

Internet marketing



1. In most cases, the strategy used by the marketer to market an offering has a bearing on the buying behaviour of the consumer. Storytelling as a mainstream content strategy is very important towards influencing customer disposition to an offering. Through the use of this strategy, the customer tends to discover new information about the product. For instance, he is made aware of the benefits and other features that he might not be aware of with regards to the product. Therefore, with storytelling, the customer is exposed to new information they may not be aware of. The internet is very effective in carrying out this exercise. One other advantage of this strategy is that it is captivating and it appeals to the interests of the targeted consumers. The marketer is also in a position to tailor the message in the desired way so that it can have a positive impact on the targeted consumers. Basically, the strategy of storytelling helps to increase a market share for the company.

2. In order to strike an emotional cord, there are different brand storytelling techniques that are effective. The technique of presenting the product as unique is very effective since it appeals to the emotions of the targeted people. People are compelled to think deep in a bid to establish the main reasons why the product is presented as unique compared to other similar market offerings. This marketing strategy is particularly designed to appeal to the emotions of the customers so that they can try the product. They tend to ask themselves this simple question: Why is the product better compared to other similar products found in the market? This is likely to compel customers to develop a positive perspective about the product. For instance, they will buy it on the basis of the emotional benefit they will gain from using it. In some cases, people are satisfied by the benefits they will derive from using a certain product. Therefore, the brand story should explain it all.

3. The other elements in the brand story that are effective in content strategies include things such as product feature and quality. In most cases, the consumers buy a product as a result of the information about that offering they have. Information about a product includes elements such as product features as well as quality. Customers are primarily interested in buying products that have value for their money. These products would satisfy the customers if they are comprised of quality features. This is the essence of marketing where the marketers seek to satisfy the needs and interests of the customers profitably. The brand story should speak on its own such that the customers may be compelled to try the product. Through careful designing of the brand story, the customer is in a better position to learn new things about the brand which he or she may not be aware of. This will create a positive attitude toward the market offering if they have the right information about the product.