

Story Telling and Brand Awareness

Iowa PCA Annual Conference 2019

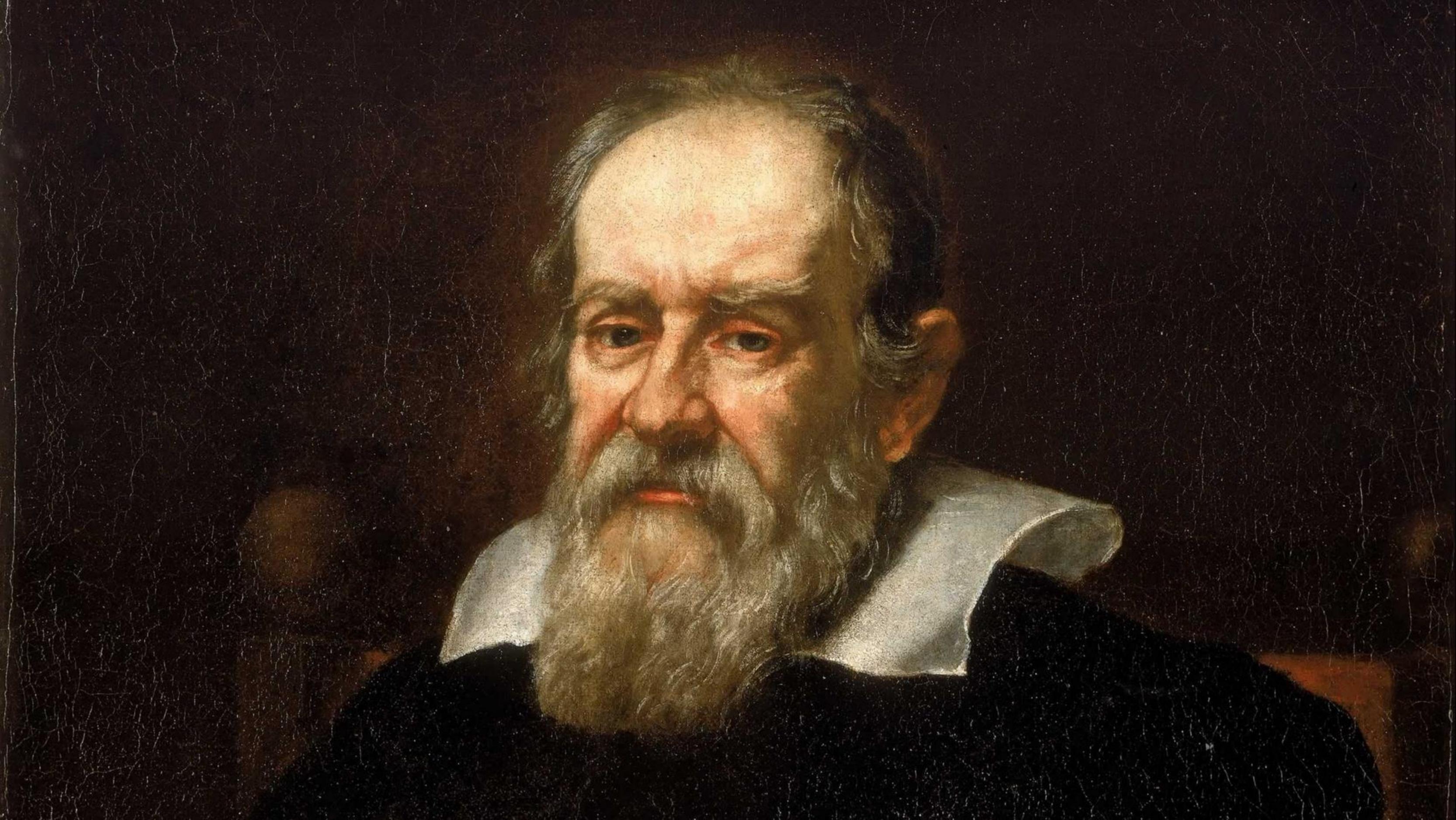
Let's explore...

