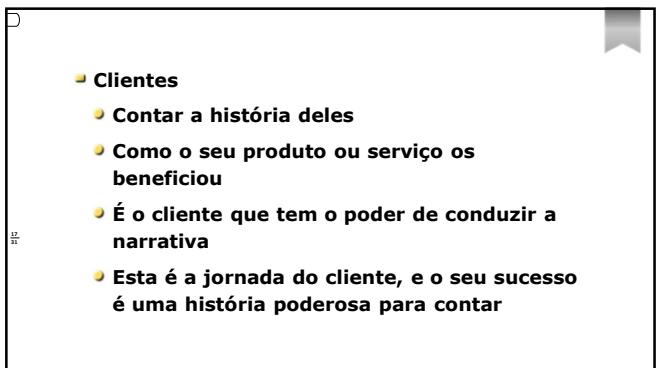
14



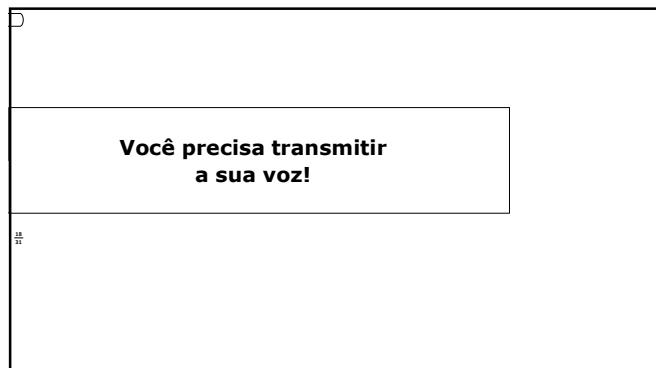
15



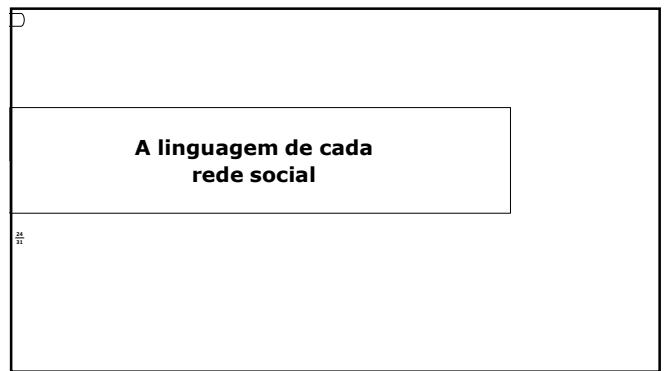
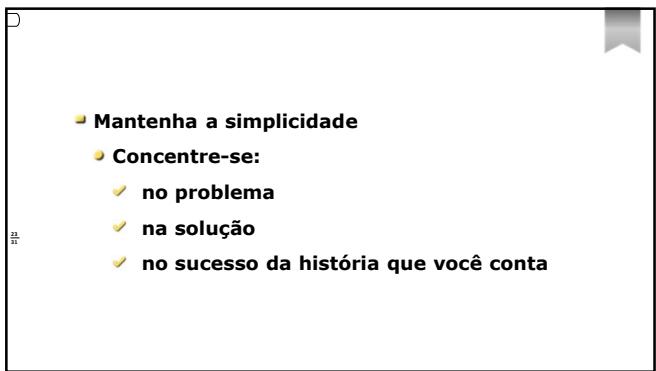
