

# The Art of Engaging Storytelling and Developing Compelling Content



BY: SMART SIMPLE MARKETING

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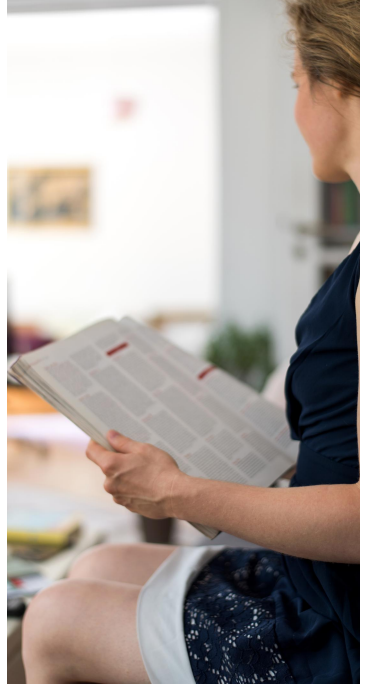
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# IDEAS FOR CONTENT TO SUPPORT BUSINESS DEVELOPMENT

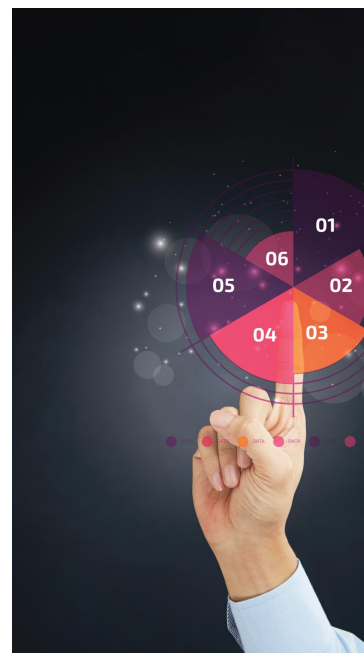
- Articles
- Blog posts
- Capabilities Statement
- Capabilities Briefing
- Case studies
- Charts / Infographics
- eBooks
- Email newsletters
- Livestreaming video (via LinkedIn, YouTube, etc.)
- Photos
- Podcast
- Research
- Snapshot
- Social media content
- Videos
- Webinars
- Whitepapers



# RESULTS-FOCUSED CONTENT PROJECTS

Brainstorm the content projects you can create and finish within the next 2-3 weeks.

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# CATALOG YOUR EXISTING CONTENT

What content do you *already have* that you can re-purpose to create your new pieces?

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# CATALOG YOUR SUCCESS STORIES

What projects have you completed that you can use as "social proof" in your marketing?

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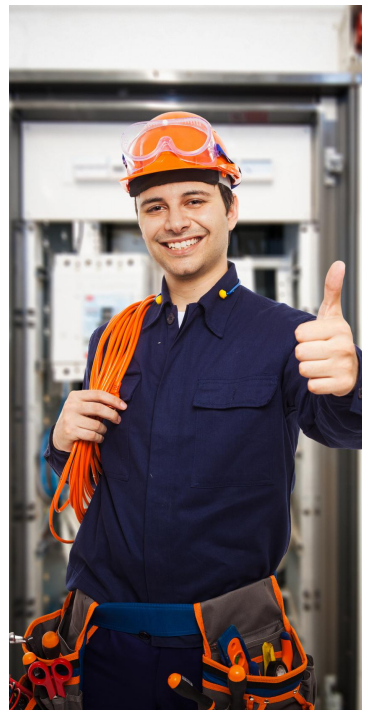
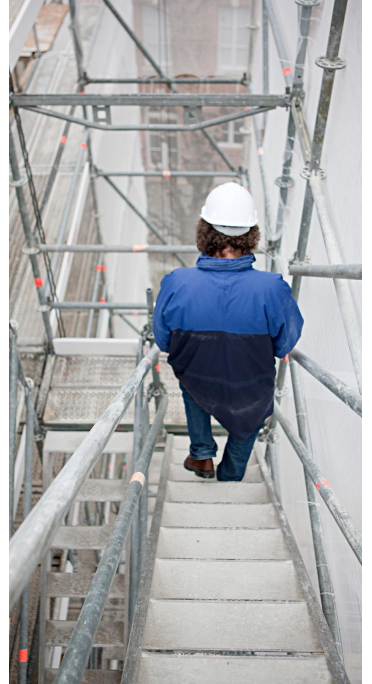
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# Your customer success story needs the following parts:

