HOW TO WRITE ON THE WEB

Storytelling and web writing: tell stories to seduce.

Find all of our tutorials on our pro website: https://pro-tourisme62.com/

PAS-DE-CALAIS
TOURISME
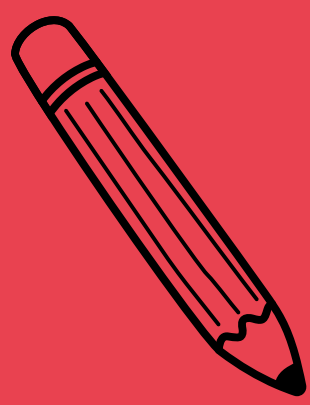
Capturing the consumer's attention through storytelling... but how?

Storytelling is an alternative to classic advertising, which no longer attracts. It has become an outdated mode of communication, which has the sole purpose of selling.
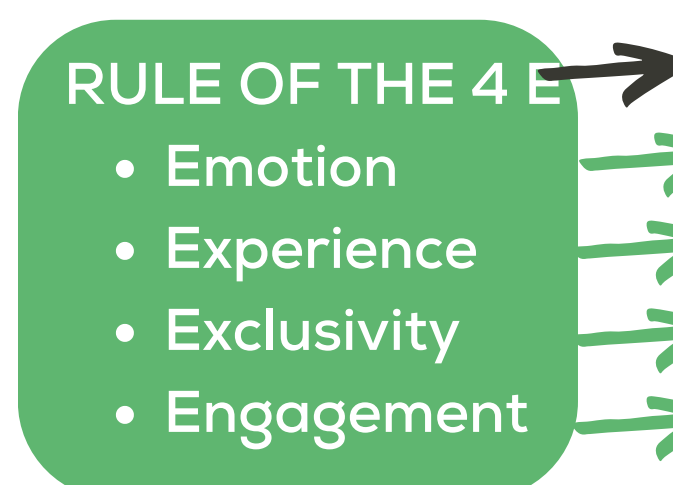
The secret: CAPTURING ATTENTION!

Le storytelling est une communication narrative, vraie ou construite, pour donner du sens à une marque ou à une destination. Ce procédé permet de réveiller la part d'enfance du public, et permet de les impliquer.

A little history...

Storytelling appeared in the 1990s, which saw the branding crisis appear, which saw a drop in household consumption.
It was therefore necessary to move from the brand to the narration around the brand, in order to win back the public.

used for the method of storytelling

RULE OF THE 4P
- Product
- Place
- Price
- Promotion

RULE OF THE 4 E
- Emotion → captures the attention
- Experience → gain of trust
- Exclusivity → the customers identifies to the product
- Engagement → creates interaction

Storytelling creates a relationship of trust

This method promotes emotion in the face of the argument.
The experience is put forward, and pure and simple consumption is put aside.

This method allows to...

A devious promotion
Make things memorable
Lets sell
Makes an article enjoyable to read

Its goals:

Commercial objectives: to convince, to differentiate...
Political objectives: to convince, to vote, to join...
Marketing objectives: capture, stimulate, retain...
Advertising objectives: promote, optimize, remember...
personal branding; sell yourself, make yourself known...

Be careful !

Storytelling is considered by some people to be manipulation, and makes some consumers feel wary. Be careful to use it correctly.

Which means to use ?

- Brochures
- Website
- Blog
- Videos
- Social Networks
- Decoration, objects, vehicles...
- Shop, reception...

Using different media helps to increase its visibility.

The strategy

Attract -> Convert -> Conclude ->
Thus, consumers become: Strangers -> Visitors -> Prospects -> Customers -> Ambassadors

Define your storytelling in 3 steps:

① Identify your target, by asking yourself these questions:
What is important for my target? What are his expectations?

② Set the values to pass.

③ Determine the messages the brand wants to convey.

A little vocabulary...

It is important to use appropriate vocabulary. For this, it will be necessary to use the five senses, which will appeal to the emotions of the consumer.

THE VIEW
Examples of verbs to use: see, watch, show, contemplate, admire, visualize...
For names: scene, horizon, flash, image...
For the adjectives: clear, vague, blurry, hazy, luminous...

HEARING
Verbs: listen, hear, lend the pillow, say...
Names: noise, rhythm, tone...
Adjectives: tuned, melodious, musical...

TOUCH
Verbs: touch, smell, relax, caress, cuddle...
Adjectives: sensitive, tender, warm, sweet...

THE SMELL
Verbs: to aspire, to release, to embalm, to smell, to perfume...
Names: perfume, scent, effluvium, essence....
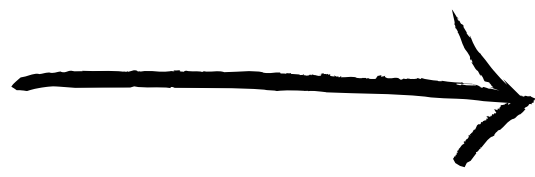Adjectives: delicious, sweet, divine, exquisite, fine, fresh....

TASTE
Verbs: savor, devour, bite into, sip...
Adjectives: sweet, full-bodied, woody, acerbic...

How do you tell a captivating story?

- Telling a humanized story
- Write with reason
- Title and illustrate
- Integrate the brand and its identi[ty]
- Provoke commitment

By using the rule of the 5W:
Who ? What ? When ? Why ? Where ?

The writing

The last paragraphs will be the least read. The first paragraph will be the most read. It is therefore important to place the right keywords and the right information at the beginning of the story. It is preferable to use simple, short sentences, which will be more powerful for the reader. It is important to always put yourself in the reader's shoes!

And above all, do not hesitate to play on the sensitive chord of the reader.

How to apply the storytelling

On a website: "about" presentation page, in the content of the product pages. Be careful to match the design of the site with your message.

On social networks: develop content specific to the brand and each network. Be careful to use beautiful visuals: posts accompanied by visuals are the most read.

Statistics to follow

The bounce rate: the percentage of people who went through the home page of a site without having any other interaction.

The engagement rate: the quantity of interactions received for a post.

The conversion rate: the percentage of customers who made a purchase over a specific period.

To go further...

Find our tools and support systems on Pas-de-Calais Tourisme's pro website