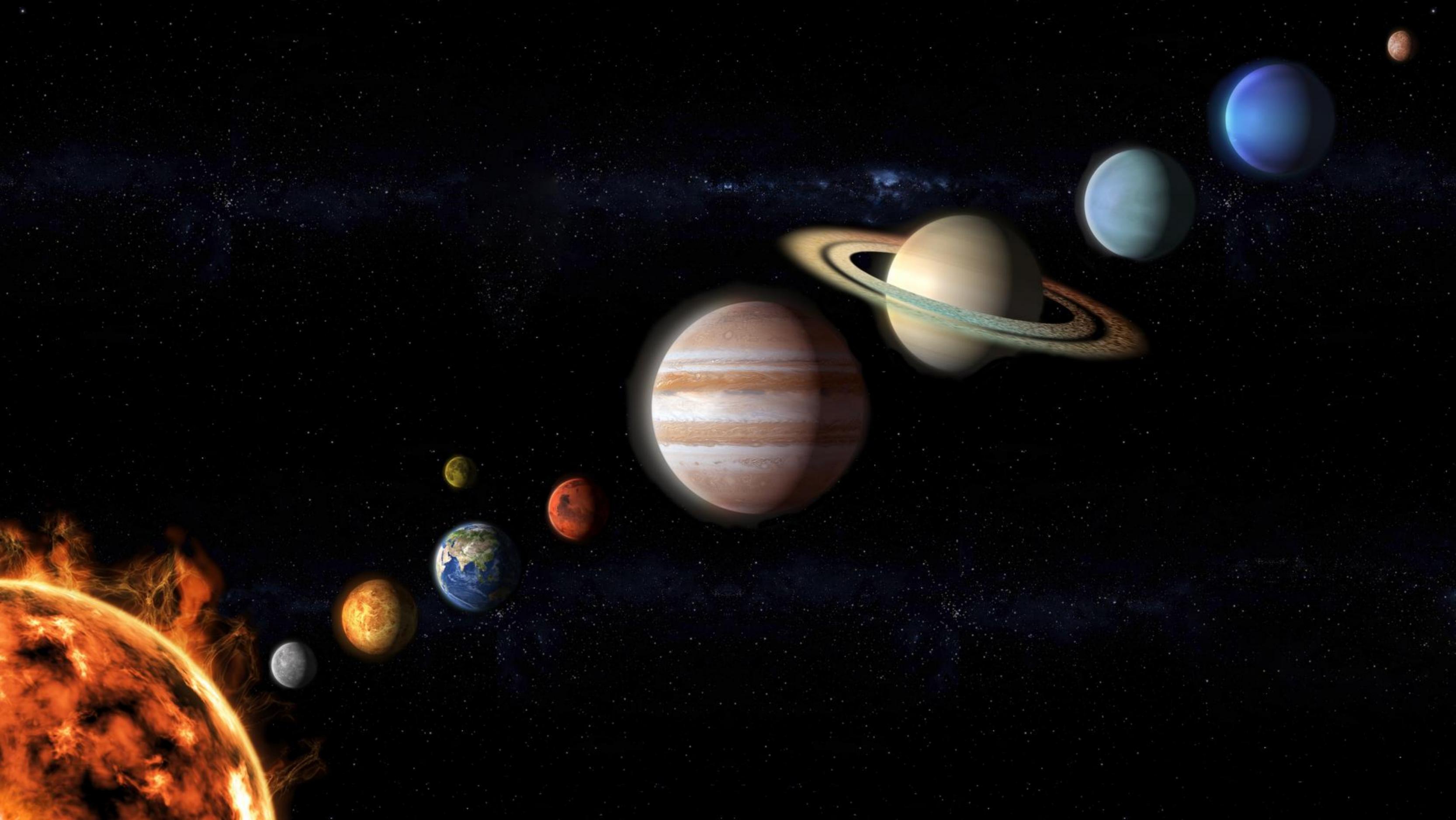












QUIZ TIME

WHAT'S

THE LARGEST FAST FOOD
RESTAURANT IN THE WORLD



