



# THE SCIENCE OF STORYTELLING



As more brands make the move towards content marketing, cutting through the noise is more vital than ever before. But our brains are built to connect with compelling stories.

IF

**100,500**

digital words are consumed by the average US citizen every day

**92%**

of consumers want brands to make ads that feel like a story

**60X faster**

rate at which the brain processes images in comparison to words

THEN



Keep it short (and have a great title to grab readers' attention).



Deliver content that is linear and expresses a clear narrative.



Show, don't tell. Use images for more compelling content.

## HOW STORYTELLING AFFECTS THE BRAIN

### NEURAL COUPLING

A story activates parts in the brain that allows the listener to turn the story in to their own ideas and experience thanks to a process called neural coupling.

### MIRRORING

Listeners will not only experience the similar brain activity to each other, but also to the speaker.



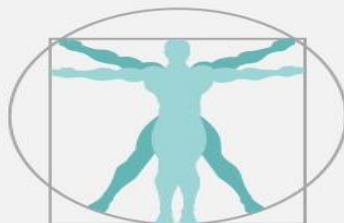
### DOPAMINE

The brain releases dopamine into the system when it experiences an emotionally-charged event, making it easier to remember and with greater accuracy.

### CORTEX ACTIVITY

When processing facts, two areas of the brain are activated (Broca's and Wernicke's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex and frontal cortex.

## THE ANATOMY OF USAGE FOR THE TOP CONTENT MARKETING TACTICS USED BY B2C BRANDS



SOCIAL



MEDIA

**88%**

OWNED



ARTICLES

**78%**

EMAIL



**76%**

BLOGS



**72%**

VIDEOS



**72%**

IN-PERSON



EVENTS

**65%**

3RD PARTY



ARTICLES

**61%**

MOBILE



CONTENT

**46%**

MICROSITES



**43%**

CASE



STUDIES

**41%**

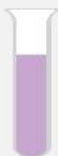
## A FORMULA FOR SMARTER CONTENT



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QUALITY CONTENT

Quality is a balance between working with what you have and partnering with the right collaborators. 42% of B2C marketers start with existing assets/talent, using outsourced help for specialized skills like writing and design.

DISTRIBUTION

Next, you need to determine how and where you will get your content in front of the right eyes. Consider channel objectives, the personas addressed, key metrics for success and an overarching editorial calendar to help guide your plan.

RETARGETING

Retargeting is a paid search marketing strategy that allows you to message consumers who are already interested in your business. It can aid in increasing brand recognition and encouraging repeat site visits.

BETTER RESULTS

70% of consumers say content marketing makes them feel closer to the sponsoring company, which generates 3 times as many leads at 62% less than the cost of traditional marketing.

### SOURCES:

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