

A guide to storytelling and campaigning

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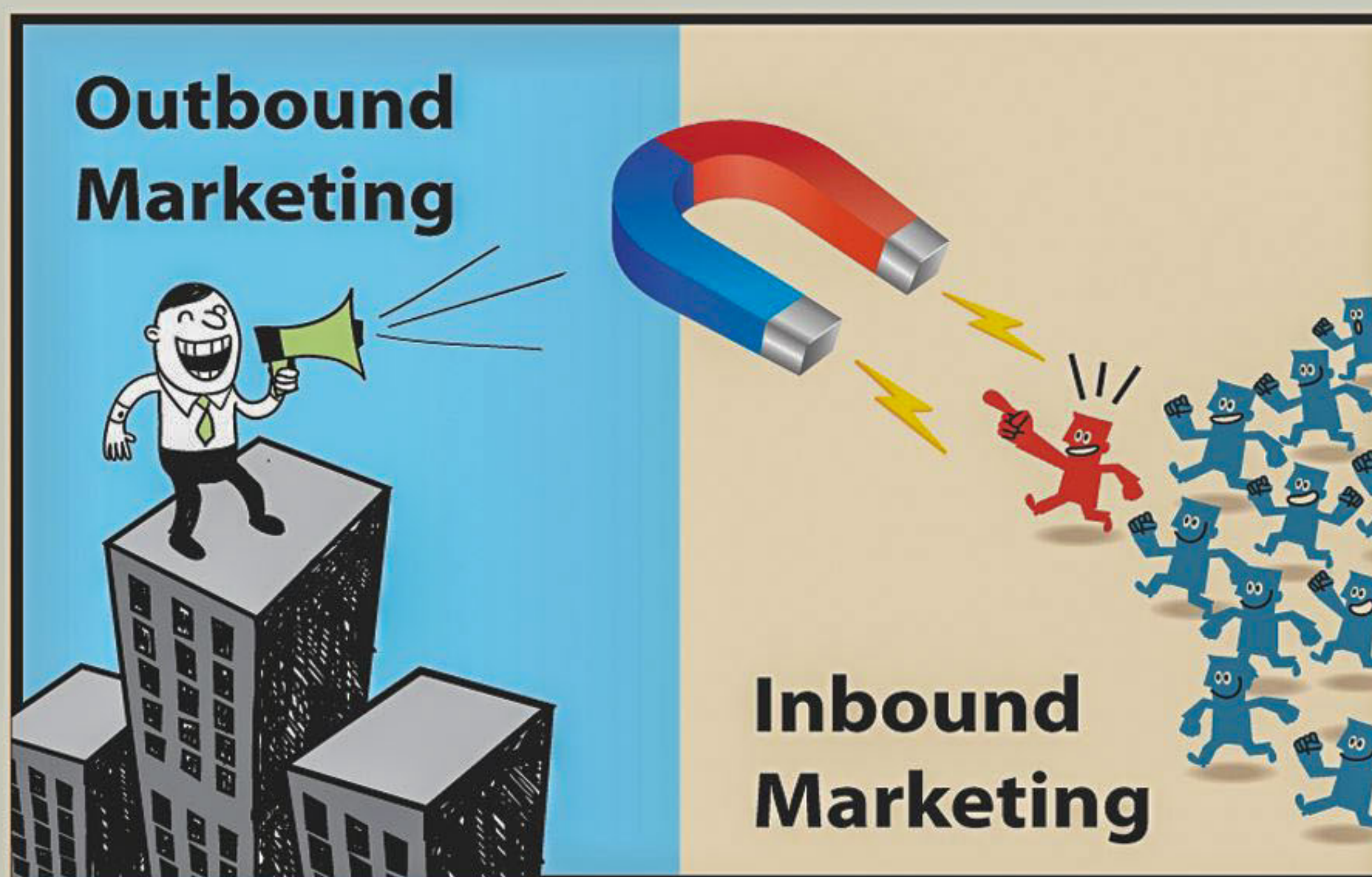
Do you know how Starbucks is using feedback from customers to offer new coffee flavours? Do you know how to bypass the "Six Degrees of Separation" technique through your marketing tactics and connect to more people? If you do then you definitely know what I'm referring to. I'm talking about the inbound marketing concept that may attract 10 times more audience/results than regular outbound marketing. The world has already started shifting focus out of traditional marketing to digital marketing. With the launch of 3G, the scope of digital marketing has unlimited possibilities in Bangladesh.