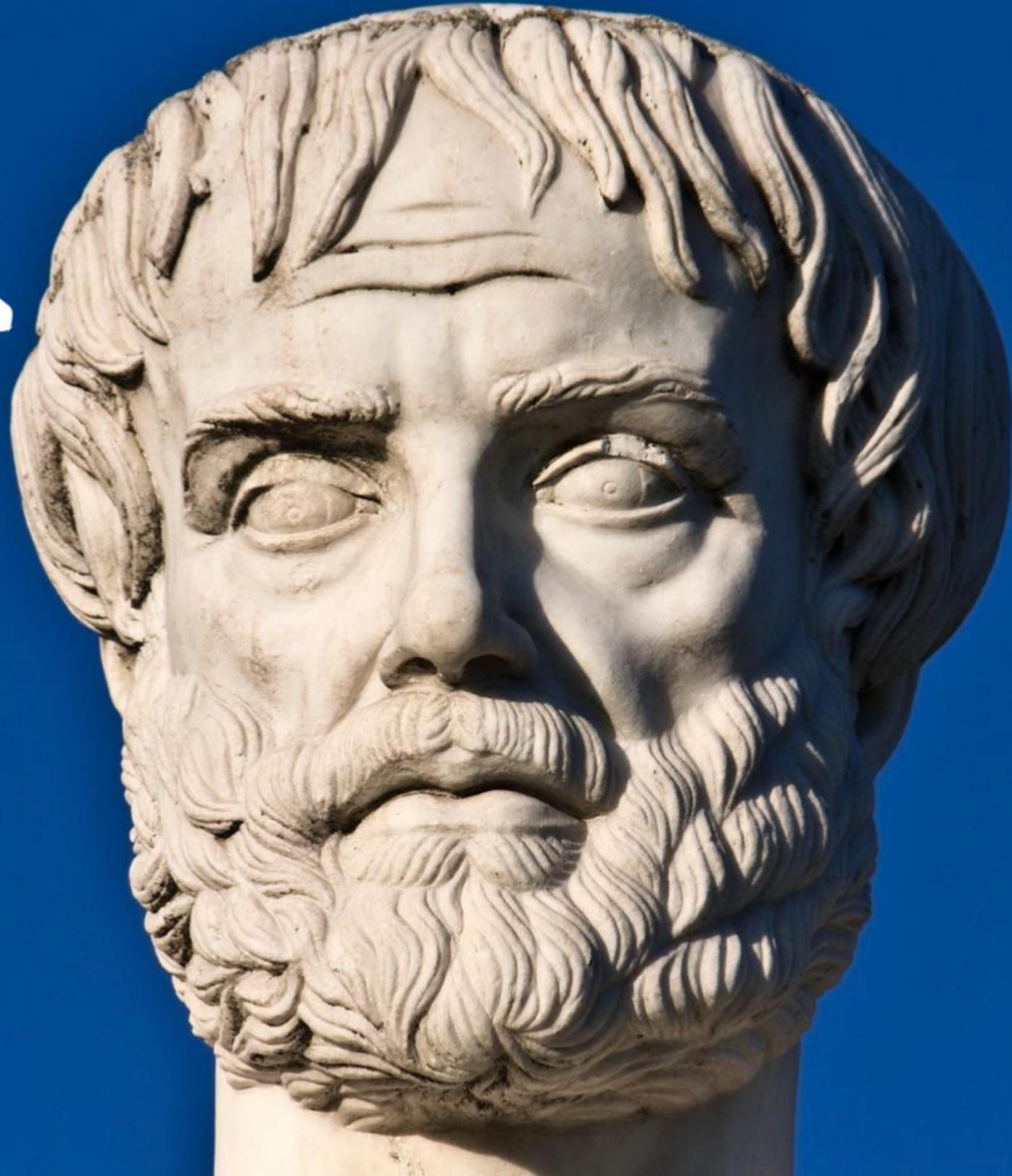
Avg calories in a meal	1,038
Avg salt in a meal	1,829



