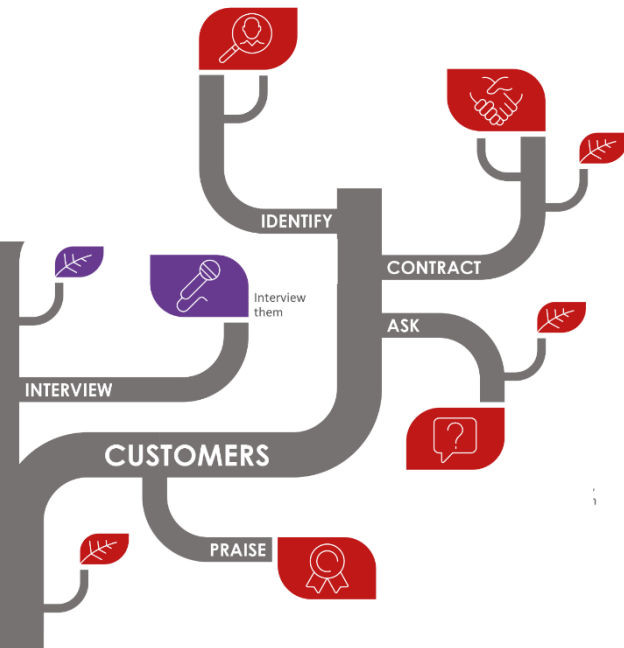
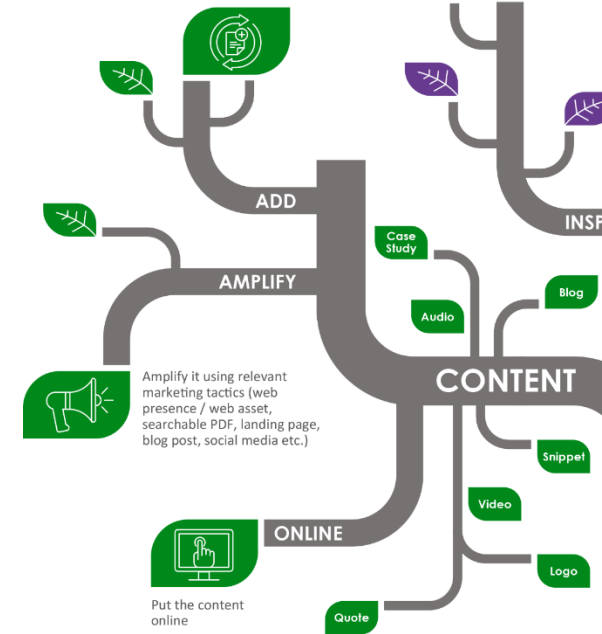


# Stories as a Service

Gina Balarin



# The storytelling challenge

Prospects crave stories. So do salespeople. They're always looking for a specific reference in a specific location, industry, product etc.

But marketers are too pressed for time, we often don't have direct relationships with customers, and it's too much hassle to nag salespeople to reach out to our customers.

When we finally reach customers they are often too busy to reply, or corporates simply say 'no'.



