

# Omnichannel storytelling, from the trenches

How to keep your story straight and not lose  
your mind

OmnichannelX conference, Amsterdam, 01-02-2018



## About me...

- Aeronautical engineer
- Software consultant
- Writer, poet, literary critic
- Copywriter, website builder, social media manager
- Associate content marketing consultant  
@ReputationsCC



# What is a 'corporate story' anyway?

**Company**

**Channels**

**Audience**

Value  
propositon

???

Perceived  
value



## Omnichannel in B2B services ?

“You have achieved omnichannel when your user or customer can choose the channel and you have the infrastructure to provide, through that chosen channel, what the customer needs, in the form needed, fast enough to create a seamless user experience.”



reputations

# The Cardano case



# The Storytelling Sweet Spot

what the  
audience  
cares about

what we know





Coca-Cola  
zero

# CARDANO IMAGINE.

A DIFFERENT PERSPECTIVE

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[Cardano](#)



# Stretching the sweet spot



ANDEKS DENKEN OVER ECONOMIE  
**We zijn verslaafd aan oneindige groei**



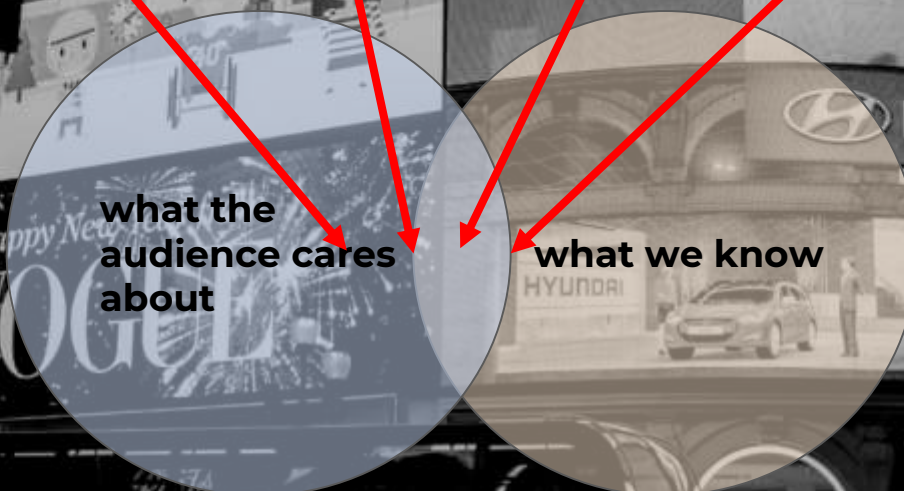
POKESLIJN-REISWAJE  
**Gefascineerd door de irrationaliteit van de economie**



RISICOMANAGEMENT IN DE PRAKTIJK  
**Fatale Challenger-missie leert harde lessen over risicocultuur**

