

# STORY TELLING IN MARKETING

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# Storytelling in Marketing

- **Humans love being able to relate to something/someone.**
- **We look for ways to improve ourselves.**
- **We like to belong somewhere.**

**This is where stories play a major role.**

# Storytelling in Marketing

Marketing is not just about telling people we exist and buying our product/service. But it's more about, "*Hey if you have this problem, we might be able to solve it, and keep us in mind if you do have a problem*"

That's the first step in marketing, the latter step is reminding them about it from time to time, i.e,  
**Marketing Strategies.**

# Storytelling in Marketing

Storytelling is one of the marketing strategies.

Rare Beauty

# Rare Beauty + Storytelling

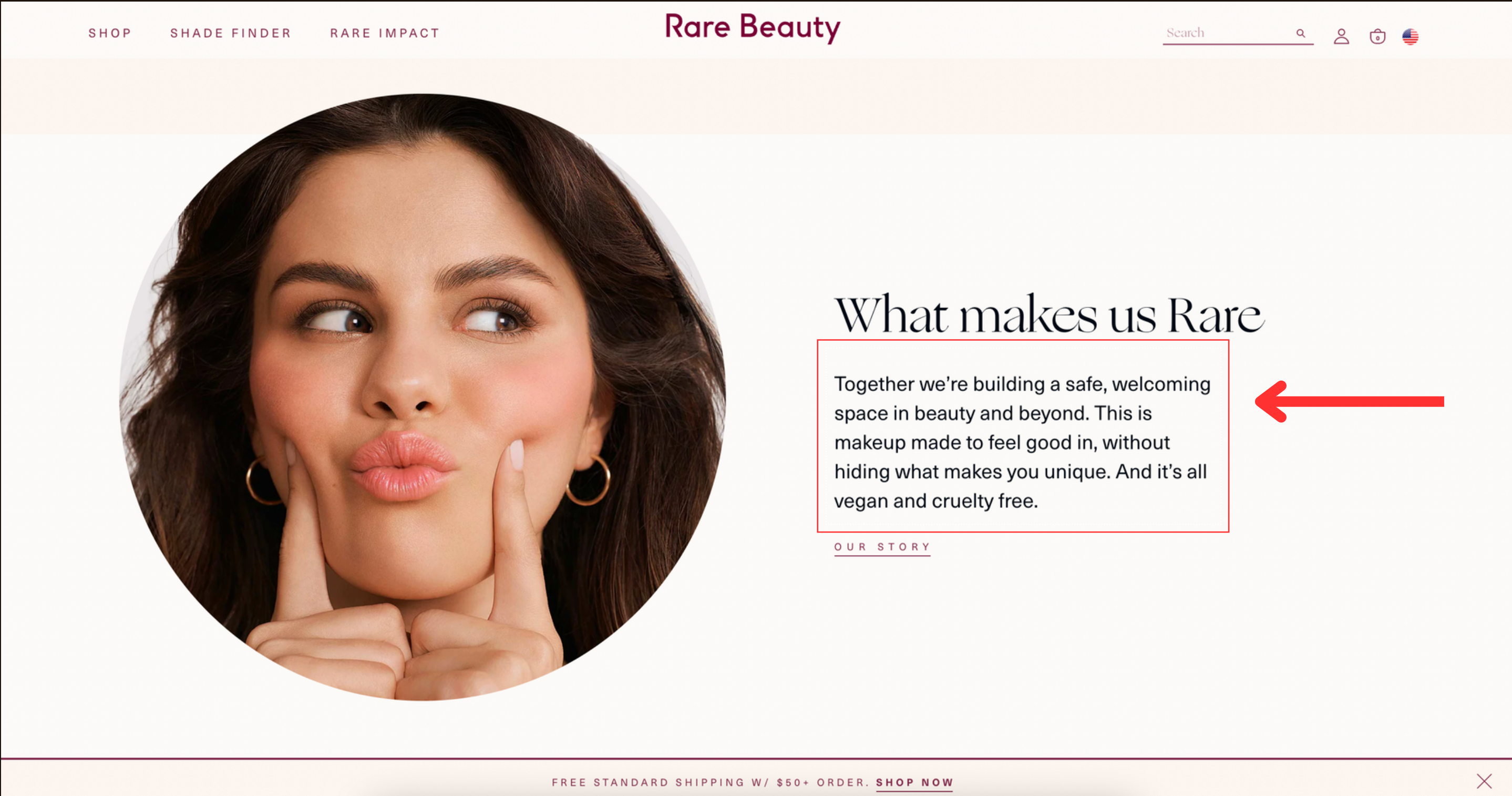
Rare Beauty is a cosmetics company founded by Selena Gomez. The foundational message of this brand is,

*"This is makeup made to feel good in, without hiding what makes you unique—because Rare Beauty is not about being someone else, but being who you are"*

# Rare Beauty + Storytelling

The reason Rare Beauty is used as an example in this case study is that not only does the Founder share her story, but the consumers do the same.