Avg calories in a meal	955
Avg salt in a meal	2,149

**Let's explore the art of
persuasion**

Aristotle



Ethnos

Ethics

[eth'iks]

moral choices to

value of human c

principles that o



Pathos



**emotional
response**



Logos

QUIZ TIME

WHAT'S

THE MOST POPULAR SMART
PHONE IN THE WORLD?



**copyright
issues**

**Not just #1,
they have 5
models in the
top 10**

Ethos



Well made, well designed, quality goods

Pathos



Easy to use and the shit just works together

Logos



**Ultra Retina display, A12X Bionic Chip,
Telephoto zoom, 60hz refresh rate**



**Last years
model, yuk**



**ALL NEW
MODEL #11**



**Let's explore "current" marketing terms
and concepts**

Social Media



Social

relating to society or its organization.

Media

the main means of mass communication (broadcasting, publishing, and the Internet) regarded collectively.

relating to society or its organization through the main means of mass communication

QUIZ TIME

WHAT

WERE THE FIRST
SOCIAL MEDIA POSTS?



Reviews





Influencers



**Kylie Jenner,
famous for...
I have no idea**

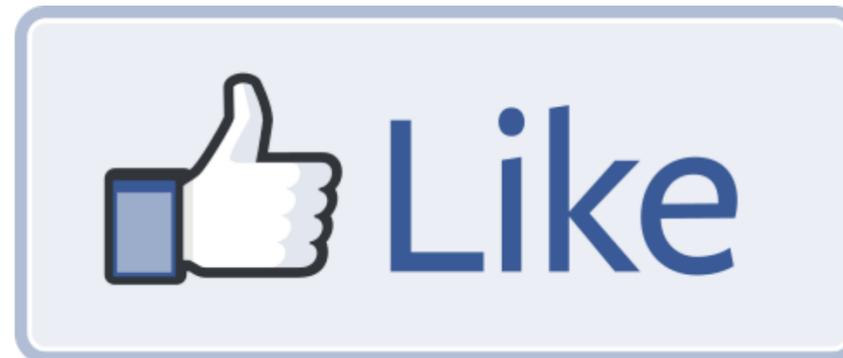
THE OG INFLUENCERS



Let's explore the importance of "Likes"

We all like to feel important and that people like us.

But how important are "Likes"?



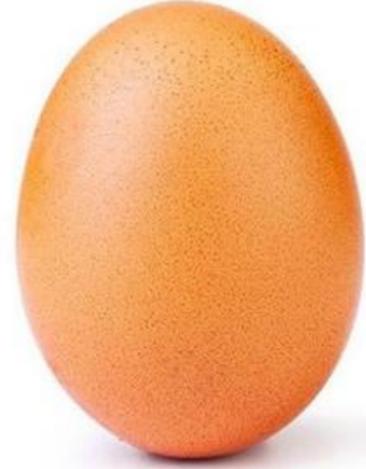


**Only about 3-4 percent
of those that like our
page actually see the
content we are posting
to our page.**

QUIZ TIME

WHAT'S

THE MOST LIKED POST ON
INSTAGRAM



Let's explore the 80/20 rule

**80% of your revenue comes from 20%
of your clients**

and in relation to reach

You have a greasy burger





So, we don't need to reach 100% of people

**We need to tell a
compelling story to 20%**

Let's explore the experience

Amazon sells one thing

Convenience



Let's explore your story

Who are you?

hint this is not what you do

What's your angle?

**on the surface, there are a lot of
people doing what you say you do**

What's the connection
emotional, ethical, status

Why is this compelling
the experience that it brings

Who wants to share their story

the end...
of this story