## HEADLINE:

A strong, click-enticing headline

## COMPANY INFORMATION:

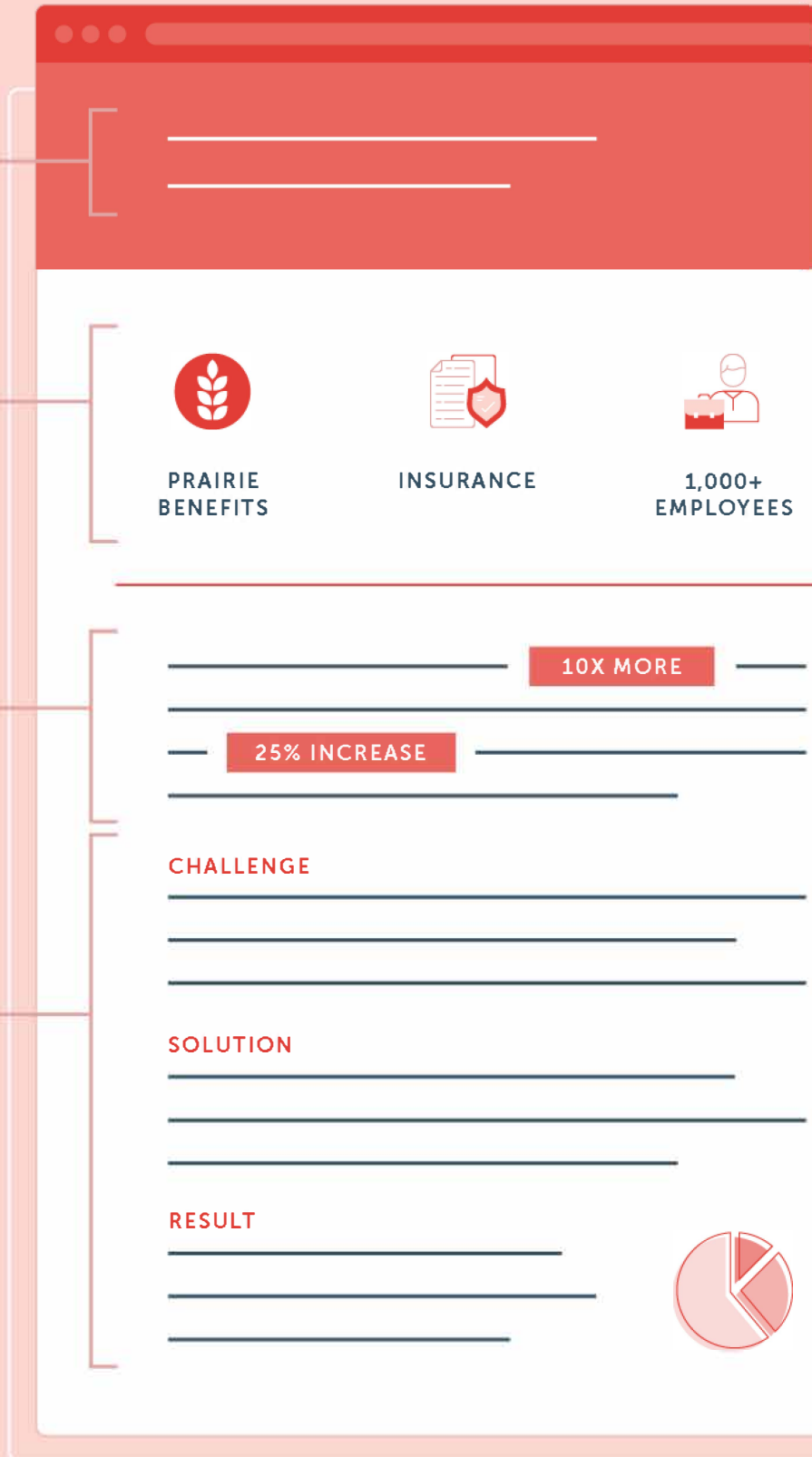
industry, company size, revenue, and other facts pertinent to your product

## BRIEF OVERVIEW:

an introductory paragraph that calls out most impressive outcomes and metrics

## THE STORY ITSELF:

a narrative that includes your customer's challenge, solution they've implemented, and the outcome they've experienced

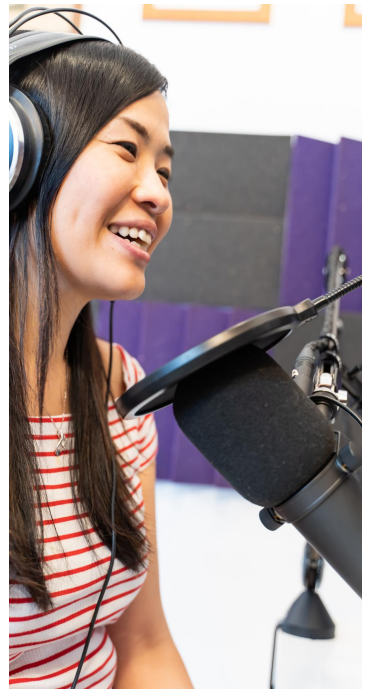
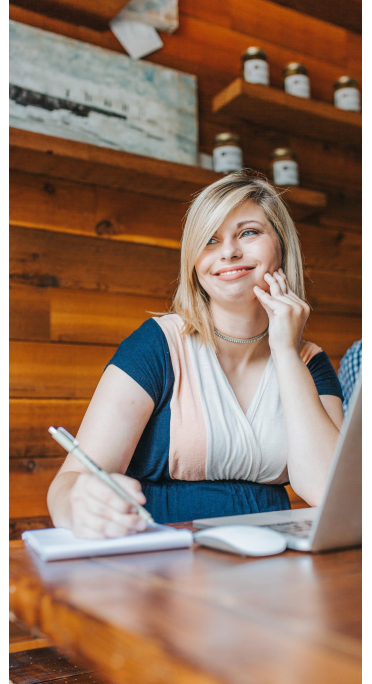


# HOW TO CREATE REVENUE-GENERATING SUCCESS STORIES



# WHAT CAN YOU RE-PURPOSE?

Review your list of existing assets from Page 5. What can you re-purpose immediately?

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# NOTES

# NOTES

# ACTION STEPS



# THANK YOU

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