2018 INSIGHT MARKETING CONFERENCE B2B TRACK

GODFREY

Build Your Own Marketing Mythology:
Crafting Experiential Stories That Leave a Lasting Impression

Travis Macdonald

Creative Director
Godfrey
@GodfreyB2B

#insightlanc

Photo by Priscilla Du Preez on Unsplash

Photo by Ben Kolde on Unsplash

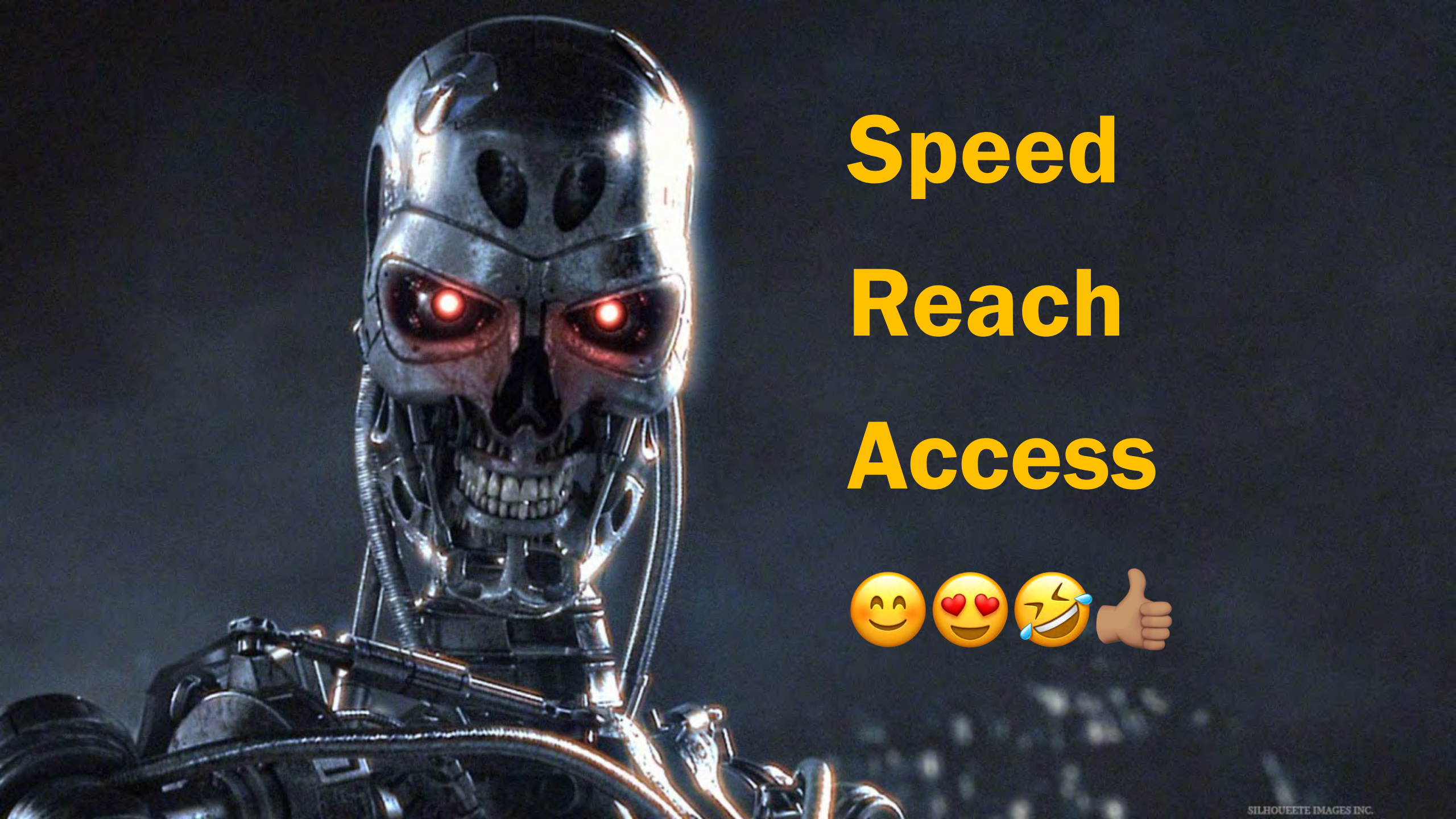

Speed
Reach
Access
😊😍🤣👍🏽
SILHOUEETE IMAGES INC.