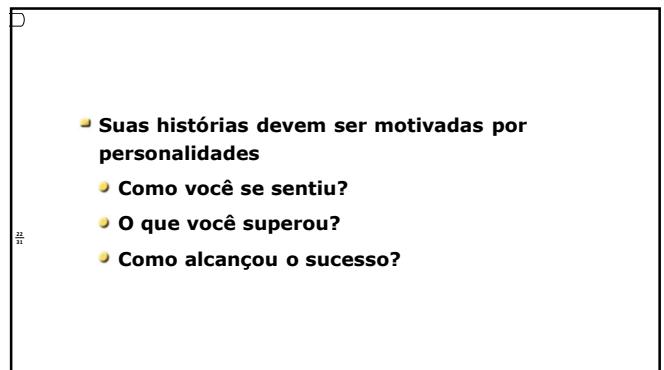
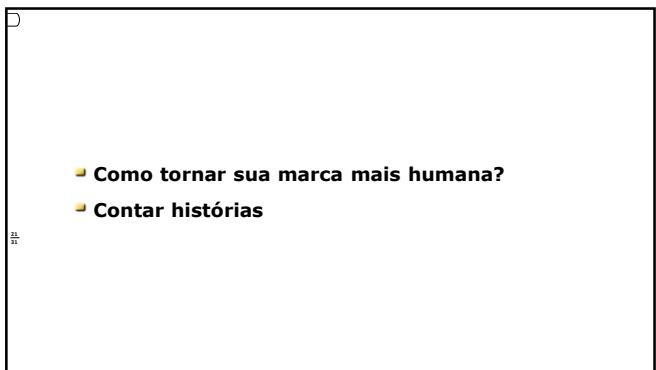
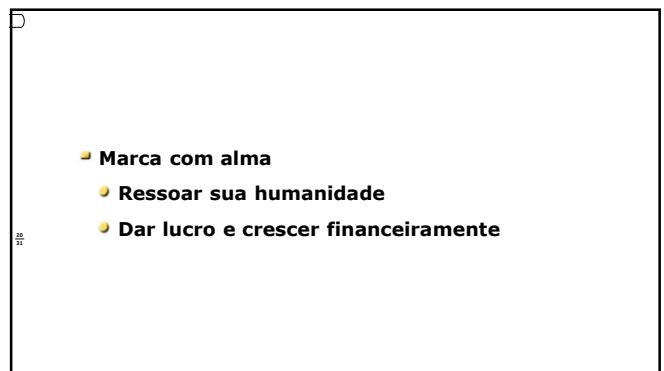
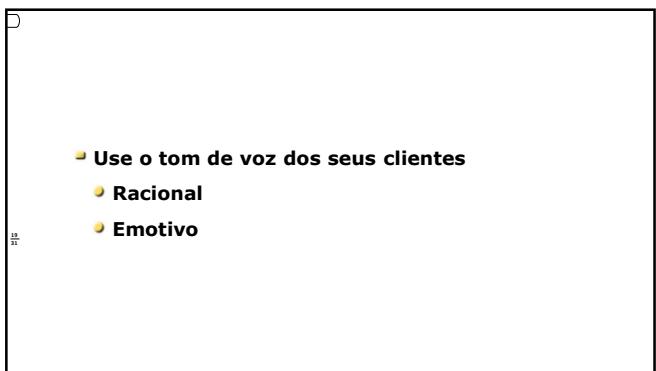
16

