

# How to Create a Storytelling Video

With video content saturating our daily lives, it has become increasingly difficult to distinguish your brand from the masses. Yet they exist, content creators able to grab your attention in the first 15 seconds of a video and hold you until the final title card. Odds are, these companies and individuals employ video storytelling. To help you better understand what video storytelling is and how to use it to your advantage, we'll walk you through creating a video that tells a story and give you pointers to get started.

## What Is a Storytelling Video?



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Video storytelling is a manner of creating content that uses traditional narrative structure to evoke emotion from your audience and encourage brand engagement. Think of story as an example in a lesson: by communicating your message through story, you're skipping to the part where you apply it to real life—the part where it all makes sense.

Story in video typically centers on and aims to create a strong emotional association with a featured product, company, individual, or brand. As video storytellers, we can use this medium to establish a connection with our audience and inspire viewers' actions and reactions. This makes story in video a powerful and effective tool.

## Preparing to Create a Storytelling Video

To create a video that tells a story, start by exploring several things:

- **What is the story you want to tell?** Identifying a story you're passionate about can give you a roadmap to follow as you move through creating your video. It influences your decision-making at every step, so know your narrative inside and out.
- **Who is your target audience?** Knowing your audience can help you find the most effective way to tell your story. By choosing a method proven to do well with your intended audience, you set yourself up to achieve your intended objective.
- **What is your story's objective?** Or to put it more simply, how do you want your audience to respond? Emotion is a powerful motivator, and different forms of brand engagement often correlate to the emotion a story leaves them with. By identifying how you want your audience to react, you can guide your creative decision-making through the lens of how you want them to feel. The most popular engagement-emotion connections include:
  - Sharing inspired by happiness
  - Giving motivated by sadness
  - Loyalty spurred by fear
  - Lip service sparked by anger
- **Who are your story's characters?** If you're personally representing your brand, think of this in terms of how you'll present yourself. Characters play a huge role in how closely your audience remembers and identifies with the story being told. Strive to showcase a persona or [characters relatable to your viewers](#). You can do this by making your characters likable and highlighting distinguishing features. This will humanize the story's key players and garner empathy among your audience.

- **Where does your story take place?** Setting influences story, and as a result, how your audience connects with your brand. Develop a setting that grounds your story in reality. Just like characters, it helps if the setting is relatable and familiar.

Each step in creating a storytelling video draws on the answers to these questions. Spend as much time in this stage of the process as it takes to discover the key components of your story.

## How to Create a Storytelling Video

Once you've answered the preliminary questions, you can develop your video. We'll simplify storytelling in video to five steps:

1. **Develop your narrative.** Most modern stories adopt variations on the same story structure or narrative arc comprising six parts: exposition, inciting incident, rising action, climax, falling action, resolution. In storytelling with video, you include these elements on a much shorter timeline. To empower each part to perform its intended role within the story, you should make each of these beats strong and memorable. Solidify this narrative as much as possible before filming.
2. **Hire a production studio or gather a team.** Filmmakers come with their own brand of style. In selecting a production studio or hiring your team, consider their style and how it will complement your story. In addition, [filmmakers with professional experience](#) can make a world of difference in the final product of your video story telling. Elements like polish, lighting, aspect ratios, and color palettes distinguish great storytelling videography. Give yourself a leg up by partnering with professionals who will elevate your content.
3. **Film your narrative.** Once you know your story and how you'd like to tell it, you can compile your footage. If you have the means, always film more than you need. This can make it easier on your editors in post-production to convey your chosen story. If you've written out your narrative arc, use it to guide you through the story elements you still need to capture.
4. **Edit your footage.** In cutting your film into the story you want your audience to see, it's essential to follow your narrative arc. Check that you've included all information the audience will need, but keep it short. Viewer attention spans are only so long. No matter how good your story, capping your video at three to five minutes will challenge you to preserve only the necessities. By mining the elements that serve the story, you can ensure higher quality content. Consider hiring a professional to simplify this part of the process and give yourself an objective set of eyes.
5. **Have a promotional strategy.** Once you've created your storytelling video, it's critical to follow a marketing plan that will [get your content in front of viewers](#). This plan can involve social media posts and paid ads, strategic content placement, press releases, or even pop-up events to create buzz around your brand and guide your audience to the video. Develop this strategy in advance, so when your video goes live, promotions have already generated traffic.

# Things to Keep in Mind When Storytelling with Video

To set yourself up for success, consider these pointers:

- **Hire a writer.** Story is both an art and a science. To develop quality content that informs, entertains, and inspires, engage an expert.
- **Show, don't tell.** Audiences retain stories they experience longer than information they hear. If you can create a compelling visual and emotional story, the connection will follow.
- **Trust your story.** Often you'll find your story knows more about what it wants to be than you do. Let your story guide your decisions throughout the filmmaking process. This will result in a product that's clear, cohesive, and impactful.

With each new storytelling video you create, you'll develop the ability to effectively and innovatively engage your audience.