If you're keen on a career in marketing or a young entrepreneur who wants to promote your business, you must know what works well in this digital marketing era. Let's go over two of the most important digital marketing tactics:

Storytelling

Do you have a website for your business? Are you on Facebook, LinkedIn, Twitter, Pinterest and Google+? What kind of story are you planning to tell through all your digital footprints, be it your commercial website or social media page?

Coca Cola started providing awe-



some recipes through their commercial website – the recipe goes good with Coke. This made people more engaged to their brand and visit their website for more content/recipes.

Coca Cola set up cameras in vending machines located in Pakistan and India, requested customers from each country to greet each other. Coca Cola took initiative to post the small clips on their website. This was a great way to interact with customers and potential

customers.

In recent years, we have seen that organisations are becoming more "human" through social interactions and interesting content. Companies are developing a personality through storytelling – thus becoming less "faceless" – and the trust between companies and consumers continues to grow.

We must ensure that through our digital footprint we attract, engage audience and ensure their visits more

often to our websites/ fan page so that we may get the most mileage out of it and bypass the six degrees of separation rule.

Another recent example would be Airtel Buzz, Airtel Bangladesh Limited's Facebook fan page that uses interactive, content and currently has over 2.7 million followers.

Digital Marketing Campaigns

Digital marketing campaigns may go viral and have the maximum effect. All we need to do is first of all communicate the campaign through digital and social media and ensure that customers will be using the digital media to be eligible for the campaign.

A very easy example which some of the outlets/ restaurants are currently using is the 'check in' concept. You check in at the Facebook pages of the restaurants/ outlets and get discount.

Stay tuned for the second instalment of this series which will cover SEO and content crowd sourcing, two very powerful digital marketing tactics.

The writer is a professional with over 11 years of experience in mobile banking and digital marketing and is currently the Head of mCommerce Operations at Airtel Bangladesh Ltd.

NEW YEAR'S RESOLUTIONS OF A BOOKWORM

SARAH ANJUM BARI

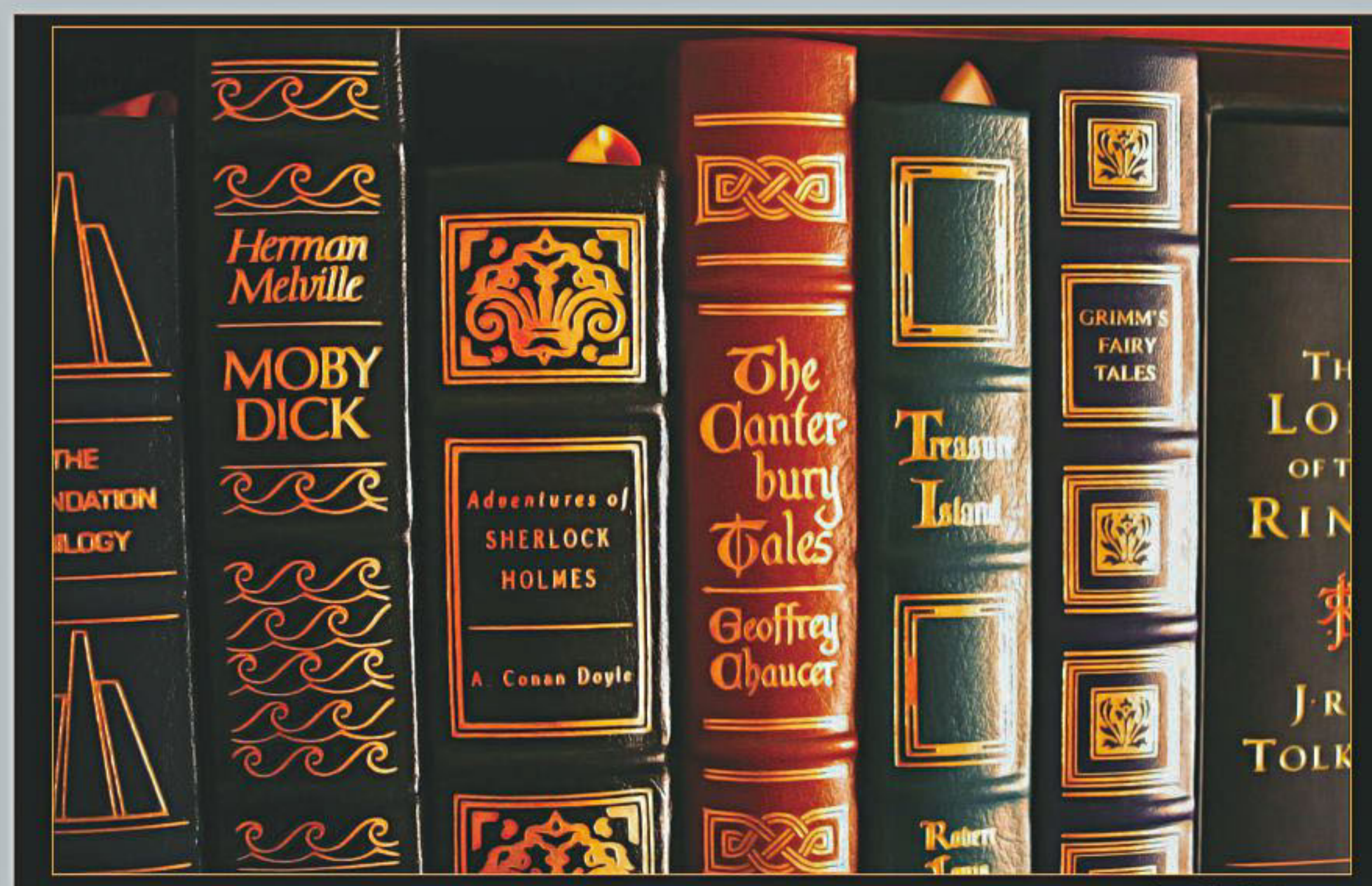
Do I have any new year's resolutions? Of course.

