



### "IT IS ABOUT THE STORY YOU TELL"

RoundMap's Storycasting™ methodology empowers brands to weave a captivating narrative, echoing the desires and aspirations of their audience. By embracing feedback and integrating customer insights, brands can curate offerings that meet expectations and foster loyalty.

Success hinges on a brand's holistic understanding of every customer touchpoint. Brands that adeptly decipher the mosaic of transactional, behavioral, and intent data across these interactions emerge as true champions in crafting resonant stories.

Brands must plot their story across the customer journey, ensuring that each touchpoint authentic reflects their mission. While delivering cohesive experiences, they adeptly align their brand's voice with their audience's diverse expectations, preferences, and concerns across various channels.

The importance of this narrative alignment is underscored by studies indicating a rising affinity among customers for brands steeped in purpose. By interweaving their story with deeply personal and impactful experiences, these brands evoke lasting emotional connections and elevate their prominence in the customer's eyes.

RED OCEAN		BLUE OCEAN <sup>™</sup>	
R	Rivalry	R	Rationale
O	Objectives	O	Opportunities
U	Uniqueness	U	Uncharted Waters
N	Needs	N	Narratives
D	Differentiation	D	Design Thinking
M	Measure	M	Modify
A	Adopt	A	Adapt
P	Push	P	Pull

- » Cost to acquire a customer versus the cost of retaining a customer is five-to-one or even higher.
- » 68% of customers leave a brand because they perceive that it is indifferent to their needs.
- » Returning, loyal customers spend on average 67% more than acquired new customers.
- » 86% of buyers will pay up to 20% more for a better customer experience (CX).
- » 88% of global citizens will be more loyal to companies that support social issues (Cone, 2015).
- » 21% of employees are estimated to be an employee advocate (Weber Shandwick & KRC Research).
- » Companies with engaged employees and customers are 3.4 times more financially effective (Human Sigma).

### ROUNDMAP<sup>™</sup> CERTIFIED PROFESSIONAL

CROSS-SILO<sup>+</sup>

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CERTIFIED  
PROFESSIONALS  
ASSOCIATION



### FOR MORE INFORMATION: ROUNDMAP.COM

POSITIONING	MARKETING	SIGNAL	JOB-TO-BE-DONE
PURPOSE (WHY)	SALES	Sway	NEEDS (EXPLICIT)
PROMISE (HOW)	SERVICE	Satisfy	WANTS (IMPLICIT)
PROPOSE (WHAT)	SUCCESS	Signify	DREAMS (TACIT)