Photo by rawpixel on Unsplash

HOW?

HOYATH

What is myth?

What is myth?

The 5 Biggest Influencer Marketing Myths That Won't Die

— *Entrepreneur.com*

What is myth?

The 5 Biggest Influencer Marketing Myths That Won't Die
— *Entrepreneur.com*

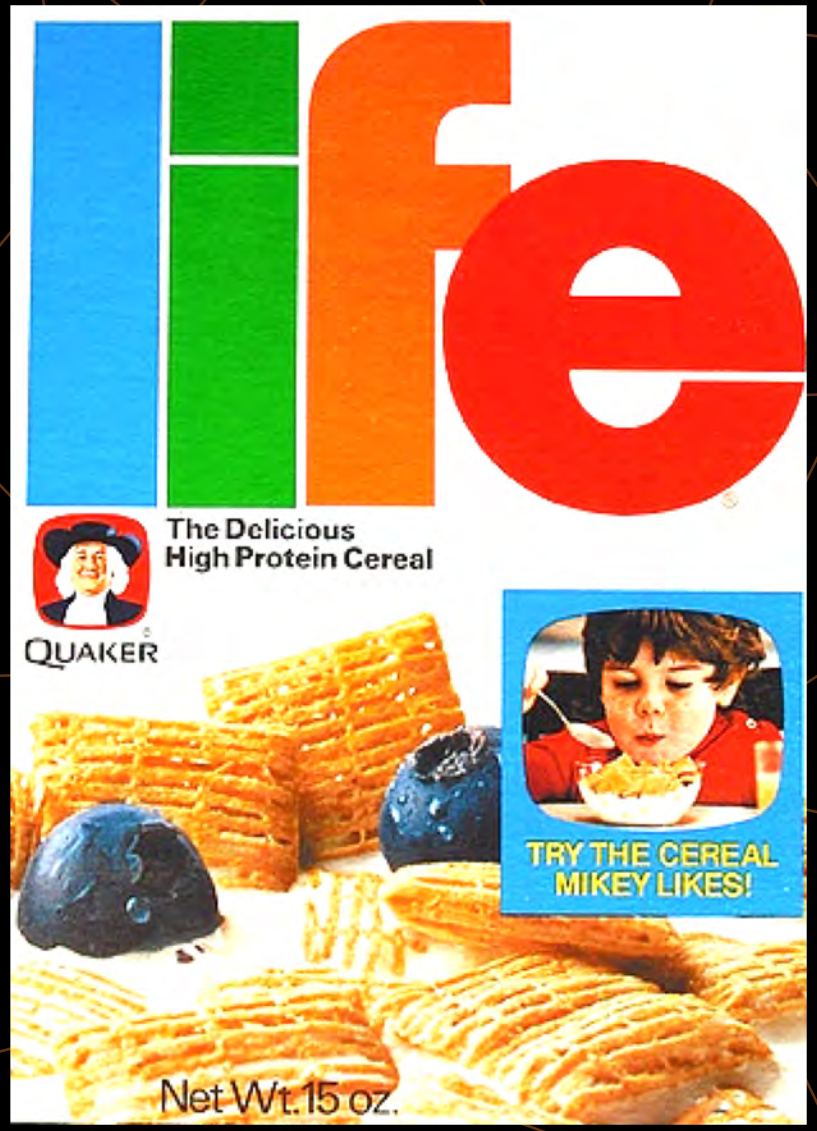
5 Content Marketing Myths That Will Hurt Your Brand
— *Medium*

Busted! 23 Marketing Myths Held By (Some) Industries
— *HubSpot*

3 Myths and Truths About Marketing to Millennials
— *MarketingProfs*

What is myth?

A dangerous lie that must be killed before it hurts you.

