



**“Content & storytelling: a match made  
in heaven”**

80 e - BUSINESS & SOCIAL MEDIA WORLD 2019



[www.socialmellon.com](http://www.socialmellon.com)

Hello, we are **Social Mellon**

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Our mission is to always deliver PR, digital and social media campaigns with measurable results through powerful media exposure and engagement.

## Our Philosophy

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What distinguishes us from other agencies, is that we have the enthusiasm of a start-up, underpinned by the resources and relationships of a large 'group' agency.



GRECOTEL  
HOTELS & RESORTS



ΕΤΑΙΡΙΑ  
ΚΑΤΑ ΤΗΣ ΚΑΚΟΠΟΙΗΣΗΣ  
ΤΟΥ ΠΑΙΔΙΟΥ





**KNOW  
CRUNCH**  
learn • transform • thrive



**EXCELLENCE  
TRAINING  
CENTER**

**ΑΝΩΔΟΣ**

ΦΟΡΕΑΣ ΨΥΧΙΚΗΣ ΥΓΕΙΑΣ  
ΚΑΙ ΚΟΙΝΩΝΙΚΗΣ ΜΕΡΙΜΝΑΣ



**MEGA**  
AIRLINES STUDIES  
IATA-UFTAA AUTHORIZED TRAINING CENTER



**mononews**  
the stories of our generation

**Cargo360**  
GAME CHANGING SERVICES



1

# Storytelling

# Storytelling

Μια φορά & έναν καιρό ήταν ένα  
brand/εταιρία/προϊόν/πολιτικός/μουσικός/ που κανείς δεν  
γνώριζε ότι υπάρχει...

# Storytelling

...γιατί απλά δεν ήξερε πώς να πει την ιστορία του.

## Facts

Τα 2/3 των millennials έχουν ad blocker στο smartphone/laptop τους

Meaningful Brands study: 74% των brands have no meaning in consumers' lives

# Γιατί να χρησιμοποιούμε ιστορίες στο content

ΕΝΔΙΑΦΕΡΟΝ

ΕΜΠΙΣΤΟΣΥΝΗ

ΣΥΝΑΙΣΘΗΜΑ

“

Το storytelling κάνει το κοινό σας να  
θυμάται το content σας!

# Tips

Πώς ξεκίνησε η  
ιδέα/εταιρία σας?

Ποια λύση  
προτείνετε/ποιο  
πρόβλημα λύνετε/  
ποια εμπειρία  
προσφέρετε?

Ποιος είναι ο ήρωας  
της ιστορίας? Τι  
δυσκολίες ξεπέρασε?

# Storytelling vs data

Θέλουμε data/ stats για να πειστούμε και ιστορίες για να αισθανθούμε!



# 1 Storytelling & content

“

Συνδυάστε ιστορίες με content /  
marketing objectives!

# Tips

Set micro-goals! Τι θέλετε να πετύχετε με την ιστορία σας?

Θα πω στο κοινό μου κάτι σημαντικό?

→ 10X more effective!

“

Μοιραστείτε προσωπικές σας  
ιστορίες!

# Χρησιμοποιήστε ιστορίες για να...

Ξεκινήσετε  
συζητήσεις με νόημα  
αναμεσά σε εσάς και  
το κοινό σας

Χτίσετε  
ουσιαστικές  
σχέσεις

Επικοινωνήστε με  
συναίσθημα

“

Οι ιστορίες σας υπάρχουν ήδη –  
απλά πρέπει να τις ανακαλύψετε!

## Outthink hidden

Overlooked heroes from technology's early days inspire tomorrow's STEM leaders

↓ Reveal their stories with the augmented reality app

▶ See how IBM's commitment to diversity shapes our vision



20<sup>th</sup> Century Fox's *Hidden Figures* tells the story of the Space Race from a new perspective, uncovering the contributions of Katherine Johnson, Mary Jackson and Dorothy Vaughan.

Inspired by the achievements of these three women, IBM aims to shine a spotlight on hidden figures from science, technology, engineering and mathematics (STEM) to serve as role models for the next generation. Because when creative minds work with the best technology, we can outthink anything.

## During the Space Race, NASA's computers were women

*Hidden Figures* tells the unbelievable but true story of three African-American female mathematicians working at the Langley Research Center in Hampton, Virginia. They wanted a chance to change their lives; while they were at it, they changed history.

