

# Sneak Peek

*Storytelling and Thought Leadership: Tactics for CDMO Marketing*



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**ONLINE**  
TRAINING



# Storytelling makes us human and works as a marketing tactic

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01

**30%**

increase in **conversions**

**20%**

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

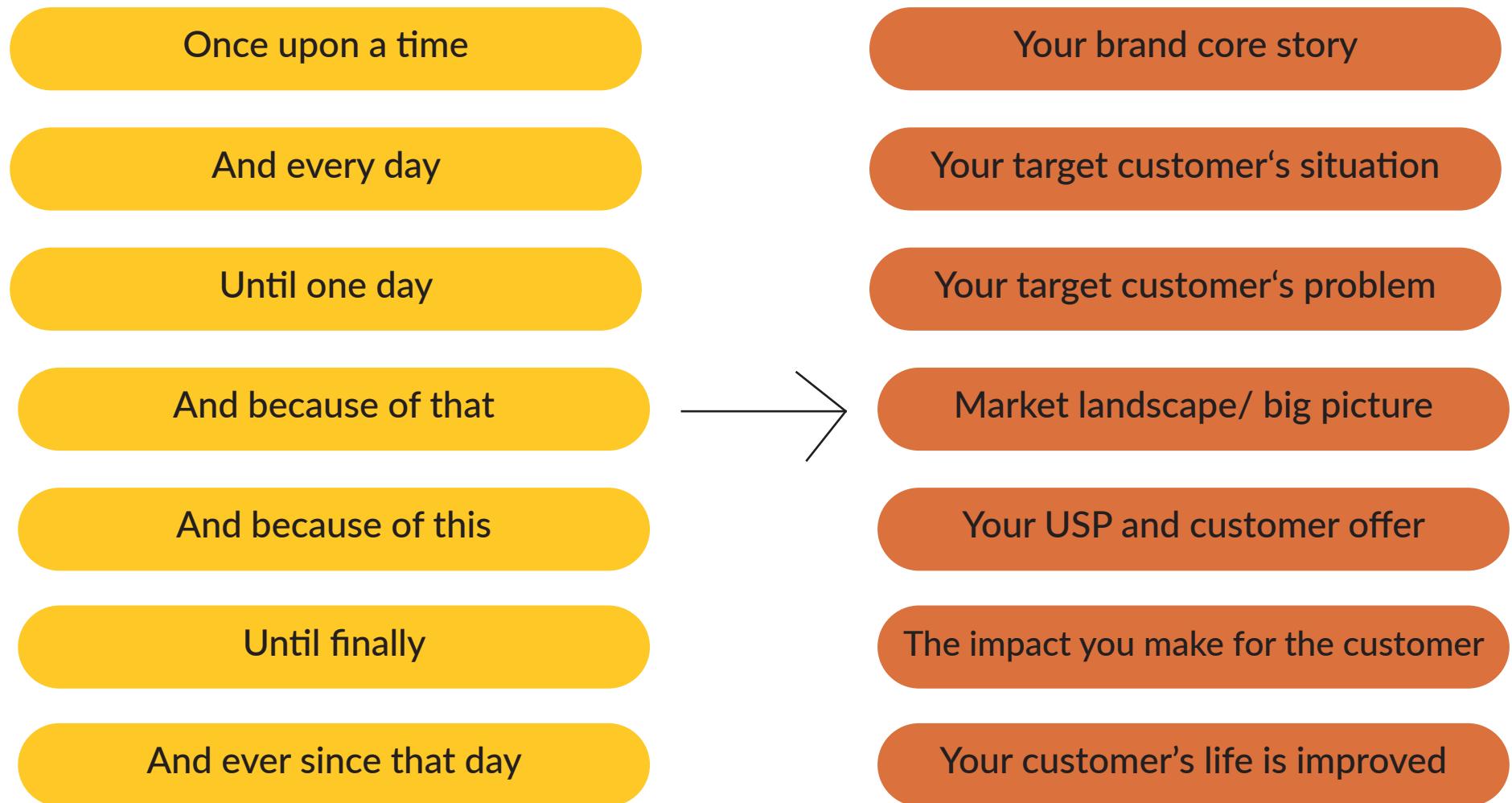
