

# Storytelling and Positioning in a Digital World («STORYT»)

At a time when products and services hardly make a difference anymore, there is only one real differentiation: YOUR story! You and your brand are the players in the strong sales story that we develop in this course.

**Duration:** 1 day

**Price:** 850.–

## Content

### Introduction

From the flickering of the campfire to the glow of the smartphone: Stories have been moving us through all epochs for thousands of years – how and why?

Find out how good stories are structured and how you use these structures for your story.

- **Chapter 1: How a good story begins**
  - Why do you get up in the morning? Strong stories begin with strong motivation and a clear positioning.
  - Together we analyze the situation of your company and work out possible positions that will distinguish you from your competitors. You will learn how to start this process and how to carry it out independently.
- **Chapter 2. Who, how and why**
  - Who, how and why? In this way, you will work out exciting stories from your product, your service, and your brand.
  - Learn a simple method to develop interesting stories from the advantages of your company that you can use in marketing.
- **Chapter 3**
  - Film, picture, text: How to convey your story convincingly
  - Consistency in text and image language
  - Structure of an article/post
  - Media: editorial vs. PR content
- **Chapter 4**
  - From Social Media to websites to flyers, from phone acquisition to newspaper interviews
  - Using a few principles, you can quickly and easily customize stories for different channels
  - Conclusion
  - Tips, tricks, and recommendations on how you can deepen your storytelling skills yourself

## Key Learnings

- Knowledge to sell your products and services with a strong history
- Connecting information with emotion
- Understanding how a story must be structured to arouse the interest of your target audience
- Knowing how to develop your own stories to win more customers

## Target audience

This course is targeted at Company Owners, Management, Marketing, and Sales, as well as self-employed persons and everyone who is interested in increasing the turnover of the company and its further development.

## Requirements

Joy in the work you do or willingness to discover this joy by attending the workshop.

- Social Media in Marketing & Communication («SMC»)
- Writing skills for Social Media («SFSM»)

## Additional information

**Please bring your own laptop with you.**

You can use your laptop to store what you have seen and learned during the course and use it immediately for your daily work in the company. If you do not have a laptop, we can provide you with a computer. After registering for the course, please contact [info@digicomp.ch](mailto:info@digicomp.ch).

## Any questions?

We are happy to advise you on +41 44 447 21 21 or [info@digicomp.ch](mailto:info@digicomp.ch). You can find detailed information about dates on [www.digicomp.ch/courses-media-communication/digital-marketing/social-media/course-storytelling-and-positioning-in-a-digital-world](http://www.digicomp.ch/courses-media-communication/digital-marketing/social-media/course-storytelling-and-positioning-in-a-digital-world)