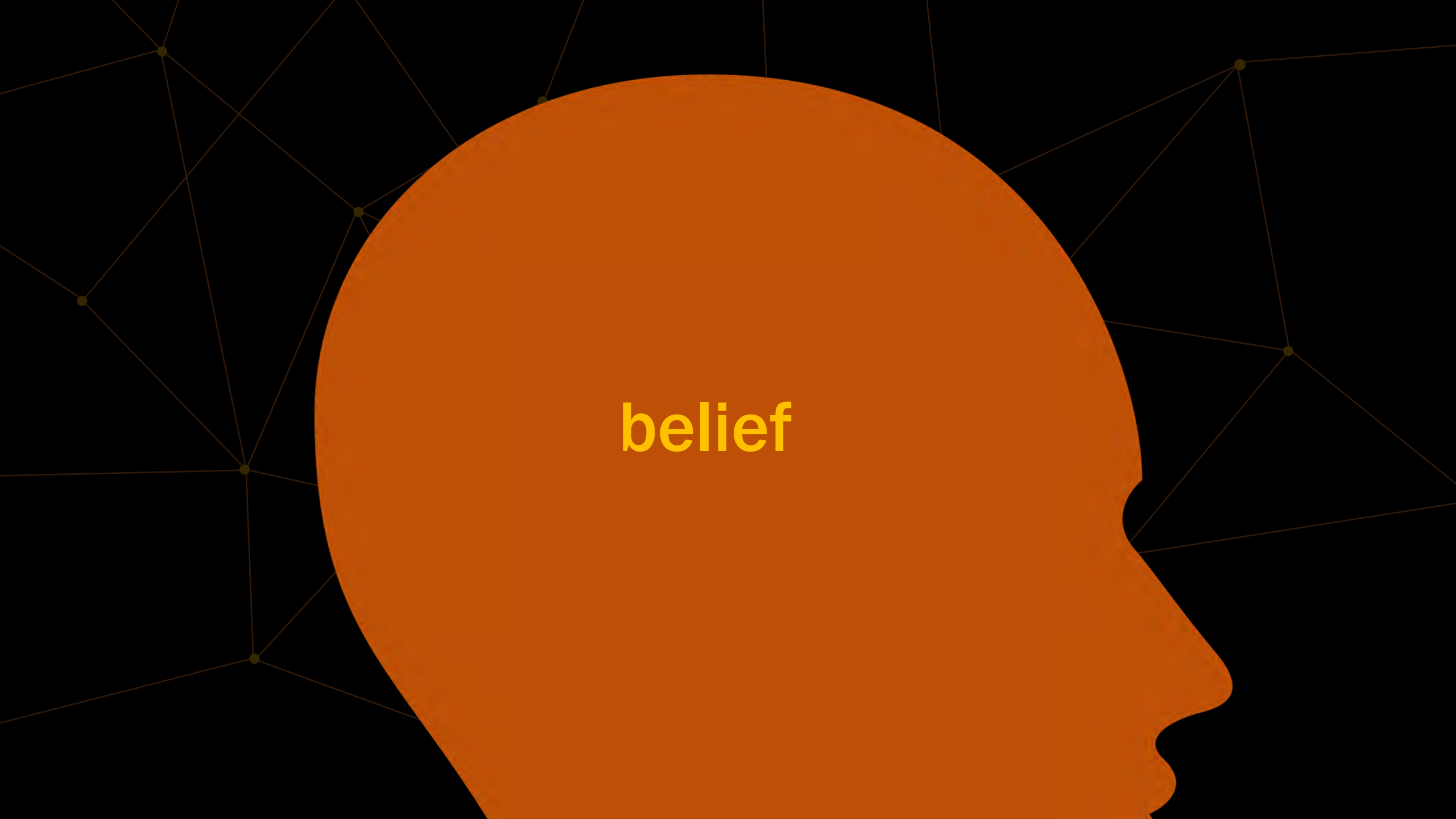

life
The Delicious
High Protein Cereal
QUAKER
TRY THE CEREAL
MIKEY LIKES!
Net Wt. 15 oz.

POP ROCKS
Watermelon
ARTIFICIALLY FLAVORED
POPPING CANDY
TASTE THE EXPLOSION
NET WT 0.33 oz (9.5g)

A myth is ...

A myth is ...

A story that manufactures belief.


belief

Once upon a time,

(Yesterday)

Once upon a time, in a land not too far away ...

