

# How to be Seen & Heard :

## A Guide to Crafting Your Communications Strategy

Nov 28, 2023



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# ANDE SOUTH ASIA CONVENING 2023

Accelerating Action in the Region



ASPEN NETWORK  
OF DEVELOPMENT  
ENTREPRENEURS  
SOUTH ASIA

## How to be Seen and Heard: A Guide to Crafting Your Communications Strategy



Amina Azad  
Unlock Impact



28 November 2023 | 3:00 PM - 3:45 PM IST



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# How to Be Seen and Heard

A GUIDE TO CRAFTING

YOUR COMMUNICATIONS STRATEGY



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# The storyboard for today...



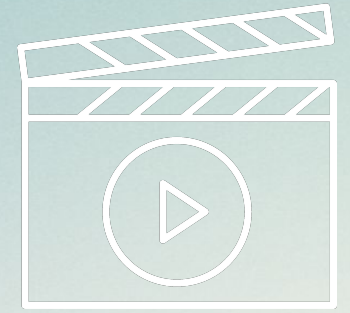
UNDERSTANDING  
NARRATIVE  
CONSTRUCTION



CHANNEL  
SELECTION



CULTIVATING  
MEANINGFUL  
CONNECTIONS



ACTION: PUTTING  
IT ALL TOGETHER

UNDERSTANDING NARRATIVE CONSTRUCTION



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# The Power of Stories

# UNDERSTANDING NARRATIVE CONSTRUCTION



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## 92% of people love stories

Our brains love stories, studies have shown that 92% of people find stories more compelling than straight facts.

## 80% of people remember stories

People are more likely to remember your story than any other information they receive, with up to 80% of people retaining information using a story.



UNDERSTANDING NARRATIVE CONSTRUCTION



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# Elements of a Compelling Narrative

# UNDERSTANDING NARRATIVE CONSTRUCTION



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Brand Authenticity



Audience-Centric



Consistent Brand  
Voice



Engaging Visuals and  
Multimedia



UNDERSTANDING NARRATIVE CONSTRUCTION



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# Crafting Your Unique Story

## UNDERSTANDING NARRATIVE CONSTRUCTION

# What's the theme?



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OVERCOMING  
THE MONSTER

Stranger Things,  
Amazon



REBIRTH

Sleeping Beauty,  
Insurance



QUEST

Hunger Games,  
Go Pro



RAGS TO RICHES

Aladdin,  
Oprah Winfrey



# What's the theme?



COMEDY

Bridget Jones,  
Old Spice



TRAGEDY

Game of Thrones,  
Tobacco campaigns



JOURNEY &  
RETURN

Wizard of Oz,  
Travel brands



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# Crafting Your Unique Story



## CLEAR PURPOSE AND GOAL

Start by defining the purpose and goal of your story. What specific impact or change do you want to convey?



## COMPELLING CHARACTERS

Introduce relatable and compelling characters who have been directly impacted by the project or initiative.



## CONFLICT AND RESOLUTION

Every good story has a conflict that needs to be resolved. Highlight the challenges or obstacles and then emphasize how they were overcome.



## DATA AND EVIDENCE

Include concrete data, facts, and evidence. Numbers, statistics, and measurable results



## CALL TO ACTION

Encourage your audience to take a specific step,



# Story Circle

SHARE A BRIEF PERSONAL OR PROFESSIONAL STORY USING  
THE THEMES DISCUSSED

"The universe is made of  
stories, not atoms."

