

## 2-Minute Tips for Storytelling in Corporate Marketing

GoSkills online course syllabus

**Skill level**

Beginner

**Lessons**

10

**Pre-requisites**

No prior experience needed

**Video duration**

18m

**Estimated study time**

18m 10s

**Instructor**

Sonia Acosta

## Introduction

---

- 1** Craft brand stories that captivate and convert  
Corporate storytelling isn't about selling—it's about making people feel something.

## Develop a Powerful Brand Storytelling Strategy

---

- 2** Use emotion to create unforgettable brand stories  
Facts alone don't inspire action, but emotions do.
- 3** Make your customer the hero of your brand story  
A compelling brand story doesn't focus on the company—it focuses on the customer.
- 4** Write a one-sentence marketing story that sells  
If you can't explain your story simply, your audience won't remember it.

## Create Marketing Stories That Drive Conversions

---

- 5** Hook your audience in five seconds or less  
With short attention spans and endless scrolling, the first few seconds of your story matter most.
- 6** Turn data into compelling marketing stories  
Numbers alone don't persuade people to take action, but storytelling does.
- 7** Boost engagement with short-form video storytelling  
Video is one of the most powerful ways to share stories, but only if it keeps people watching.

# Boost Your Brand Through Advanced Storytelling

---

8

Strengthen your brand story with archetypes

Every brand has a distinct personality, and archetypes help bring it to life.

9

Craft viral brand stories that people share

Some stories spread like wildfire, while others get ignored.

## Conclusion

---

10

Elevate your brand messaging through storytelling

Thanks for watching! Now you're ready to become a storyteller that crafts narratives that stick and resonate with audiences.

[Go to GoSkills.com](https://www.goskills.com)