(a boardroom)

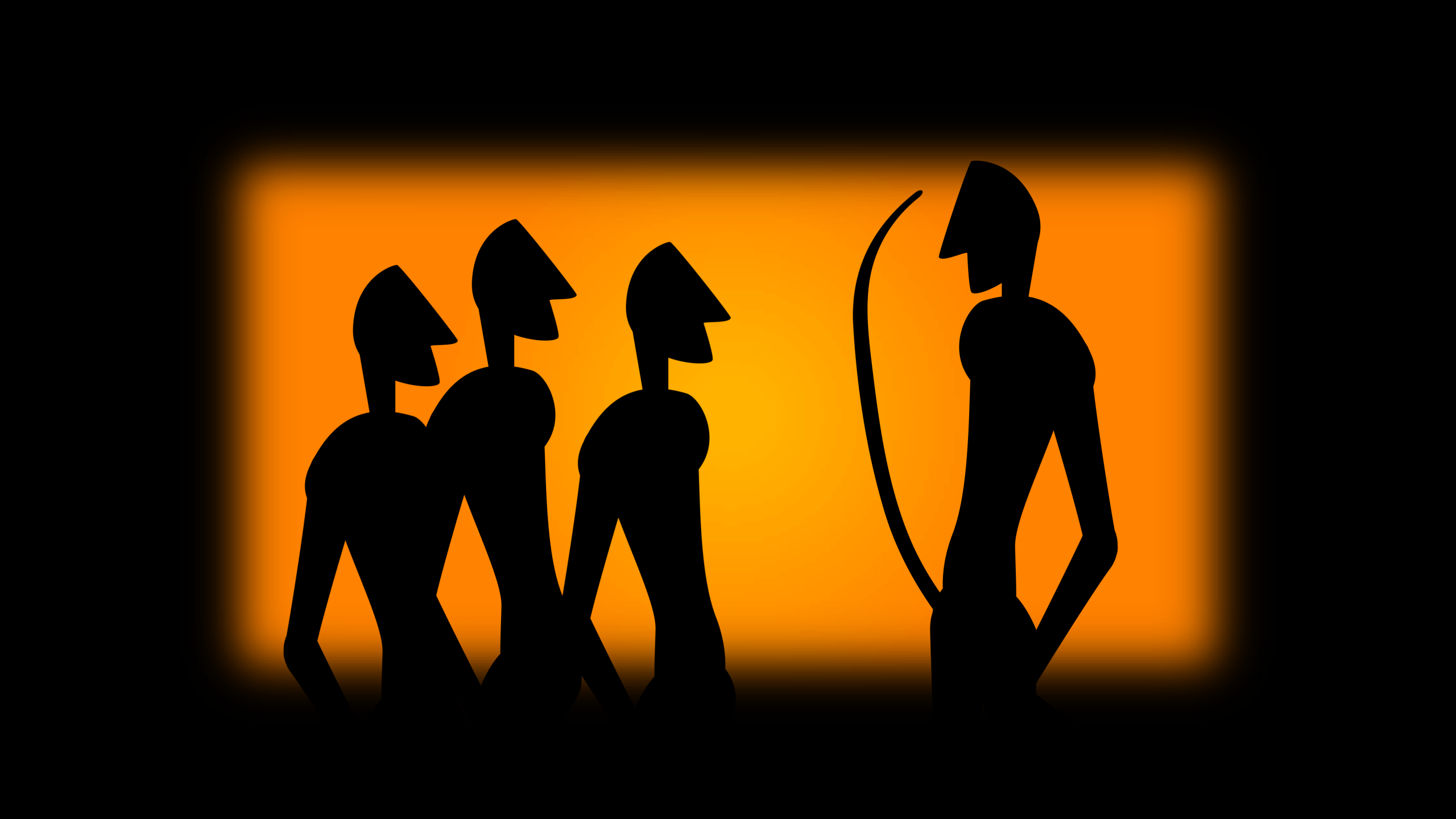
Once upon a time, in a land not too far away ...

(a ~~boardroom~~ bored room)

WHY?