But I'd announced a premature bedtime on a New Year's Eve sleepover to come read in bed. Needless to say, my resolutions are strictly those of a bookworm. And because my resolutions are reading-related, I plan on taking them at least halfway seriously.

1. I will not abandon a book mid-story, however boring it gets.

I love reading as much as any self-respecting book psycho but every once in a while comes a story that just refuses to go anywhere with the plot. But does that give me the right to abandon ship midway through? I've only done this with two books so far—Twenties Girl by Sophie Kinsella which I still don't think was worth finishing, and The Cuckoo's Calling by Robert Galbraith, which I'm told is a genuinely good book by many. See what I mean? I could be missing out on a mind-boggling twist waiting on just the next page, or a perfectly good ending that would justify the overlong content. I'll never know.

2. I will read more of the literary classics.



Starting with the classics seems like something most people would do, you'd think? But I've recently come to realize that I haven't read many of the world's most famous books because I tend to fixate on one particular genre or author. Having made a tiny headway on my want-to-read list, I'm awed by what I'd been missing. I was entertained by Sense and Sensibility, scandalized and amused by Lady Chatterley's Lover, heartbroken over To Kill a Mockingbird

and just plain disturbed by Wuthering Heights. It is a world of some of the richest, most touching of creative works imaginable and I can't wait to keep reading more.

3. I will revisit more of my childhood favourites.

Revisiting anything from one's childhood just seems like a magical solution to mood spoilers of all shapes and sizes. While reading the likes of The Princess Diaries, Nancy Drew,

Hardy Boys and Sweet Valley High does wonders to my mood and makes me happy to no end, re-reading some of the richer and deeper childhood stories such as A Christmas Carol and Alice's Adventures in Wonderland recently has made me appreciate how beautifully written they are – something I couldn't have done back in 3rd grade.

4. I will try new genres, especially the ones I've been avoiding.

Isn't this something ALL bookworms will relate to? I know how to bloody-mindedly finish reading anything and everything my favourite authors and the likes of them have written, but when it comes to genres like horror or dystopian novels, for instance, my knowledge is negligible. Mainly because I wanted to avoid fueling my already creepy nightmares, but when has that stopped others? It's a new year, a new beginning and come what may, I'm ready for you, Stephen King.

Finally, there's the one thing all of us bookworms resolve to do all day every – to find more time to read. It's a vast, vast world of lovely stories and knowledge out there, my friends. The books are uncountable and my time here is limited, so excuse me while I continue to ignore you that much more this year.