These human "computers," with help from an early mainframe provided by IBM, created computations that enabled John Glenn to become the first American astronaut to orbit the earth. The 1962 launch of the Mercury capsule Friendship 7 transformed the Space Race, became a symbol of American pride, and led to breakthroughs in science, technology, engineering and mathematics worldwide.

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## HIDDEN FIGURES

Look for it on BluRay™, DVD and Digital HD

## Watson works with NASA

IBM and NASA's collaboration dates back to the Space Race, and they're still working together today.

→ [Read more](#)



hearthandhammer

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Hearth & Hammer

Batavia, IL • Literary candle studio

Donations support children's literacy

AS SEEN IN: Buzzfeed, Byrdie, Huffpost, Hello Sunshine

#BurnCandlesNotBooks

linktr.ee/hearthandhammer



Studio



POETRY

•



COMPARING NOTES

•



BATAVIA, IL

Come Visit!



MINI CEO

Mini CEO



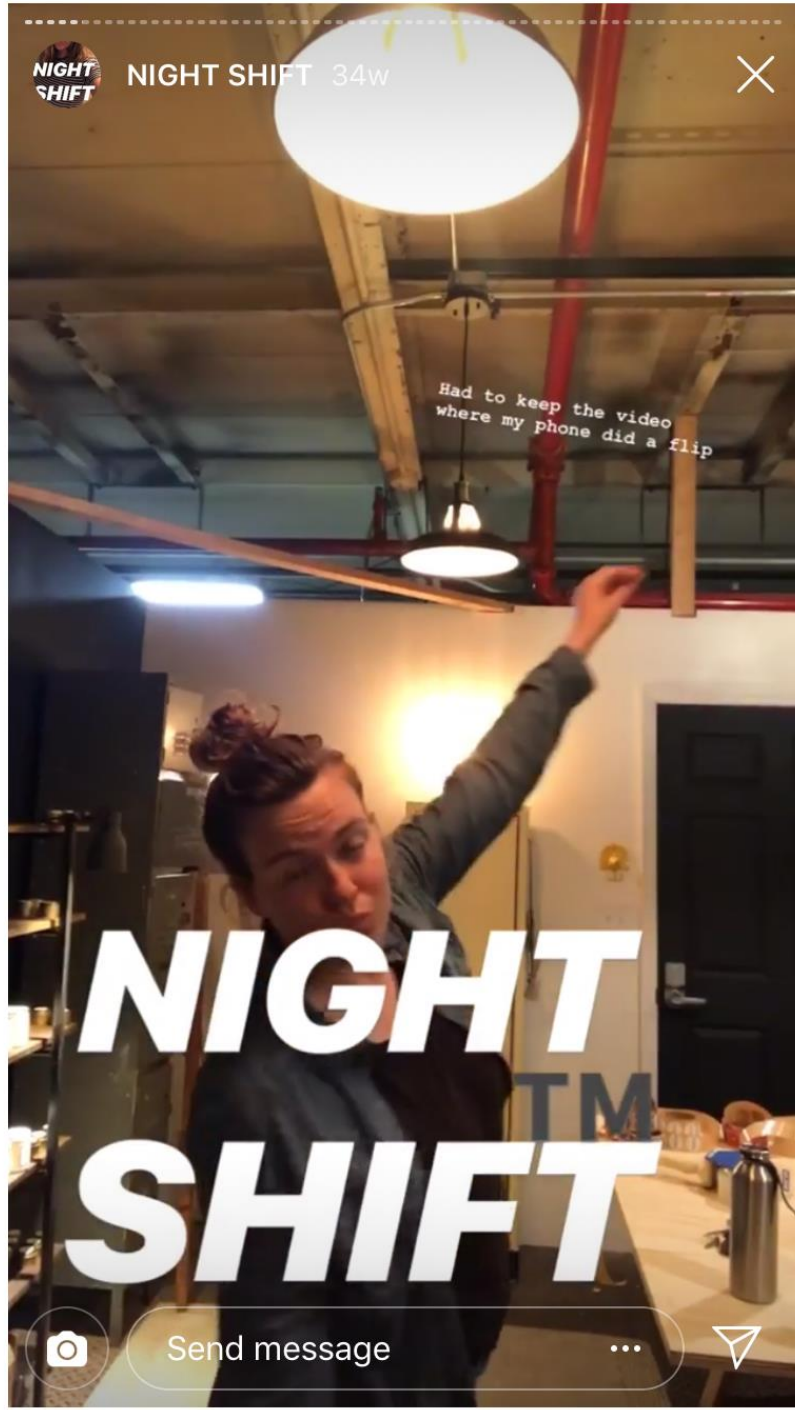
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**Warby Parker**

Prescription eyewear and sunglasses starting at US \$95. For every pair sold, a pair is distributed to someone in need.