Because

Origin Story of Stories

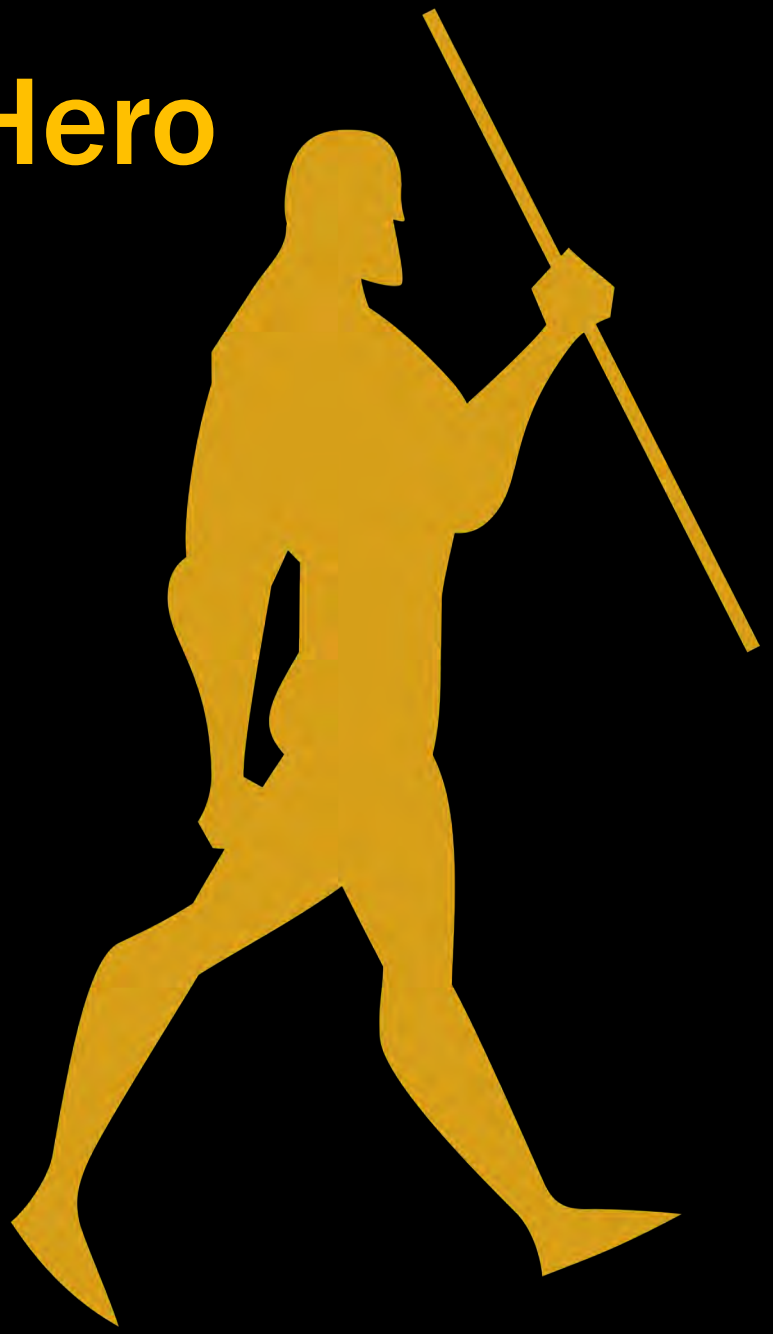


Marriott

The Essential Elements of B2B Storytelling

- The Hero
- The Guide
- The Setting
- The Challenge
- The Plot

The Hero



Not You

Your Buyer

(Know Your Buyer)

"The more detail you give your hero, the more believable your story will be."

The Guide

Your Brand

(Know Your Brand)

"Your brand is the sum total of all the perceptions that exist around your business.

Before you can lead others, you must first know yourself."

The Setting

Define your market landscape.

(Know Your Competition)

Make your competitors part of the scenery, and they won't get in the way.

The Challenge

What stands in between your customers and success?

Every hero needs a nemesis.

(Identify the Obstacles)

What's the single most important problem you can solve for your customers? Can you do it better than the competition?

