AS CIÊNCIAS HUMANAS E AS ANÁLISES SOBRE FENÔMENOS SOCIAIS E CULTURAIS

2

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APRESENTAÇÃO

A coletânea, *As ciências humanas e as análises sobre fenômenos sociais e culturais 2,* reúne neste volume vinte e sete artigos que abordam algumas das possibilidades metodológicas dos vários saberes que compreendem as Ciências Humanas.

Esta coletânea parte da necessidade de se abordar os mais diversos fenômenos sociais e culturais, passando pelas peculiaridades da educação, do conhecimento psicológico, da sociologia, da história e da arte, na tentativa de demonstrar a complexidade que das relações humanas em sociedade, influenciados por uma cultura.

Espero que consiga colher desses artigos que se apresentam, boas questões, e que gerem diversas discussões para a evolução do conhecimento sobre o fator humano.

Uma boa leitura!

Ezequiel Martins Ferreira

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CAPÍTULO 25

IMPLEMENTATION OF STORY DOING AND STORYTELLING AS TECHNIQUES TO IMPROVE THE CUSTOMER JOURNEY IN A DIGITIZED COLOMBIAN MARKET

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ABSTRACT: This research explains how the implementation of both Storydoing and Storytelling can generate that companies acquire a strategic advantage over their national and international competitors, being able to reach global markets, due to the better connection with their customers and support for the brand for its way of linking with the knowledge and values of the client. It is desired that Colombian companies take this research as a basis so that they can learn about these strategies, based on the results obtained and that they can also apply them in their campaigns.
KEYWORDS: Consumer, brand, marketing, storydoing, storytelling.

IMPLEMENTAÇÃO DE STORYMAKING E STORYTELLING COMO TÉCNICAS PARA MELHORAR A JORNADA DO CLIENTE EM UM MERCADO COLOMBIANO DIGITALIZADO

RESUMO: Esta pesquisa explica como a implementação de Storydoing e Storytelling pode gerar que as empresas adquiram uma vantagem estratégica sobre seus concorrentes nacionais e internacionais, podendo atingir mercados globais, devido à melhor conexão com seus clientes e suporte à marca para sua forma de com o conhecimento e os valores do cliente. Deseja-se que as empresas colombianas tomem esta pesquisa como base para que possam conhecer essas estratégias, com base nos resultados obtidos e que também possam aplicá-las em suas campanhas.
PALAVRAS-CHAVE: Consumidor, marca, marketing, storydoing, storytelling.

1 | INTRODUCTION

Due to the constant bombardment of information to consumers, currently the global and local markets have fallen into what is known in the field of marketing as "infoxication", so it is necessary that companies seek to innovate, implementing new strategies that are attractive and manage to personalize the customer experience, in order to stand out in this saturated market. This is why the need arises for the use of innovative marketing strategies in markets as traditional as the Colombian market, all in order that companies can attract consumers, who

appreciate the innovations of companies and connect better with the identity you want to convey to the user, which is why Storydoing and Storytelling are tools that can help position brands through their products, services and experiences, generating a sense through the actions.

This research aims to analyze the feasibility of implementing Storydoing and Storytelling in Colombian companies, due to the fact that companies are currently in an environment of strong competition, with a saturated market and an excessive advertising mass. Likewise, we seek to show the implementation of the strategies of large international companies to Colombian companies so that they can acquire a strategic advantage over their national and international competitors, being able to reach global markets with great confidence to acquire larger market shares due to the better connection with their customers and the support to the brand by its way of linking with the knowledge and values of the customer through Storydoing and Storytelling.

The relevance of the research lies in the positive results that have been previously evidenced in international brands that have addressed the principles of storydoing and storytelling as their main way to attract both "early adopters" and customers who come to the brand due to the buzz that advertising campaigns generate due to the correct implementation of the aforementioned techniques. This causes them to become iconic companies, valued very positively by their public, due to their engagement, and by the market in general, and, consequently, brands that perform excellently in terms of business (Baraybar and Luque, 2018).

2 | THEORETICAL FRAMEWORK

The concepts of storytelling and storydoing have been disruptive for the way in which companies communicate with their customers, generating new and more personalized ways in which connections are established before, during and after the purchase process. In order to talk about these techniques to be investigated, it is first important to know the conception of this marketing technique in the world of advertising and communications.

