

“ strategies for
telling your
brand’s
story”

SHARKEY
ADVERTISING



Storytelling is the best marketing

Part of having an effective brand is the ability to tell compelling stories about your products, services, and your business itself. Telling these stories involves giving the consumer a sense of how your business and the products and services you work. But it's not about flooding possible customers with information. It's generally important to keep your message both simple and focused. You have to know what information to give to different audiences, and what information to give at different points within the actual sales process.





Determine your basics

At its core, your story should tell customers the fundamentals about your company. The goal is to do this in an evocative and aesthetically appealing way, but the most important part is still to convey the necessary information to your consumers. A beautiful advertising campaign can fall flat if customers are left confused about what your product or service actually is. So, when you're working out your brand's story, it's important to keep in mind the basics. What is your company? What products or services do you offer? What problems are you solving for your customer, and how do you solve these problems better than your competition? Why is your product or service important to your customer base? Throughout your story, make sure your customer understands who you are, what you're doing, and why it matters to them.





Emotional engagement



Once you have the basics down, you should consider how to get your customers to invest emotionally into your brand. The way you present your story should be eye-catching and evocative. Often you have only moments to secure the attention of potential customers. The story itself should help the customer relate to your company in an intimate way. You need to create story that is both honest and powerful. You can only make one first impression. Make it a good one. Good design, persuasive copy and stunning photography will inform, entice, motivate and influence decision-makers.

Design is communication



Every corporate identity should tell a unique story. It creates a feeling and conveys a message to the user. Great design is a combination of beautiful aesthetics and intuitive actions. Focusing on brand design, brand development and building brand equity all stem from telling a companies story. Focus on the user experience, creation of visual impact, and strong brand communication ensures that a brand experience is clear and concise. Brand strategy must be managed over time to make sure that a company stays loyal to its brand.

At Sharkey Advertising, we can help you identify the foundation of your brand's story, and create evocative advertising content to hook potential consumers. Through targeted and beautifully designed messages, we will help you to effectively tell your brand's story in a way that will appeal to your desired customer base. We learn everything we can about your company, and your industry. We use what we learn and apply what we know—about design, marketing and technology—to create meaningful stories that spark the imagination, appeal to the senses, and inspire action.

Contact Sharkey Advertising to
create a brand story



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S H A R K E Y
A D V E R T I S I N G

We Do Lots of Things:

Brand Strategy, Corporate Identity, Corporate & Product Logo, Design, Advertising Campaigns, Direct Mail Collateral, Brochures, Web Design and Integration, Email Marketing, Banner Ads, E-Commerce sites, Marketing Promotional Pieces, Catalogs, Flyer Insert Programs, Magazine Special Sections Design & Total Print Production, Newsletters, Multimedia Presentations, Packaging, Media Planning & Placement.