The Plot

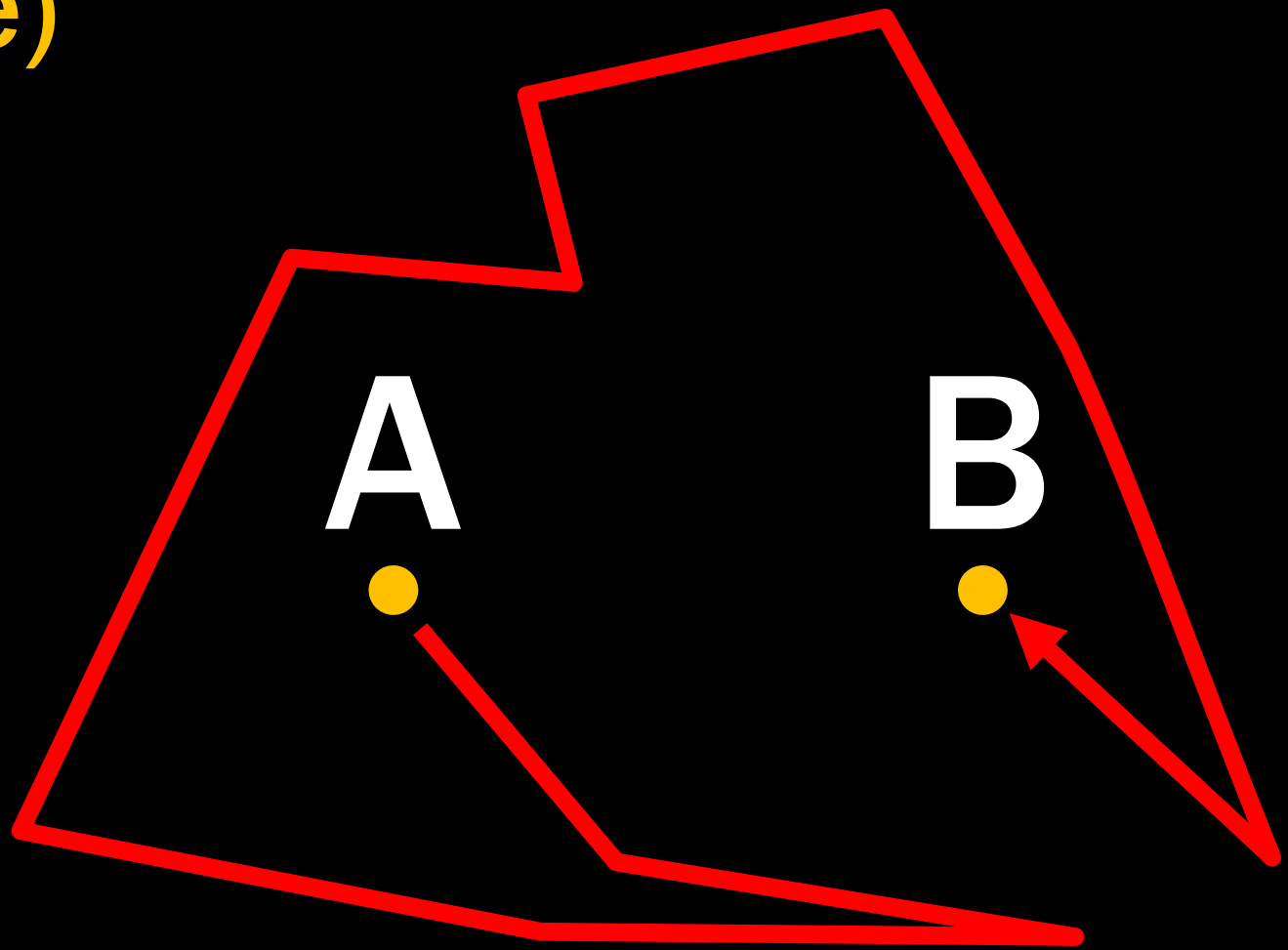
Chart an Unexpected Course

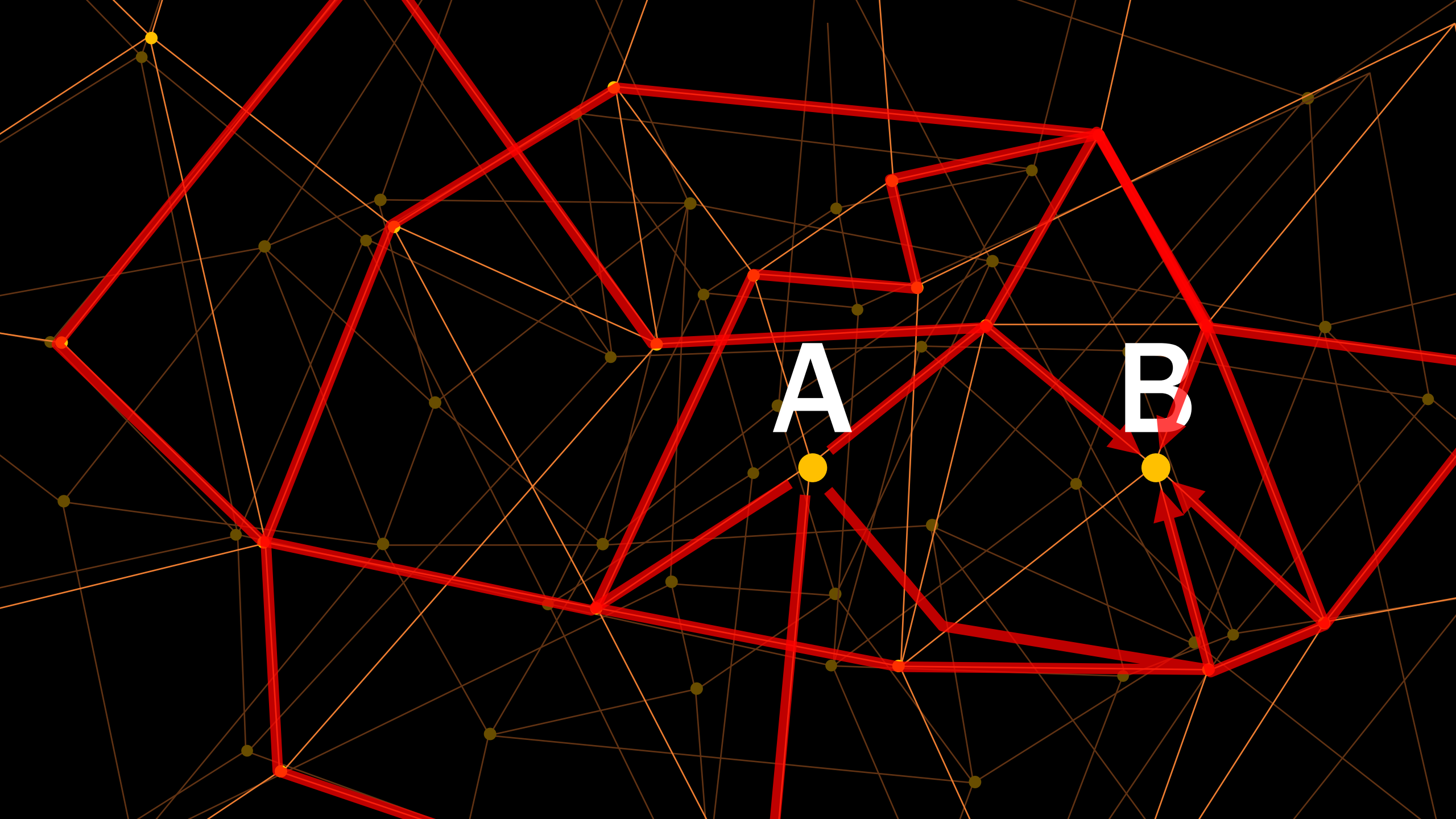
(Telling the Tale)

The Most Boring Story
Ever Told

(Telling the Tale)

"The shortest distance between your business and client success is never a straight line."