**68%**

say **storytelling influences** their  
purchasing decisions

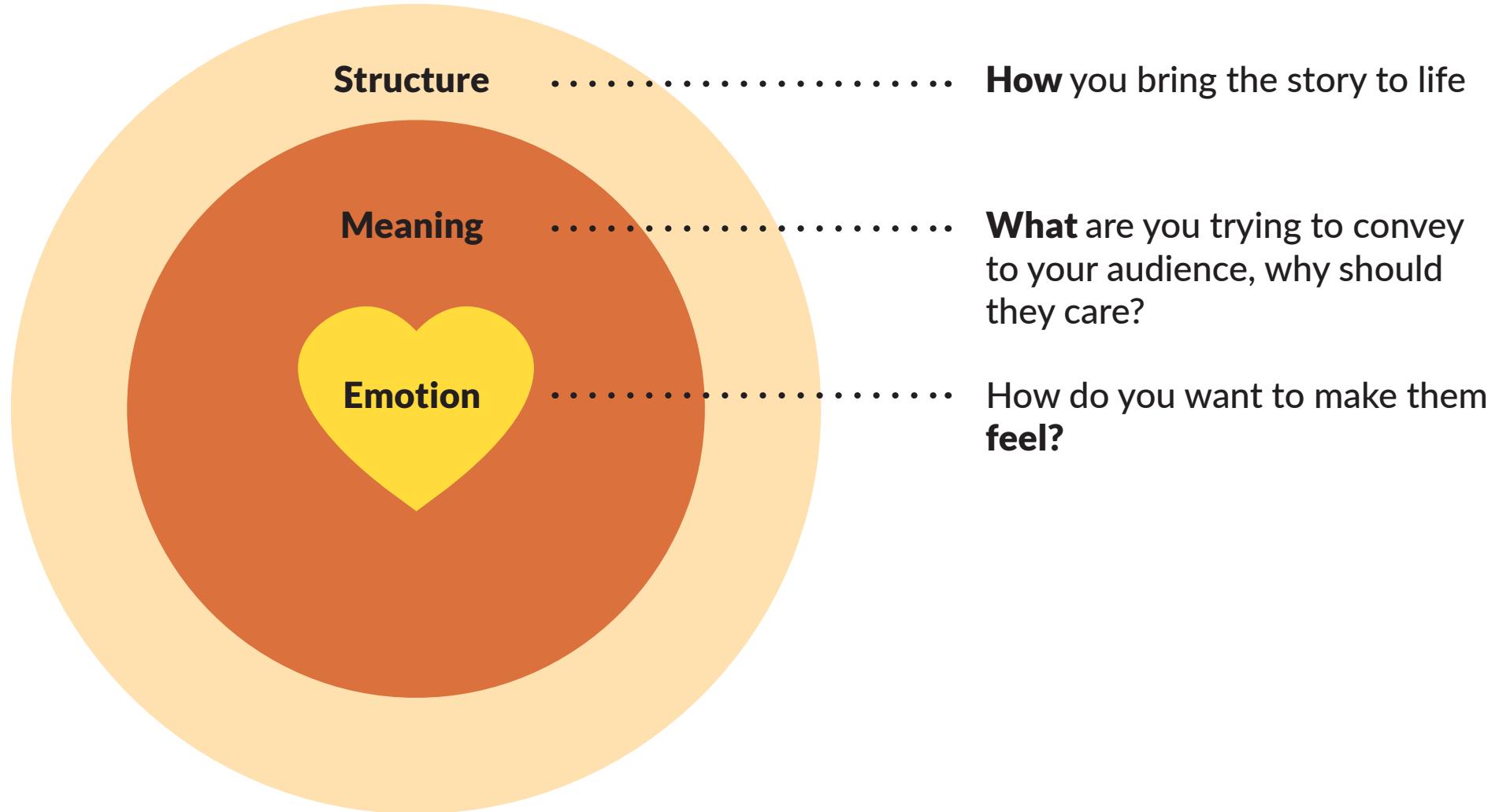
**22x**

more **memorable** than facts  
alone

# From Pixar to B2B marketing



# Storytelling needs heart



# The CDMO industry is rich with untapped storytelling opportunities

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# Registration

05

## Sneak Peek

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