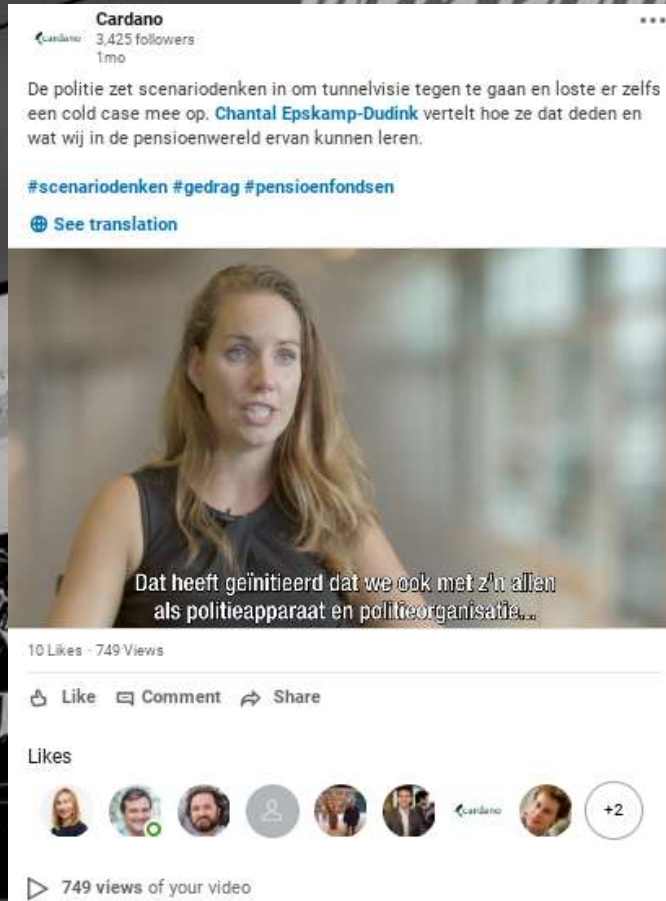


SCENARIODENKEN ALS MANAGEMENTTOOL  
**Mensen ten Voorde: "Scenario-denken is voor pensioenfondsen een must"**





# Prioritizing audience needs



**Cardano**  
3,425 followers  
1mo

De politie zet scenariodenken in om tunnelvisie tegen te gaan en loste er zelfs een cold case mee op. [Chantal Epskamp-Dudink](#) vertelt hoe ze dat deden en wat wij in de pensioenwereld ervan kunnen leren.

#scenariodenken #gedrag #pensioenfondsen

🌐 See translation

Dat heeft geïnspireerd dat we ook met z'n allen als politieapparaat en politieorganisatie...

10 Likes · 749 Views

👍 Like    💬 Comment    ➦ Share

Likes

👤 +2

▶ 749 views of your video



# The Omnichannel Quad

Content



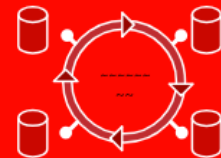
Design



Governance

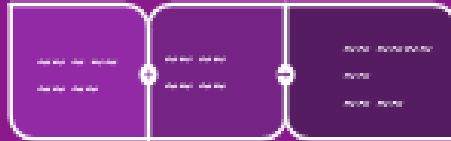


Systems



...and what it usually looks like.