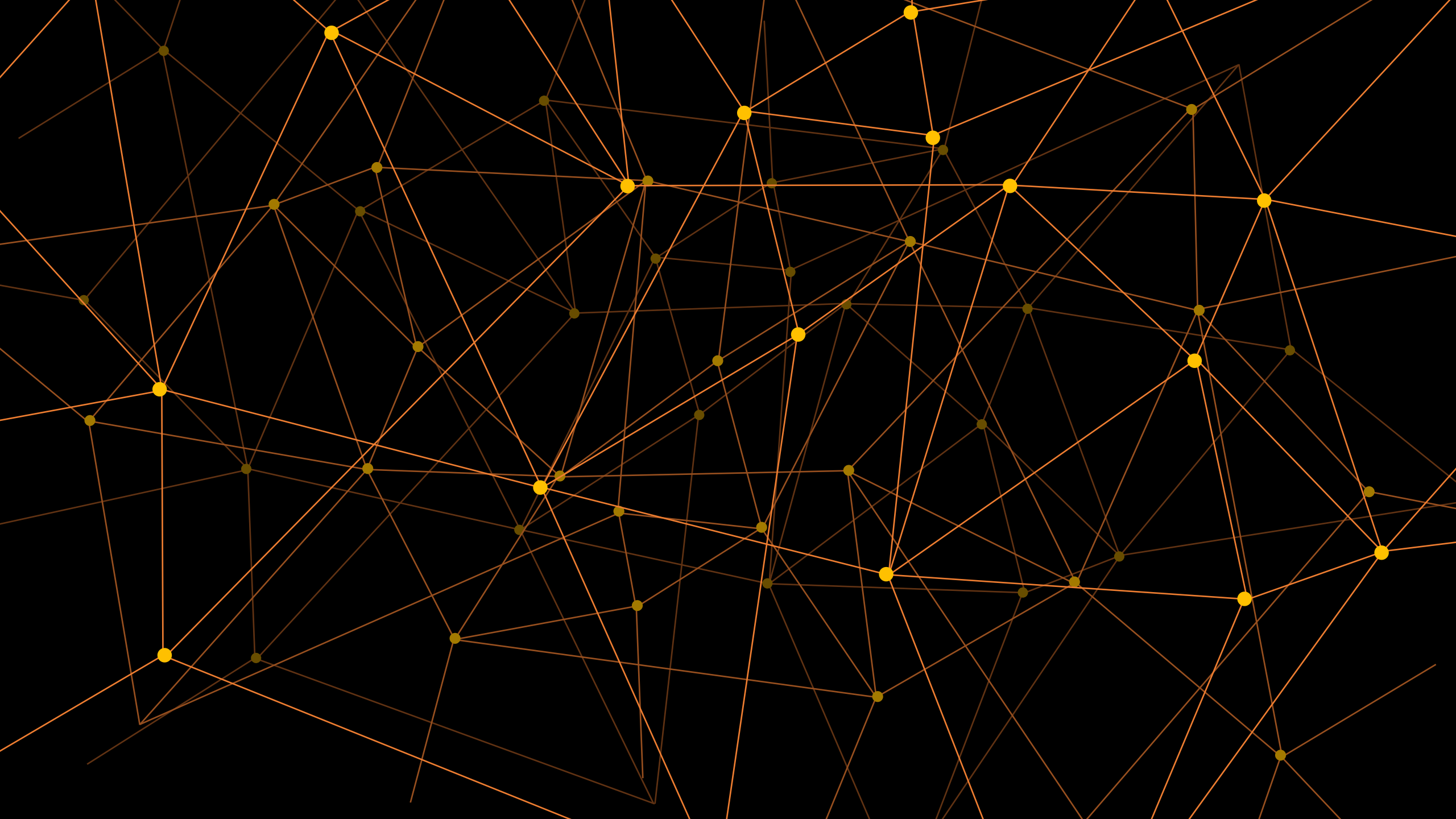

A
B

BELIEF

Worldbuilding is the process of constructing an imaginary **world**, sometimes associated with a whole fictional universe.

... Developing an imaginary setting with coherent qualities such as a history, geography, and ecology ...

RYAN MEINERDING
RYAN MEINERDING



7 Types of Stories

The Quest

The Comedy

The Tragedy

The Rebirth

The Journey

The Monster-Slaying

Rags to Riches

2018 INSIGHT MARKETING CONFERENCE B2B TRACK

GODFREY

Build Your Own Marketing Mythology:
Crafting Experiential Stories That Leave a Lasting Impression

Travis Macdonald

Creative Director
Godfrey
@GodfreyB2B

#insightlanc