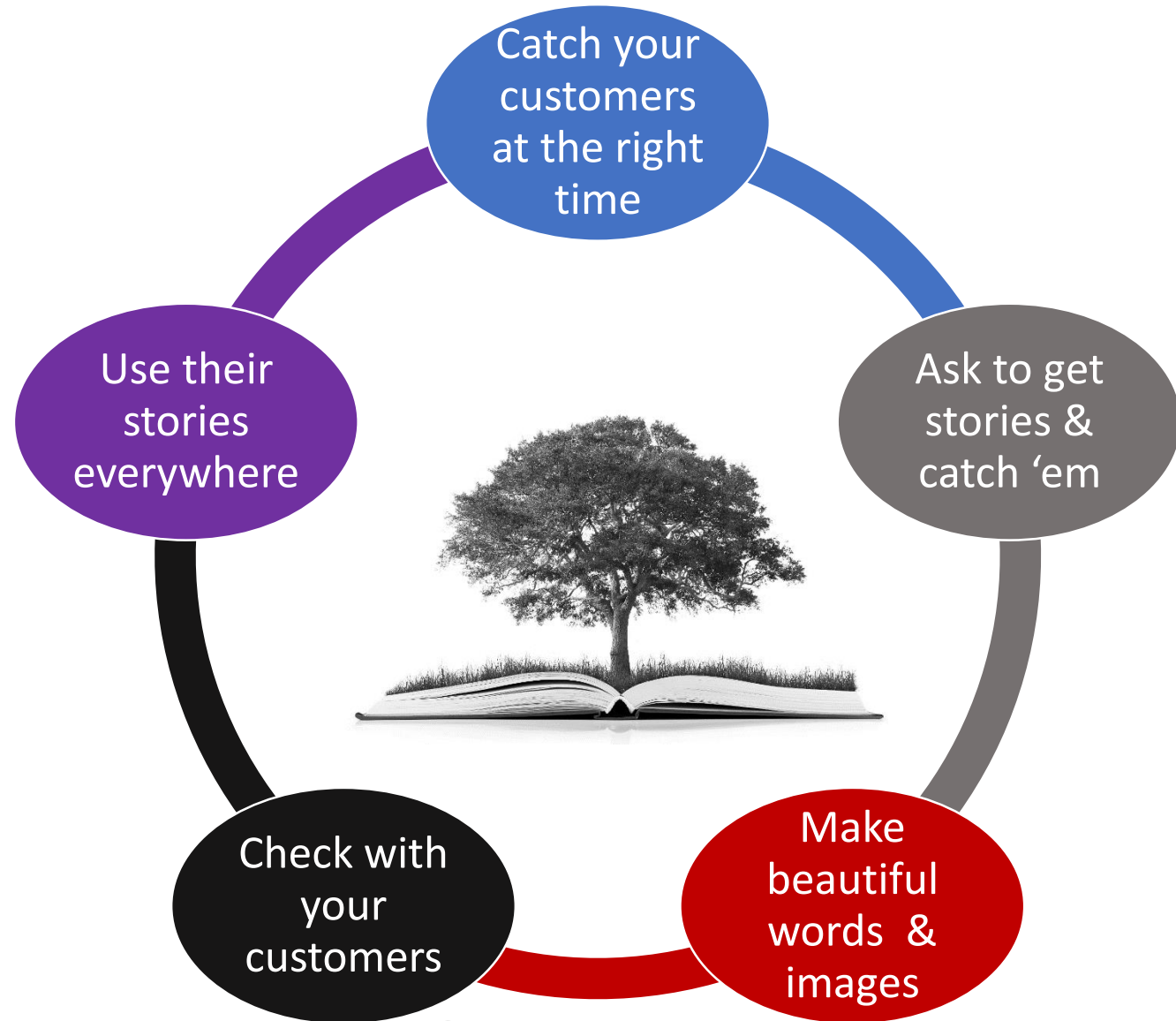
Great stories help you **stand out** and be remembered.

# Marketers need stories

- Websites
- Blog posts
- Events
- Emails
- Videos
- Webinars
- Presentations
- Case studies
- Ebooks
- Infographics
- Social media posts
- Podcasts
- Customer quotes
- Email footers