Content



Design



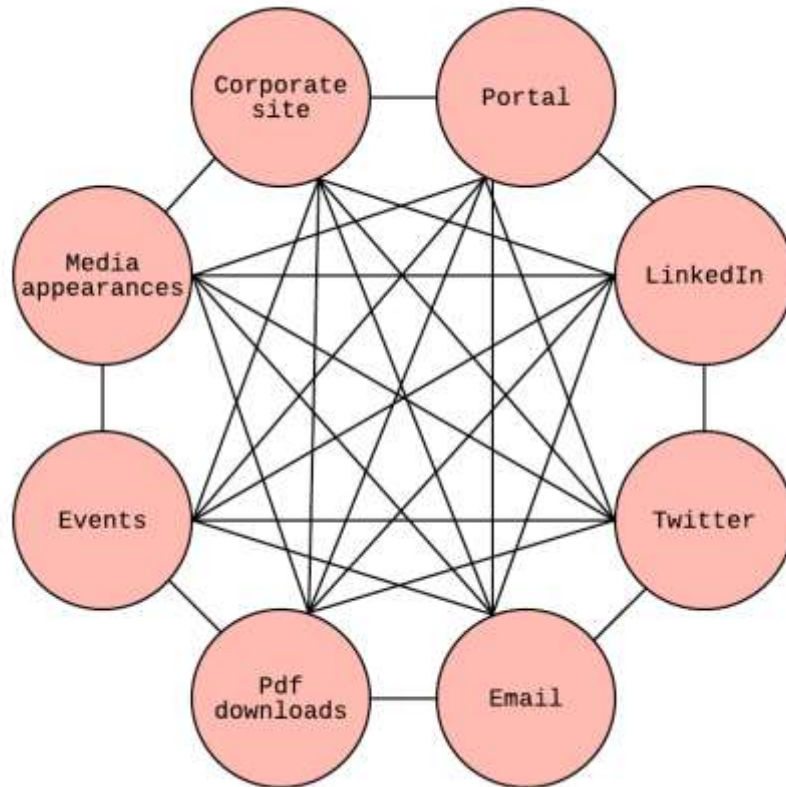
Systems



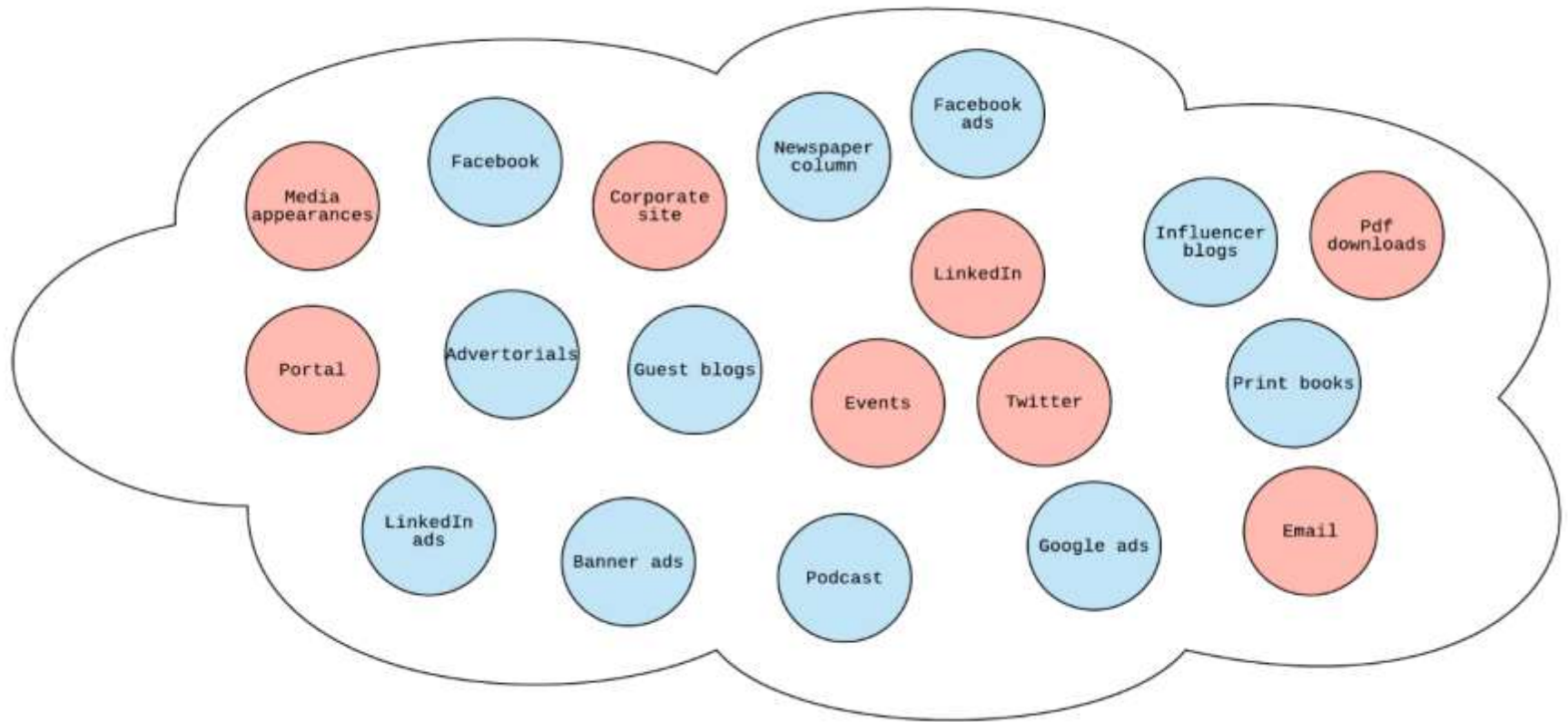
Governance



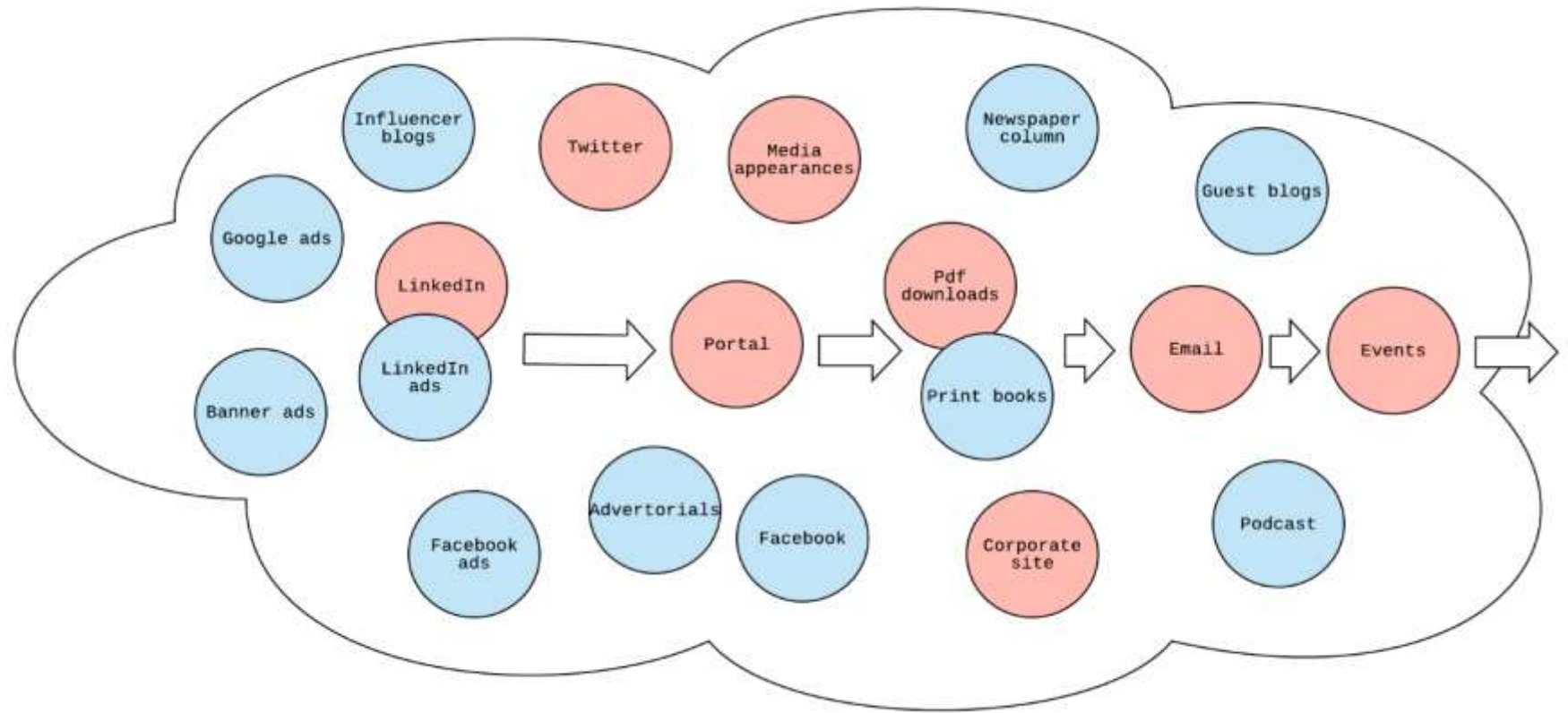
# Cardano channels 2017



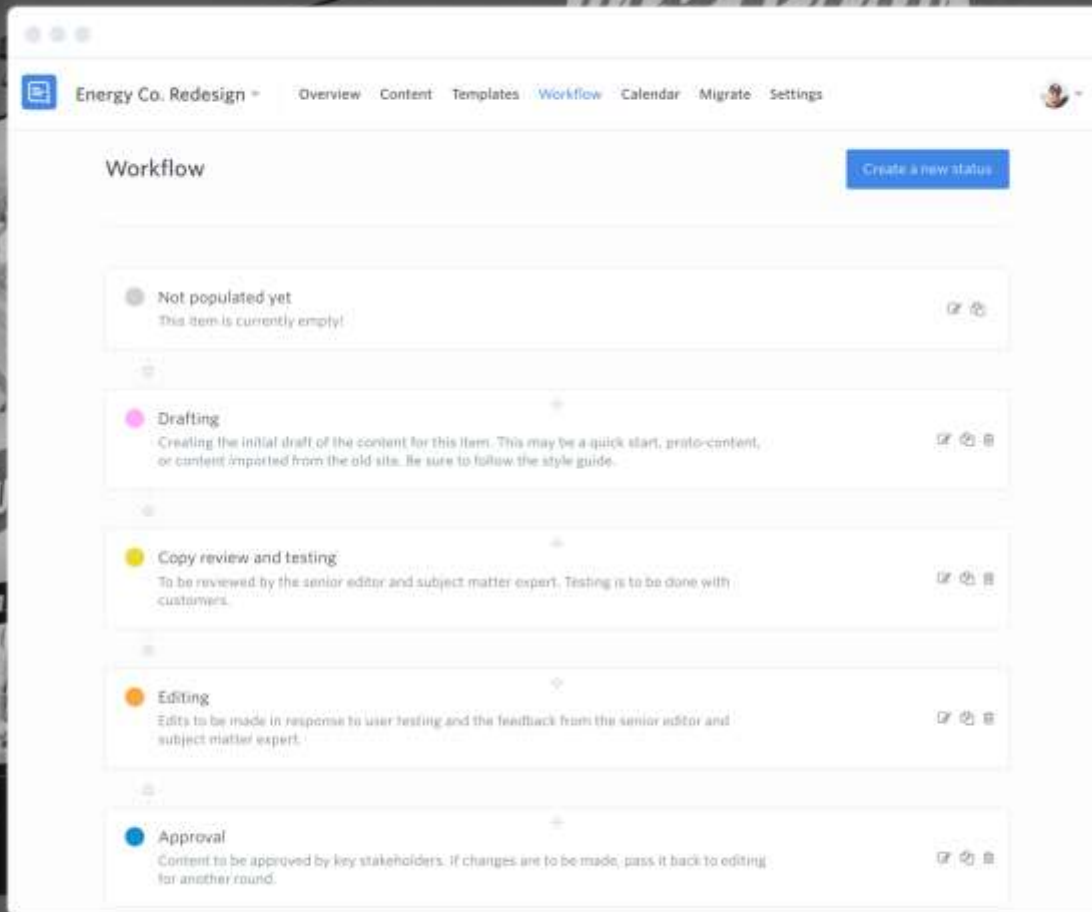
# Cardano channels 2019



# Preferred route



# Organizing creation



The screenshot shows a web application interface for 'Energy Co. Redesign'. The navigation bar includes 'Overview', 'Content', 'Templates', 'Workflow', 'Calendar', 'Migrate', and 'Settings'. The 'Workflow' section is active, displaying a vertical list of workflow stages. A blue button labeled 'Create a new status' is located in the top right corner of the workflow area.

**Workflow** Create a new status

- Not populated yet**  
This item is currently empty!
- Drafting**  
Creating the initial draft of the content for this item. This may be a quick start, proto-content, or content imported from the old site. Be sure to follow the style guide.
- Copy review and testing**  
To be reviewed by the senior editor and subject matter expert. Testing is to be done with customers.
- Editing**  
Edits to be made in response to user testing and the feedback from the senior editor and subject matter expert.
- Approval**  
Content to be approved by key stakeholders. If changes are to be made, pass it back to editing for another round.



# Process & automation



This item doesn't have any structure yet

You need to add structure before you can gather any content.

[Add structure](#)





# How to keep your story straight:

1. Make it channel-agnostic
2. Find your sweet spot and stretch it towards your audience
3. Prioritize audience needs over your own



# How to not lose your mind:

1. Prioritize channels
2. Maximize autonomy
3. Keep optimizing and automating

