



www.socialmellon.com

## Hello, we are Social Mellon



Our mission is to always deliver PR, digital and social media campaigns with measurable results through powerful media exposure and engagement.

## **Our Philosophy**

What distinguishes us from other agencies, is that we have the enthusiasm of a start-up, underpinned by the resources and relationships of a large 'group' agency.



































## **Storytelling**

Μια φορά & έναν καιρό ήταν ένα brand/εταιρία/προϊόν/πολιτικός/μουσικός/ που κανείς δεν γνώριζε ότι υπάρχει...



## **Storytelling**

...γιατί απλά δεν ήξερε πώς να πει την ιστορία του.



### **Facts**

Τα 2/3 των millennials έχουν ad blocker στο smartphone/laptop τους

Meaningful Brands study: 74% των brands have no meaning in consumers' lives



## Γιατί να χρησιμοποιούμε ιστορίες στο content

ΕΝΔΙΑΦΕΡΟΝ ΕΜΠΙΣΤΟΣΥΝΗ ΣΥΝΑΙΣΘΗΜΑ



# Το storytelling κάνει το κοινό σας να θυμάται το content σας!

## **Tips**

Πώς ξεκίνησε η ιδέα/εταιρία σας? Ποια λύση προτείνετε/ποιο πρόβλημα λύνετε/ ποια εμπειρία προσφέρετε?

Ποιος είναι ο ήρωας της ιστορίας? Τι δυσκολίες ξεπέρασε?



## Storytelling vs data

θέλουμε data/ stats για να πειστούμε και ιστορίες για να αισθανθούμε!





## Συνδυάστε ιστορίες με content / marketing objectives!

## **Tips**

Set micro-goals! Τι θέλετε να πετύχετε με την ιστορία σας? Θα πω στο κοινό μου κάτι σημαντικό?

→ 10X more effective!





## Μοιραστείτε προσωπικές σας ιστορίες!

## Χρησιμοποιήστε ιστορίες για να...

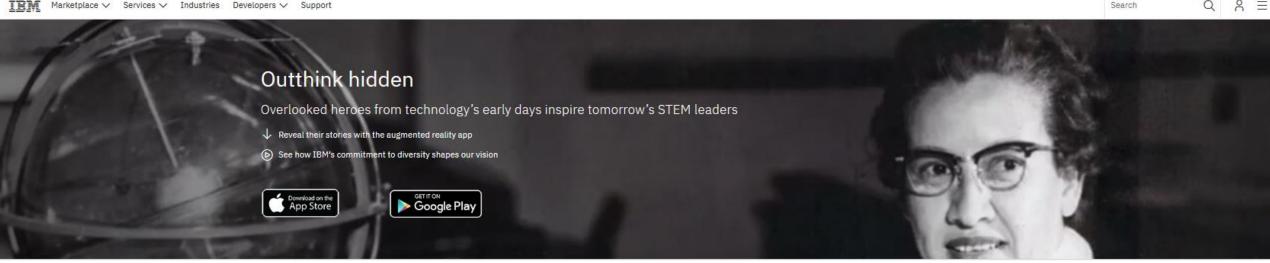
Ξεκινήσετε συζητήσεις με νόημα αναμεσά σε εσάς και το κοινό σας

Χτίσετε ουσιαστικές σχέσεις

Επικοινωνήσετε με συναίσθημα



## Οι ιστορίες σας υπάρχουν ήδη – απλά πρέπει να τις ανακαλύψετε!



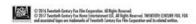
20th Century Fox's Hidden Figures tells the story of the Space Race from a new perspective, uncovering the contributions of Katherine Johnson, Mary Jackson and Dorothy Vaughan.

Inspired by the achievements of these three women, IBM aims to shine a spotlight on hidden figures from science, technology, engineering and mathematics (STEM) to serve as role models for the next generation. Because when creative minds work with the best technology, we can outthink anything.

### During the Space Race, NASA's computers were women

Hidden Figures tells the unbelievable but true story of three African-American female mathematicians working at the Langley Research Center in Hampton, Virginia. They wanted a chance to change their lives; while they were at it, they changed history.