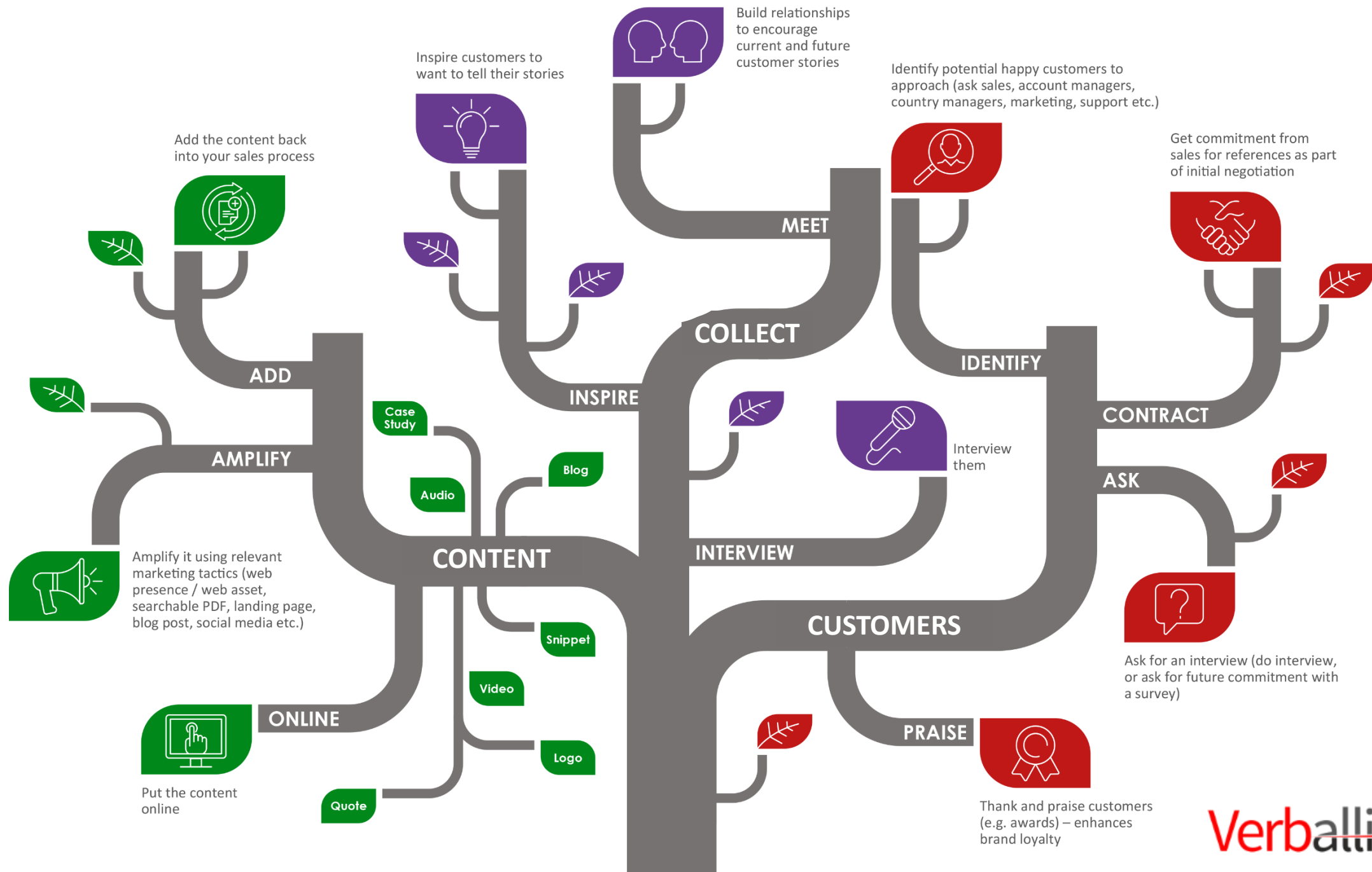
# Introducing Stories as a Service

Build the infrastructure **now** to gather future stories.