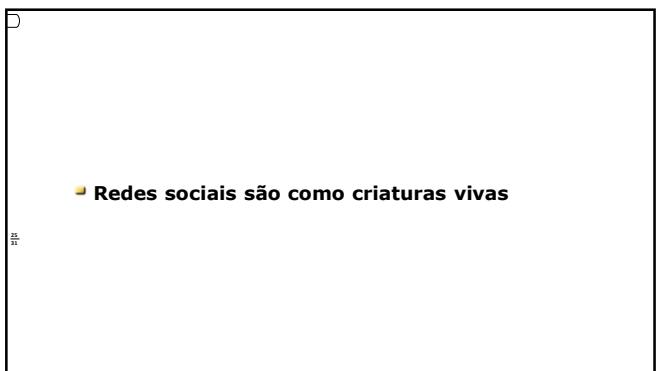


17

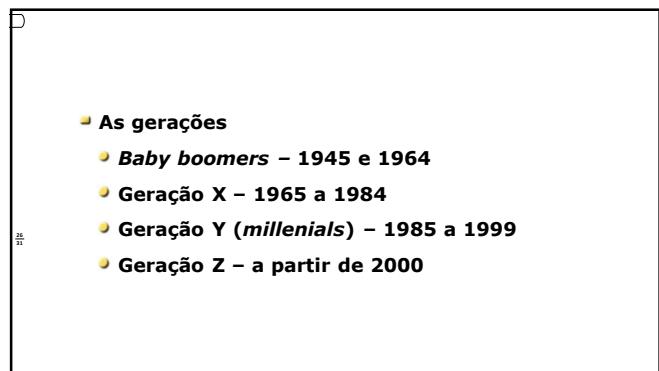


18

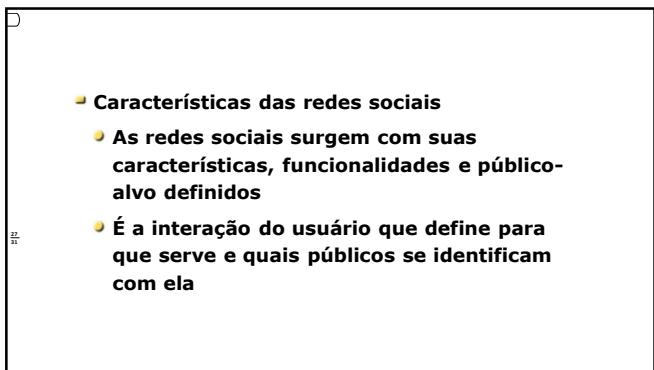




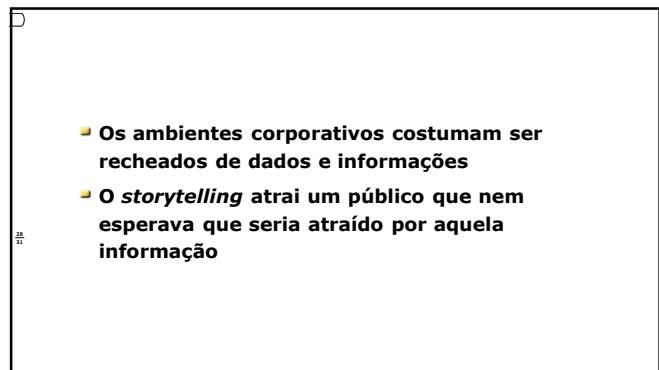
25



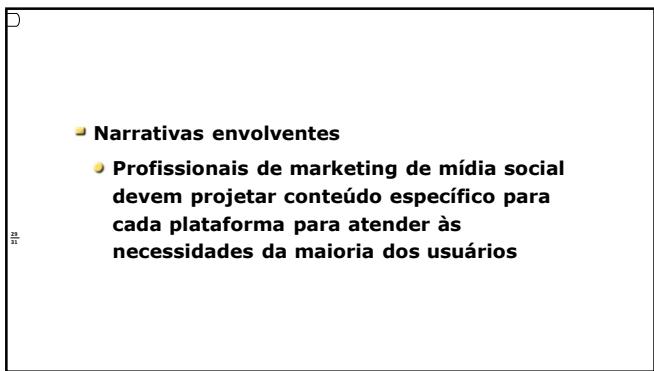
26



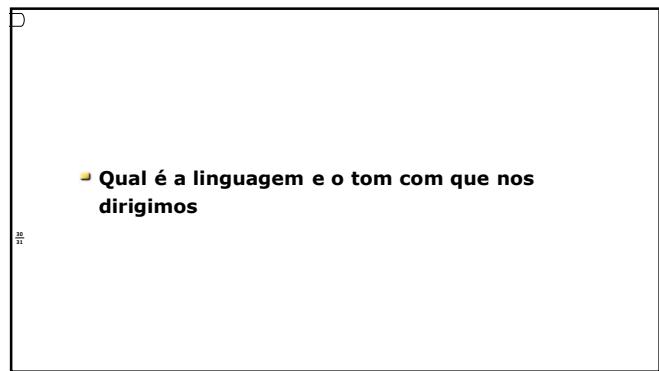
27



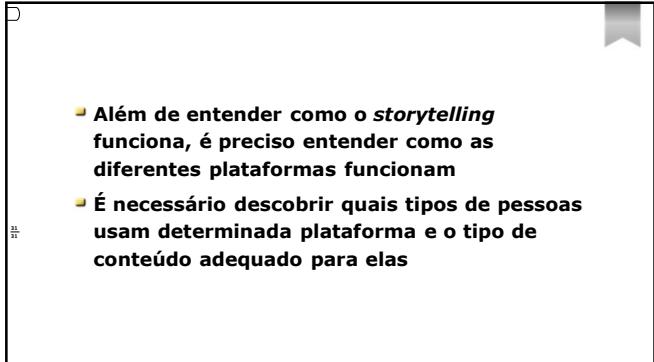
28



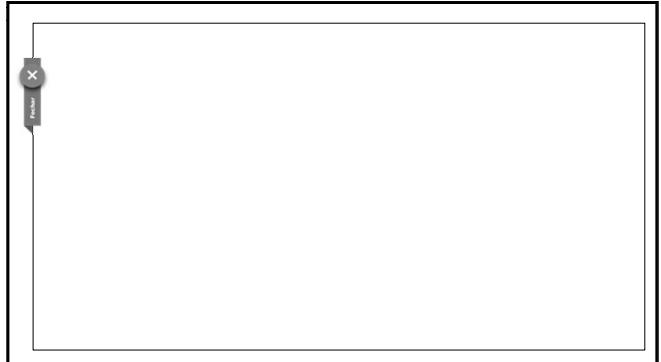
29



30



31



32