

Sneak Peek

*Storytelling and Thought
Leadership: Tactics for CDMO
Marketing*



Ruth Faulkner

Founder & Content Strategist,
Toucan Content



SYMMETRIC

Storytelling makes us human and works as a marketing tactic

30% increase in **conversions**

20% increase in **loyalty** for brands
with compelling stories

68% say storytelling influences their
purchasing decisions

22x more **memorable** than facts
alone

From Pixar to B2B marketing



Once upon a time

And every day

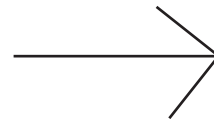
Until one day

And because of that

And because of this

Until finally

And ever since that day



Your brand core story

Your target customer's situation

Your target customer's problem

Market landscape/ big picture

Your USP and customer offer

The impact you make for the customer

Your customer's life is improved



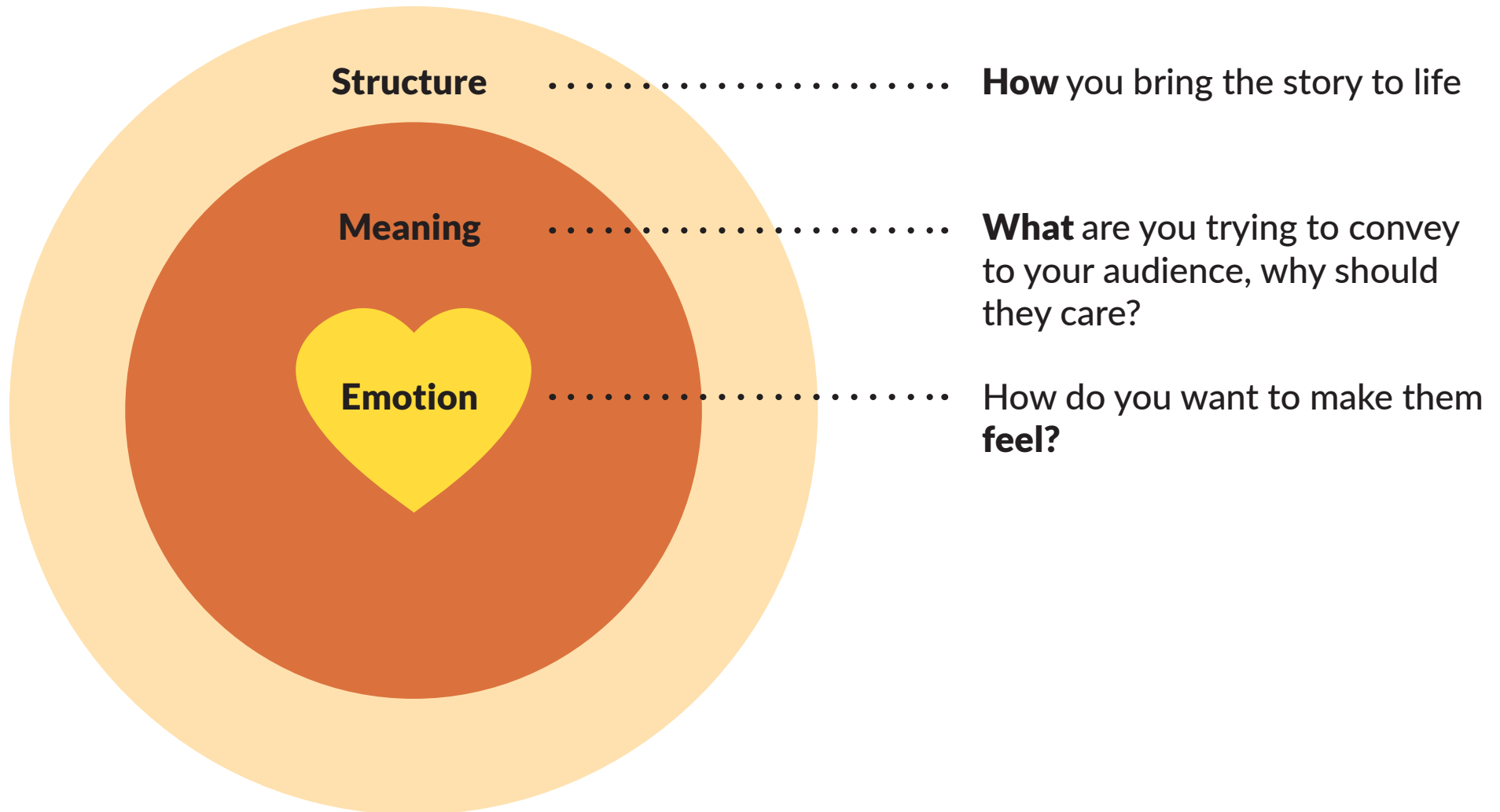
+421 2/222 001 66



info@symmetric.events

Register

Storytelling needs heart



The CDMO industry is rich with untapped storytelling opportunities



Registration

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Mliekarenská 9, 821 09
Bratislava, Slovak Republic
ID: 47 068 124
VAT no: SK2023741973
Office: +421 948 262 346

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