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Verballistics™



# The three pillars of a new approach



Customers



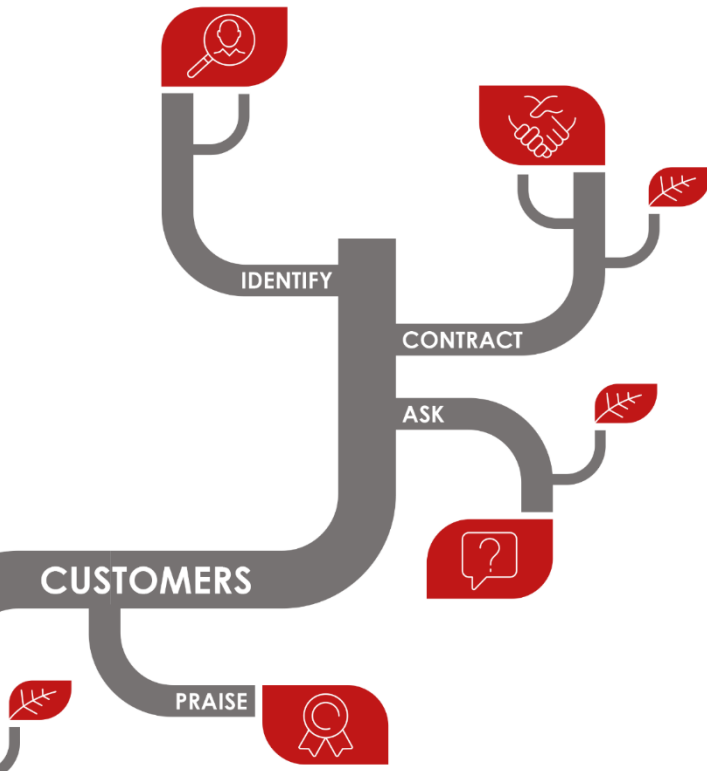
Content



Collection

# Who? Your customers.

Tip: find 'the golden moment' of customer delight



IDENTIFY



Identify potential happy customers to approach (ask sales, account managers, business leaders, marketing, support etc.)

ASK



Ask for the interview. Or get commitment by asking if they'll do one in future.

CONTRACT



Get commitment from sales as part of the initial negotiation

PRAISE

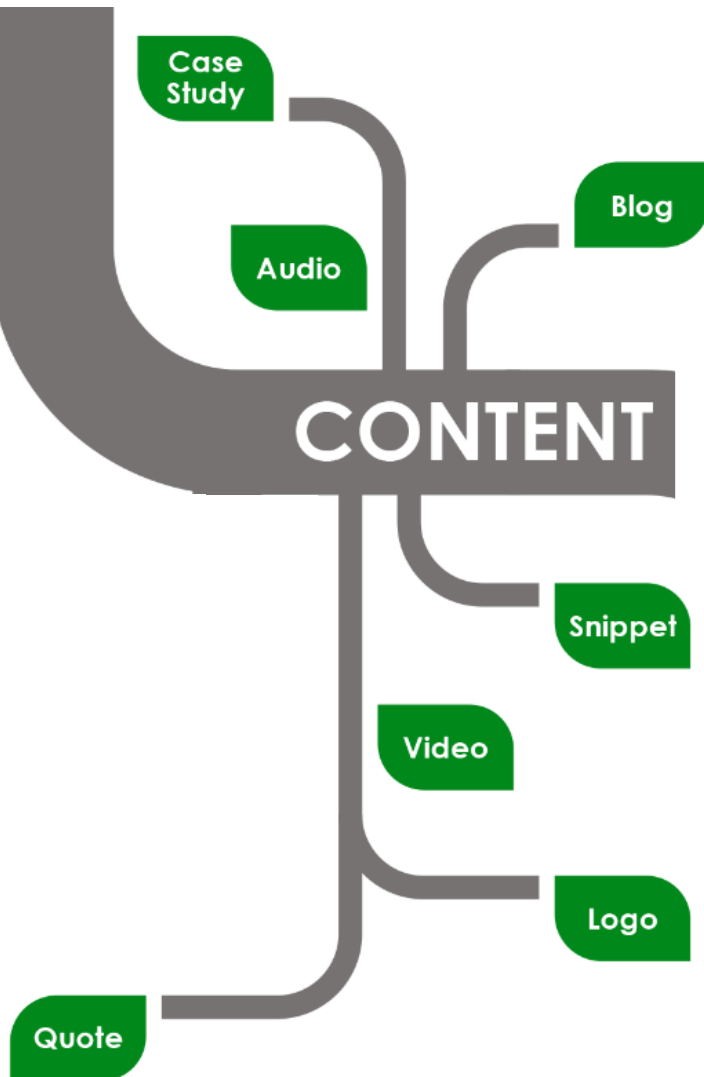


Thank and praise customers (think awards). It enhances brand loyalty



# When and where? Your content.

Are you using  
case studies  
everywhere?  
You should  
be.



