

# WHAT'S YOUR STORY?

*Storytelling is an established, proven marketing technique. The reason is simple – stories resonate with people. We are linear and analogue and - generally speaking - we act on experience and emotion, not just logic and data. When someone tells us a story we respond with empathy and insight, and we mirror the teller's experience. If it's a really good story we even get a little shot of dopamine, which heightens the connection and makes it more memorable. You don't get that from a pricelist.*

However, marketing through storytelling isn't widely used in the window and door industry. At Brouha we've been doing it for a while, to our customers' benefit. But we still see a lot of old-fashioned, feature-driven selling going on, with no narrative to make it resonate.

Customers don't want to just buy from you; they want to connect with you, and they want you to understand them. Your product isn't the right one for them because of just data and statistics – it's the right one because it will enhance their lives or jobs. Telling people

truthfully what you do and why you're different is important. But so is how you tell them.

## HOW TO BUILD A NARRATIVE

Think of your favourite pub. You may choose a pub through location, range of beers, or possibly even price. But the pub you go back to is the one that has the best 'feel' – where you've had the best times, with the best people, in the best setting. That's the pub's narrative, and it's worth more than any short-term offer or gimmick.

Translating this into window industry marketing may sound difficult, but that's where a good marketing agency comes in. We'll take your company, products and services, and the facts and figures that make them stand out. Then – crucially – we identify your voice and personality. From there, it's a matter of weaving those elements into well crafted, well written stories that your customers (and potential customers) can connect with. Here's how it works.

## IDENTIFY WITH CUSTOMERS (AND LET THEM IDENTIFY WITH YOU)

By telling a story that customers respond to and placing your company in it, you're giving your customers and prospects something to identify with. That connection can be a powerful tool.

Think of the old Apple vs Microsoft adverts, with two guys listing product features. One – representing Apple – was casual, friendly and likeable. The other – representing Microsoft – was grey, irritable and a touch nerdy. As a result, you identify with one character and

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not the other. You didn't really care what they said, you just liked one of them more. Or to put it another way, you placed yourself in that story and identified with Apple.

## SHOW YOUR PERSONALITY

Never be afraid to let customers see your personality, because that's what they want to see. Storytelling is a great way to show customers that your brand and company are real, and made up of real people just like them. An agency can help you put your brand message across as a narrative that gives customers something to latch on to. Once they've done that, you've formed a bond that gives you an edge.

## SET YOURSELF APART

A strong, relevant, engaging narrative brings customers back for more, and makes you stand out from the crowd. A good agency will create one delivered across a range of mediums. When customers identify with you they'll buy from you on a repeat basis, as well as recommending you to others. They buy in to your brand, and they'll want others to do the same.

A great example of this is the soup company that asked their staff to bring in favourite soup recipes (most of which were handed down from mums). The company made some of the recipes, and published the stories behind why they were favourites. Customers loved it, because they'd transformed cartons of soup into something more significant and personal,

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Mike Bygrave

with a human touch. It set them apart from everyone else.

## STRIKE A CHORD

Perhaps storytelling's greatest strength is that it allows you to draw on emotions. Telling a story that people can identify and empathise with brings your brand to life, in a way that customers trust. But the story must be real – try to fake it and customers will spot what you're up to straight away.

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**That's the power of storytelling, and working with a good agency can help you achieve it. Every company has a story to tell. Let Brouha tell yours.**

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