# STORY CIRCLE - SHOWCASE

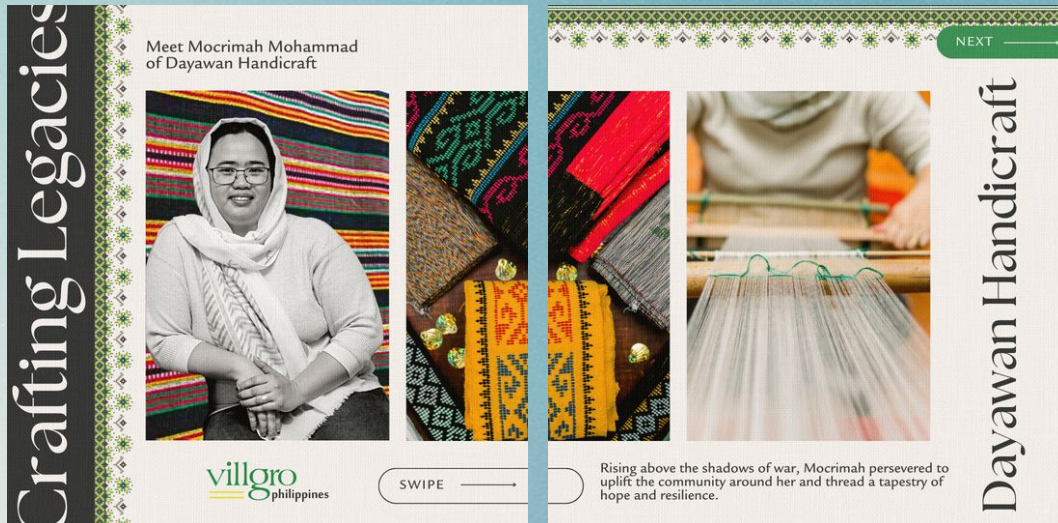
## SHORT VIDEO PROMO FOR EVENT



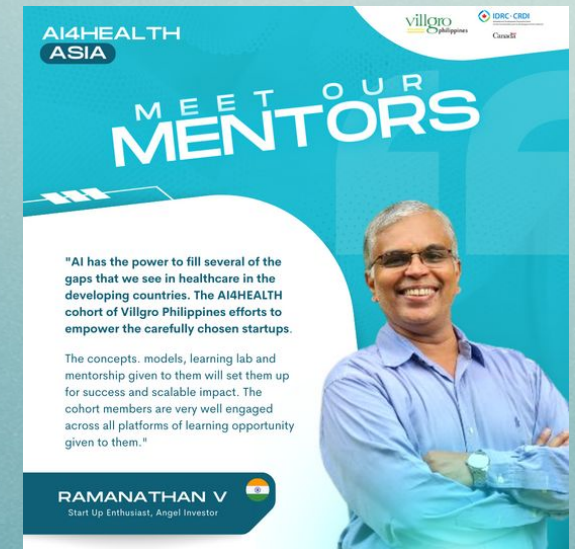
## VIDEO SERIES FOR WE RISE PROGRAMME



## CAROUSEL



## PROGRAMME CAMPAIGN



CHANNEL SELECTION



# Exploring Communication Channels

## CHANNEL SELECTION



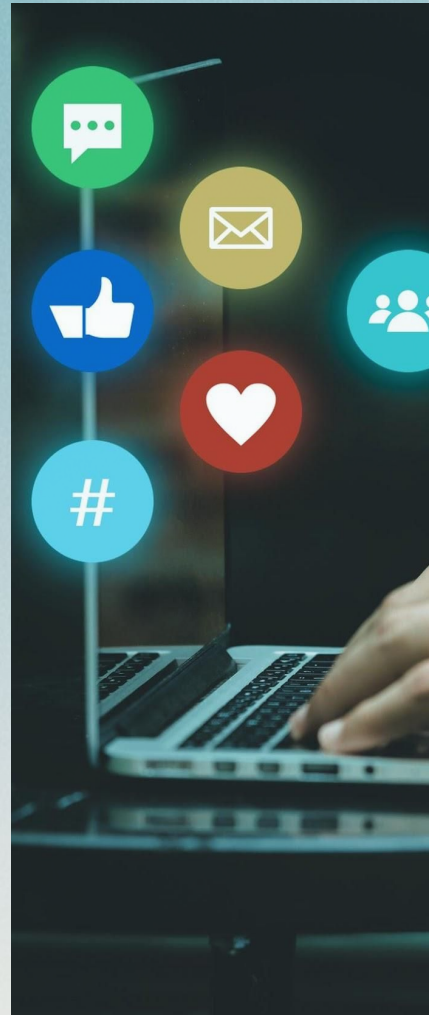
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**4.8 BILLION**  
social media  
users worldwide

**410,000**  
new social users  
every day – and  
4.7 every second

**81%**  
of organizations  
use social media  
to raise brand  
awareness

**11.5 BILLION HOURS**  
collectively spent  
by the world on  
social media  
platforms daily





CHANNEL SELECTION



Where should your story be?

## CHANNEL SELECTION



# Where should your story be?



WEBSITE



NEWSLETTERS



EMAILERS



REPORTS



BLOGS



SOCIAL MEDIA -

- FACEBOOK,
- INSTAGRAM,
- X (TWITTER),
- LINKEDIN

## CHANNEL SELECTION



Tailor your messaging



Leverage Visuals and  
Multimedia



Understand Audience  
Behavior on Different  
Platforms



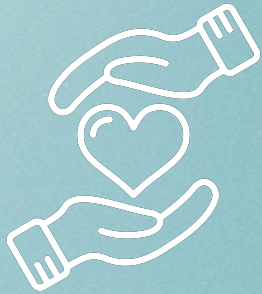
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# Cultivating Meaningful Connections