Their messaging is inclusive and creates a community by telling a story about the brand, the way they are created, why this brand and how it will make you feel



source: Rare Beauty Website  
<https://www.rarebeauty.com/> as of March 20th 2023

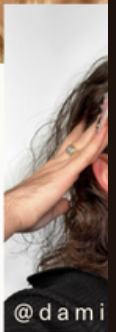
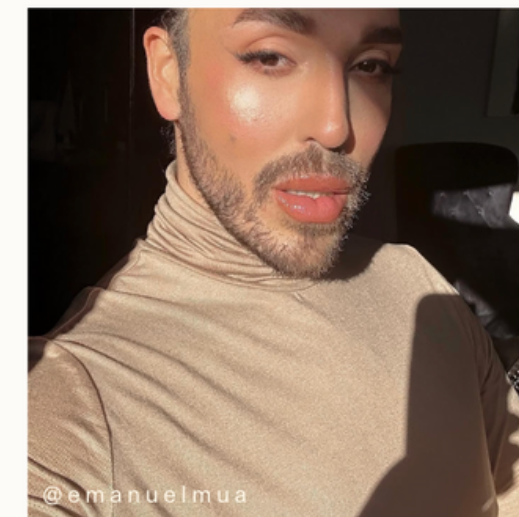
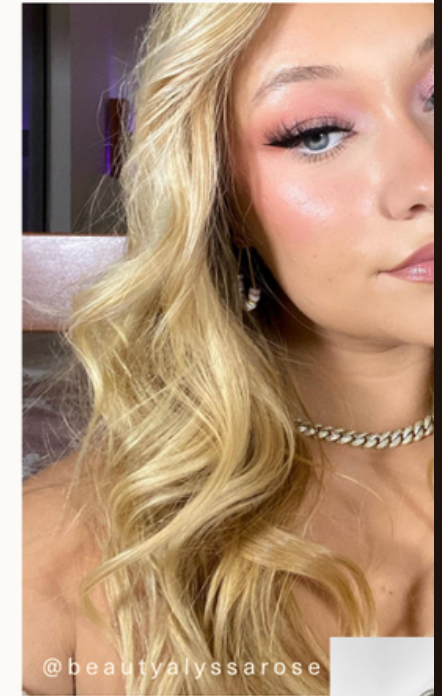


# @RareBeauty

## This is *Your* Community

Share your #RareRoutine and tag @rarebeauty for a chance to be featured!

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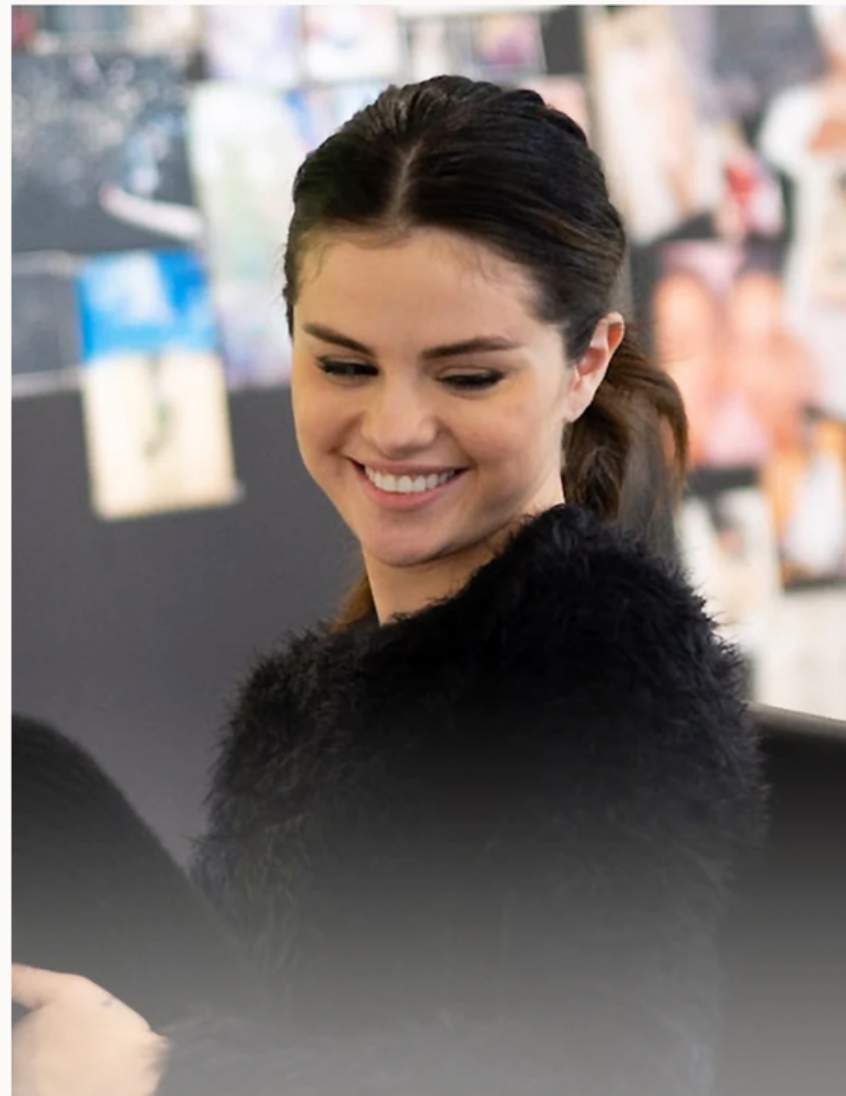


# Mental Health Awareness

SHOP SHADE FINDER RARE IMPACT

Rare Beauty  
*↳ you*

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## Make an *impact* on mental health

1% of Rare Beauty's annual sales will go directly to the Rare Impact Fund to expand mental health services in underserved communities.

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source: Rare Beauty Website

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# Mental Health Awareness

Not only do they create an inclusive community, but they also contribute to mental health services as well. This ties the brand's identity to "caring, inclusive, and realistic"

Make an *impact* on mental health

1% of Rare Beauty's annual sales will go directly to the Rare Impact Fund to expand mental health services in underserved communities.


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# The Marketing Woman

Host

Anusha Kannan



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