

The Art of Storytelling in PR



Public relations (PR) is one of the crucial facets of communication strategies, dating back to the [1900s](#). Once deemed an early way to influence and persuade the public, PR today has transformed into a profession highly sought after by organizations and companies alike.

PR practitioners act as the front guard in shaping an organization's image, covering the responsibilities of building a positive relationship with stakeholders.

As we move towards a more globalized era, PR practitioners have looked to storytelling as a medium to convey messages and emotions to the target audience. Through storytelling, PR experts share the value that their organization upholds and align it with what their audience believes in. At its best, a compelling and impactful story has the power to capture human emotion, which in return enables PR experts to form more personal and emotive content, connecting it with their audience in the long run. In addition to that, [stories also engage our attention and trigger our imagination](#), helping us navigate and entertain ideas, emotions, and motives as well as enables us to visualize and prepare for prospective opportunities.

Let's look at how one can successfully become an avid storyteller and the strategies your organization can adopt to win over and connect with its audience.

1. Dig Deep! Understand Your Purpose

Knowing your purpose is not enough. You need to really understand the “why”. To craft a story that your audience will appeal to is to emphasize the idea behind the act and the key message one must share. Your purpose can derive from knowing your organization's values and missions and how it is unique from the rest. Having a clear context of what you want to deliver eases one into translating a brand's voice, tone, and language to better communicate with its audience. To date, we have seen many examples of brands that put forward PR

storytelling and have successfully stood out from their competition in the market, such as [Nike](#), [Spotify](#), and [Dove](#).

2. Evoke Emotions with Your Story

Humanize your brand through a story piece that evokes varied emotions your audience can relate to. The emotions can range from happiness, excitement, nostalgia, and curiosity to sadness, and much more.

Evoking emotions and tying them with your content can make your audience understand your story instead of just reading it. [Study shows that stories that can reach people at an emotional level have a bigger potential to be remembered](#), which ultimately is the goal of your brand awareness and trust. There are many ways you can start connecting with your audience through stories, such as highlighting working culture, employee wellness, or any commitments and values the organization champions, as well as showcasing your brand USPs on existing products or services that the organization offers and markets. It is important to speak to your audience as you would to a friend and avoid being too rigid, or complicated.

3. Inject Storytelling in Every Facet of the Business

Storytelling in business focuses on creating a brand character, humanizing the approaches and processes by giving a brand a voice and image. Storytelling in business portrays facts that are otherwise just listings of data without any real personality. A business story aims to engage and captivate an audience so that they remember the brand later and embark on the journey together.

Public relations' core goal is to build mutually beneficial relationships between an organization and its core audiences. Effective storytelling can add value to this process by enabling brands to communicate in a language to which their many viewers can relate.

Storytelling is a human activity hence humanizing it with emotive narration feels more natural to engage in than merely consuming it with advertising messages. In terms of PR, it aims to simplify complex messages and create a sharable narrative around the deeper meaning of your brand and its values.

For business, it means building a reputation and setting your stance in the market, engaging consumers, and building loyal connections. Storytelling eliminates confusion and provides solutions to get around roadblocks. Your narrative helps to turn goals into meaningful conversations. This is why startups and corporates alike should pay great attention to their stories, by shaping a narrative and creating a shared meaning around the conversations being held.

Conclusion

Storytelling in PR has never been this crucial in today's day and time. With social media at its peak, fueling the entire consumer industry on its own, hence creating engaging content for varied stakeholders has never been more important. Organizations need to keep their audiences engaged if they are to survive as not only are the brands competing with similar products in the same sector but also with the emotions, narratives, and values of their customers. Though globalization in general has increased living standards around the globe, it has also increased competition and rivalry. If organizations and brands are to stay, they

must go above and beyond with their narratives in the form of storytelling, ensuring that their stakeholders are together with them on this journey.

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