



Why you are behind on the visual storytelling trend for business

Everyone is on **social media** nowadays and if you aren't your business is suffering. Even the classic mom-and-pop shops are popping up on Facebook and Instagram going along with the trends promoting themselves.

So then you ask yourself well why should I?

First of all, you can show people really what your business is all about. Giving them behind a scenes look into what makes your business tick. People are more inclined to watch a video about a business than a read article. This is why you have to jump on the visual storytelling trend, its what people want. They want to see a video of all the products you have to offer, not a boring article about them. If people know what you are all about then your customer pool will grow. Yay!

Sounds easy? Well yes and no but this post will help you get started.

You have to think about your target market, this will determine how you tell your story and on what platform. If you want to reach young adults **Tik Tok** and **Instagram** are your go-to. I mean imagine all the business you could drum up from a little 9-second video on Tik Tok when it hits the right **target market**.

Once you have your target market, you need to figure out what story you want to tell and how. Are you going to post photos of all your products? Or videos and reels of what the day-to-day looks like. Just be creative. The great thing about visual storytelling is it can reach people you would not be able to reach. That's what you want, to reach people you couldn't without social media. This can improve your business and along the way you can dictate how your story is told. In turn, this can increase your social media followers, which then could lead to reposts and mentions...reaching even more people than you ever could. You also increase profits along the way. There are so many things you can do on social media to improve your business and plenty of ways to go about it. The great thing about social media is it's free, you just have to find what your customers

want. Going along with **trends** always helps, many times businesses blow up just doing for doing something trending..... so stay on top of the news. Find what works for you on social media, then use it to your advantage or heck even look what at your competitors are doing. **Visual storytelling** can do so much for your business increase your digital presence, increase sales..... the sky is the limit! So now you are convinced this is the way to go, well head over to <https://blogs.umsl.edu/business/> for even more info to help your small business grow!