[warby.me/2kREQsv](http://warby.me/2kREQsv)

Followed by [autpops](#), [panio21](#), and [lukeslobster](#)



Ask Warby



Low Bridge ...



Crushes 🥰...



#WearingW...



NYPL trivia

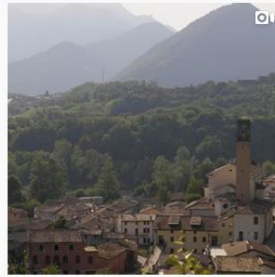


Fall 2019

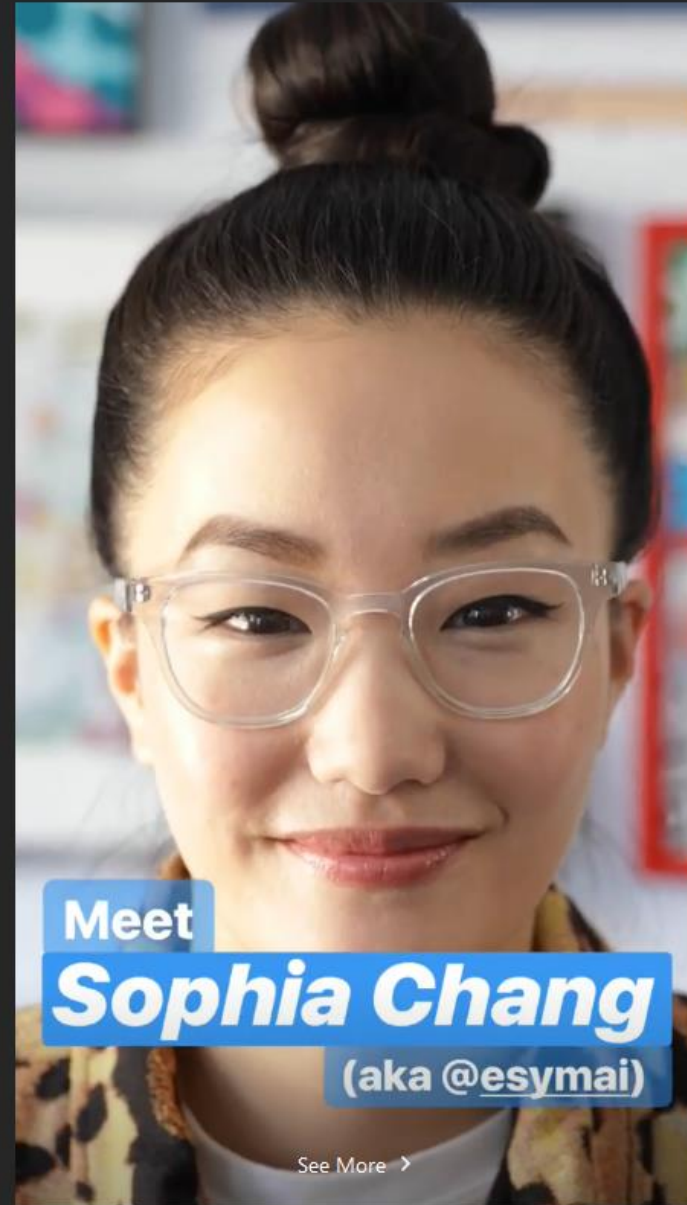


BAGAP

POSTS IGTV TAGGED



#WearingWarby [Follow](#) 68w



See More >

# From Referral Candy

## Storytelling Is:

- Useful Info in a Narrative
- What Motivates Your Team
- What Your Brand Stands For
- About Your Customers
- Emotional & Engaging
- A Beginning, A Crisis & A Resolution
- An Interaction Between Your Customers And Your Brand

## Storytelling Isn't:

- Any 10,000 Word Article
- Your Sales Goals
- An Advertisement
- About Your Brand
- Boring
- Something "Cool" That Happened
- A Sales Pitch

# Πείτε τη δική σας ιστορία

Γνωρίστε το κοινό σας

Μήνυμα

Visual

Call to action

Μέσο / κανάλι

# Great stories are:



Tell yours.



**Thank You!**

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