

STORYTELLING

VERSUS

FACT-BASED CONTENT

IN CONTENT MARKETING

WHY IS STORYTELLING DIFFERENT?

STORY-LED CONTENT



Engages emotionally.

Shares experiences and memories which stimulate action.

Involves audience using narrative elements like context, conflict, crisis, closure and conclusion.

Shares messages, morals or lessons to encourage change.

Stories sell.

Focuses on the journey.

FACT BASED CONTENT



Engages rationally.

Generally provides views and information to aid learning.

Presents information in the form of facts like features, benefits, findings, data and statistics.

Shares information or instructions on how to do something.

Facts tell.

Focuses on a specific moment in time.

If you want help bringing your fact-based brand to life using content marketing with brand storytelling contact us at katherine@copythatsells.co.uk or 07703545117. Visit us at copythatsells.co.uk