ONLINE



Content is useless if no one can find it. Make it searchable and engageable online.

AMPLIFY



Amplify it using relevant tactics (SEO, landing page, blog post, social media, internal resources).

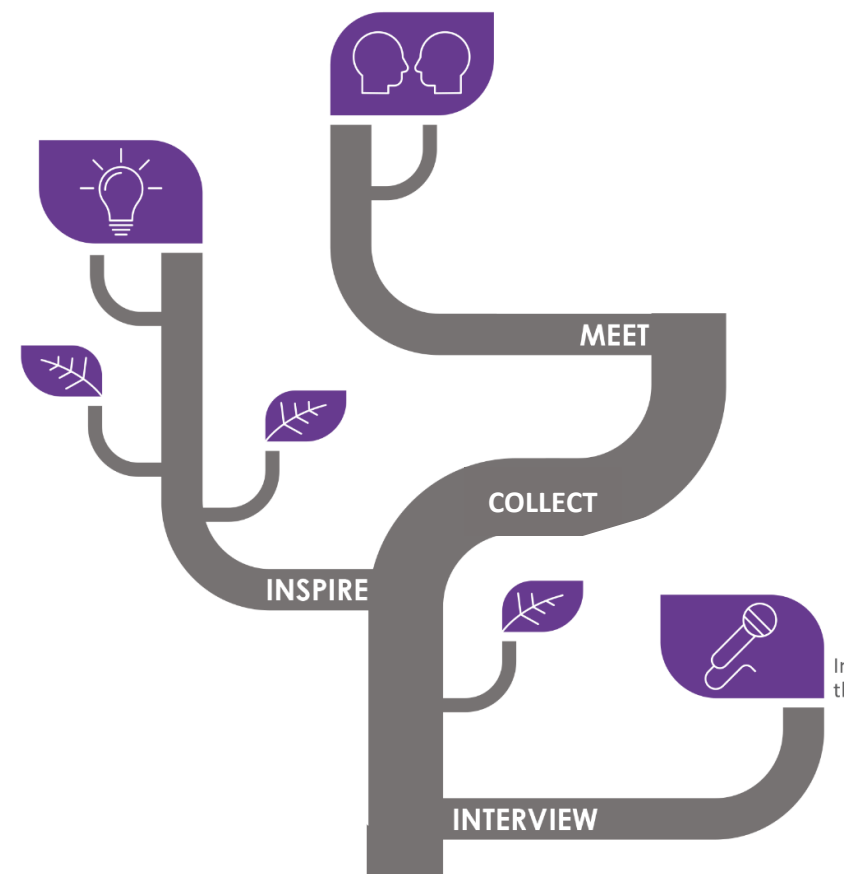
ADD



Do people know how to use it? Add it back into your sales process. And keep a record of the best bits for ease of use.

# How and when? Your collection methods.

Next step: build a  
customer story  
database  
and use  
it



INSPIRE



Inspire customers to want to tell their stories.

CONNECT



Build relationships to encourage current and future story-sharing

INTERVIEW



Interview them in audio, video or just with notes. Keep the notes.

# The results? Magical customer stories.

## CLIENT 1:

- 8 case study videos obtained in 1 day
- New product endorsement
- Public and private sector customers

## CLIENT 2:

- 3.5x as many references as they had ever had!
- Audio recordings, written customer quotes, an 'audio blog post' and 2 case studies
- Customers begged to speak at their next event





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Verballistics™

- Corporate storytelling
- Marketing strategy
- Coaching
- Content creation
- Stories as a Service