CULTIVATING MEANINGFUL CONNECTIONS



# 3 Key Elements



BUILDING  
AUTHENTICITY IN  
COMMUNICATION



ACTIVE  
LISTENING



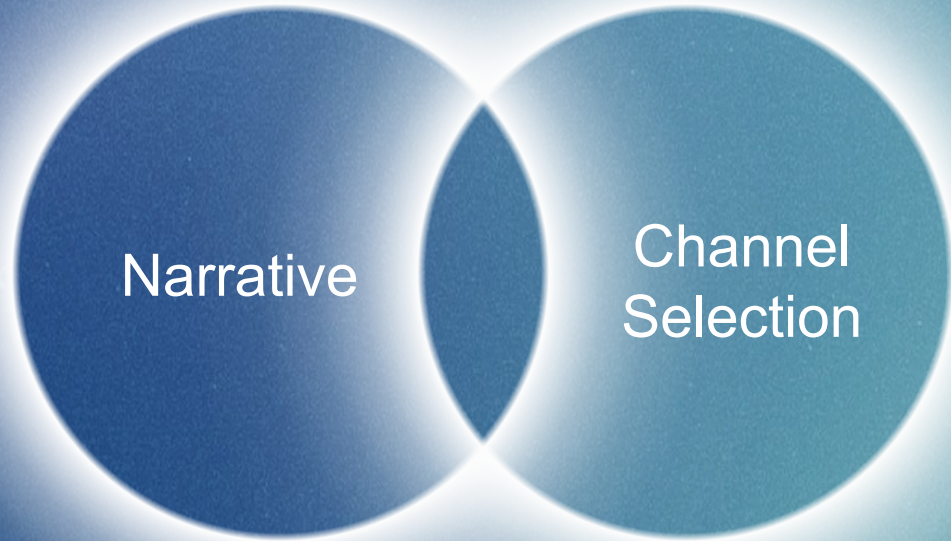
ENGAGING YOUR  
AUDIENCE  
EFFECTIVELY



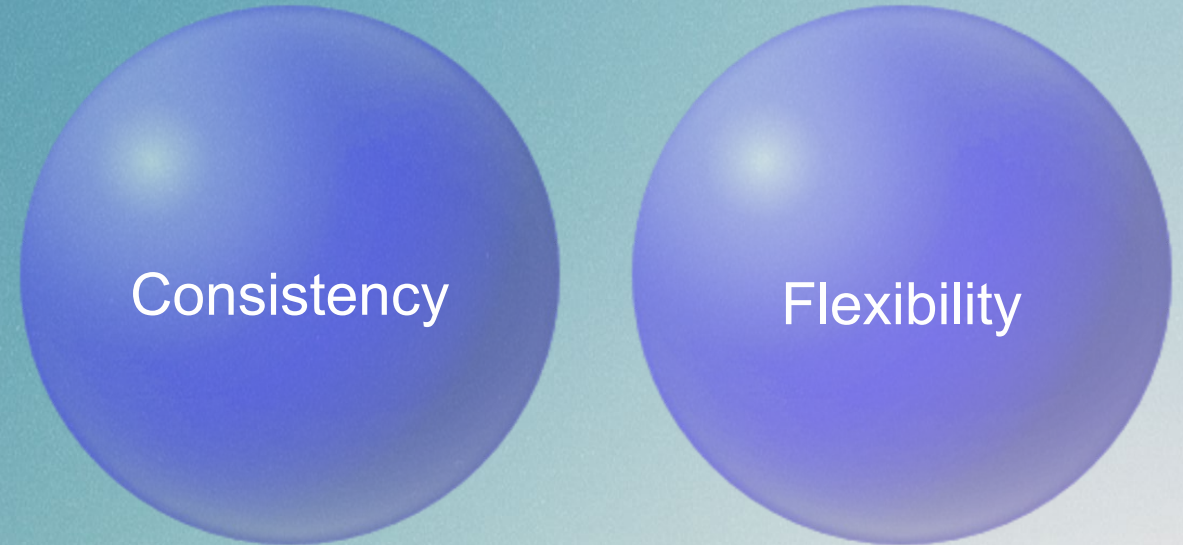
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# Putting It All Together

# PUTTING IT ALL TOGETHER



Integrate Narrative Construction  
and Channel Selection



Balance Consistency and  
Flexibility

PUTTING IT ALL TOGETHER



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Develop a Comprehensive  
Communications Strategy

Get your  
Comms Ninja Strategy Template





PUTTING IT ALL TOGETHER



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# Comms Ninja Strategy Template

A dashed teal line connects three icons: a camera, a document, and a microphone, arranged from left to right.

**COMMUNICATIONS**  
Strategy & Planning  
*[Date]*  
*[CLIENT]*

A circular logo featuring a cartoon ninja character in a blue and black suit, wearing a headset and holding a pencil and a microphone.

Presented By  UNLOCKIMPACT



# The power

of storytelling, thank you for being here. Enjoy the song.



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"Stories are a communal currency of humanity." -Tahir Shah (Arabian Nights)

Q&A



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Email: [admin@unlockimpact.com](mailto:admin@unlockimpact.com)

Website: [bit.ly/UICommsNinjas](https://bit.ly/UICommsNinjas)



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# Thank you for joining us!

Details for the next session are in the chat! Please don't forget to give us feedback.



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