These human "computers," with help from an early mainframe provided by IBM, created computations that enabled John Glenn to become the first American astronaut to orbit the earth. The 1962 launch of the Mercury capsule Friendship 7 transformed the Space Race, became a symbol of American pride, and led to breakthroughs in science, technology, engineering and mathematics worldwide.









### Watson works with NASA

IBM and NASA's collaboration dates back to the Space Race, and they're still working together today.



#### hearthandhammer



853 posts 4,797 followers 2,095 following

#### Hearth & Hammer

Batavia, IL • Literary candle studio Donations support children's literacy AS SEEN IN: Buzzfeed, Byrdie, Huffpost, Hello Sunshine #BurnCandlesNotBooks

linktr.ee/hearthandhammer













Studio

Come Visit!

Mini CEO

Reviews



∃ IGTV





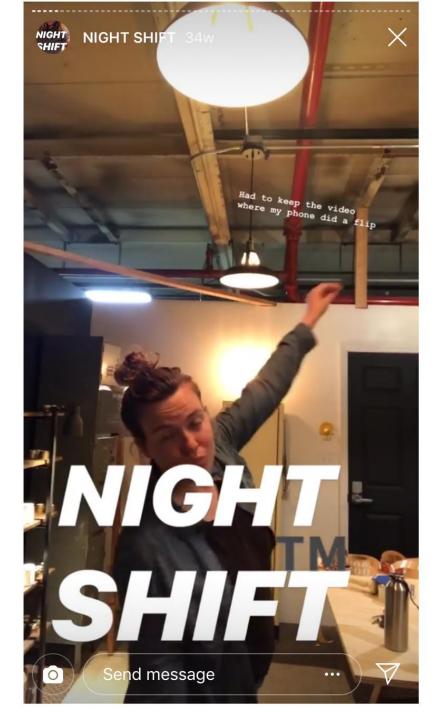


















3,563 posts 535k followers 170 following

#### Warby Parker

Prescription eyewear and sunglasses starting at US \$95. For every pair sold, a pair is distributed to someone in need.

#### warby.me/2kREQsv

Followed by autpops, panio21, and lukeslobster















Ask Warby

BAPGAP







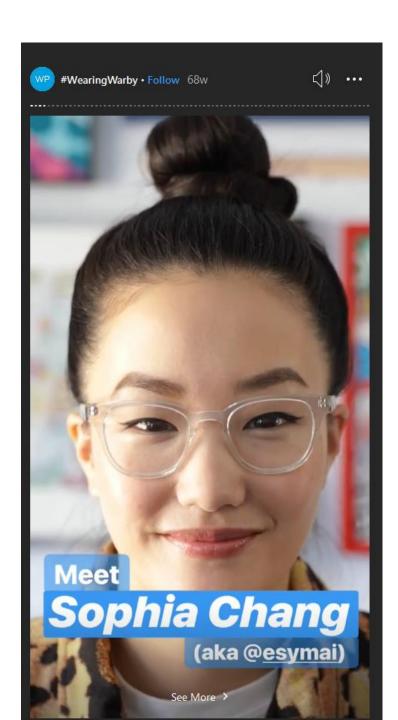












## **From Referral Candy**

### Storytelling Is:

Useful Info in a Narrative

What Motivates Your Team

What Your Brand Stands For

**About Your Customers** 

**Emotional & Engaging** 

A Beginning, A Crisis & A Resolution

An Interaction Between Your Customers And Your Brand

### Storytelling Isn't:

Any 10,000 Word Article

Your Sales Goals

An Advertisement

About Your Brand

Boring

Something "Cool" That Happened

A Sales Pitch



## Πείτε τη δική σας ιστορία

Γνωρίστε το κοινό σας

Μήνυμα

Visual

Call to action

Μέσο / κανάλι



## Great stories are:





Thank You!

www.socialmellon.com

t: +30 211 8008138

Facebook:@ socialmellon

twitter: /SocialMellon

LinkedIn: @socialmellon