



Brand, Meet Story: How to Create Engaging Content to Win Business and Influence Your Audience

Heather Pemberton Levy

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Think of the last great article you read or the last great speech you heard. Chances are, if you remember one key message, you also remember one compelling story. That's because the best content starts with a story. When it comes to marketing, the best business content starts with a story the audience cares about, not the brand's message about what it wants to sell them.

In *Brand, Meet Story*, Heather Pemberton Levy describes the Story Comes First method, a practical approach that combines techniques from journalism and fiction writing to help brands tell stories that put the readers' interests first. Whereas most brand marketers create content to sell their product, service or technology, the Story Comes First method turns this approach on its head to create content with the "human moments" that truly engage an audience.

Filled with examples from Levy's experience creating content marketing programs, trade books, and hundreds of articles for a variety of B2B and B2C brands, the book shows readers a step-by-step approach to create content designed to deliver business results. *Brand, Meet Story* explains the key ways to uncover what your audience cares about and how to turn brand messaging into stories that matter. Levy inspires readers to develop a compelling voice that will carry the brand tone and values across all channels, and helps them turn their ideas into engaging, story-driven content their audiences will read, love, and share.

Brand, Meet Story: How to Create Engaging Content to Win Business and Influence Your Audience Details

Date : Published September 27th 2016 by Bibliomotion

ISBN : 9781629561813

Author : Heather Pemberton Levy

Format : Hardcover 112 pages

Genre : Business



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Cecilia says

I wanted to learn how to create better, more engaging content like they said this book would help me do. Not be told (emphasis on the 'telling' over 'showing') for 100 or so pages why storytelling works. I mean, unless you're completely oblivious to content marketing (in which case, are you marketing under a rock?), this is a waste of time.

Also, the author told a lot of her own stories but couldn't get me to care about them. Very unoriginal and uninteresting.. and very ironic.

William Brophy says

Read this book now!

If you seriously are considering a content marketing strategy or already have one that isn't exactly working then you MUST read this book today! Its an easy read and chock full of examples to help you out. Don't forget to print out or hang up the appendix for reference next time you outline content!

Amber Ayube says

This book is not only valuable to marketers but to anyone who want to tell a story. It's cleverly written and has great examples.

Leslie says

I heard the author in a webinar on marketing and thought that the book would be good. The book is really slim; I thought that I would get more out of it.

Emily says

This has a lot of great ideas for driving customer engagement through content.

Bridget Greci says

Did I miss something? the author says start with a story but doesn't start with her own.