According to the ADECEC (Asociación de Empresas Consultoras en Relaciones Públicas y Comunicación) guide, storytelling is defined as the "technique for telling stories that convey the values of a company, brand or product and that connect with its target audiences. It consists of transferring brand values in a story in a way that is natural and implicit, in the same way that ethical values have been transmitted from generation to generation through stories, myths and fables" (ADECEC, 2017).

However, over the years and with the massive arrival of information in all advertising media, it has become very difficult for stories alone to reach people simply because they want to hear them. This is why companies, realizing that people have grown tired of hearing stories, have decided to make them live them; this has been compacted into a concept

known as "Storydoing" which is defined as "a proposal to generate content in the process of building and managing brands, based on creating products, services and experiences that are perceived as a tangible value by society" (Baraybar and Marcos, 2018). "Storydoing combines story and action through lived experiences to put customers at the center of the story." (W. Batat, 2019).

"Storydoing is the step or leap that storytelling takes when telling a story.

Once the story has been heard by the audience, it is time to move on to the next level: the action" (García, 2019). The conception that storydoing rejects or replaces storytelling is erroneous, however, it dismisses the brand building model in which only narrative communication is used as a bridge to consumers.

Storytelling has been present in advertising for several years, for this reason it was necessary for this tool to evolve, creating unforgettable experiences for consumers, awakening their emotions and creating a relationship with them. The evolution from storytelling to storydoing has allowed brands to increase their creative competitiveness, positioning themselves in the consumer's mind more easily, because a lived story is remembered much more than a told story (Galiano 2015).

Below is a comparative table that summarizes the content of the two concepts in order to understand the connection between them at the time of communication.

Storytelling	Storydoing
It is based on telling a story and transmitting it through the media.	This is based on the ability to a company to transform a story into acustomer-centric strategy.
The company owns the history of the brand.	Consumers co-operate with build the story and participate in theactions related to it.
Fiction is part of the symbolic universe.	Fiction takes place in reality.
It tells emotionally charged stories.	Commitment to action.
It aims to create brand awareness.	The objective is to consolidate theusefulness of the brand.
The brand defines the customer experience.	The customer experience is the that defines the brand.
It is in charge of communicating about the brand and its products.	Creates products as an extension ofthe story told.
It seeks to create the desire to buy your products.	Seeks to create products thatconsumers want.

Table 1. Storytelling vs. storydoing

Source: Wided Batat, *2019.*

From these advertising techniques, much doubt has been generated as to how effective their application can be in the communication of brands to their customers, due to

the greater effort that both concepts entail in the creation and formation of captivating stories that often traditional companies tend to ignore due to the principle of the same. Storydoing "emerges as an alternative to the loss of effectiveness in the current context of the previous formulas and invites organizations to reflect on their meaning and their contribution to the collectivity; to review their history, their products, their way of communicating and, perhaps most relevantly, to specify their purpose" (Baraybar and Marcos, 2018).

Among the benefits that can be evidenced from the implementation of storydoing as a branding strategy are (Garcia, 2019):

- Generation of high engagement ratios (the public connects with the brand).

- Users engage quickly and orderly.

- Possible attraction of new users through the recommendations of those who have lived experiences with the brand.

- A faster increase in brand revenues is observed.

- It helps to create a positive image in front of consumers, due to the interaction with them.

- It seeks to create an experience for the user in order to ensure that he/she keeps a good memory of the brand.

First, to recognize a correct application of Storydoing, it is necessary to understand that companies that know this technique create a fierce loyalty in their consumers. As Ty Montague explains, the stories these companies tell are told primarily through word of mouth, but are amplified through social media tools (Motague T., 2013).

To this end, Montague (Montague T., 2013) names 6 key characteristics to recognize companies that rely on storydoing, which are:

- They have a story to tell.

- The story is about a greater ambition to improve the world or people's lives.

- The story is understood and cared for by senior management outside of marketing.

- That story is being used to drive tangible actions throughout the company: product development, human resources policies, compensation, etc.

- These actions add up to a cohesive whole that reinforces its history.

- Customers and partners are motivated to engage with the story and actively use it to promote their own stories.

Finally, based on recognizing externally the characteristics of a company, he also teaches five critical elements in which are fundamental for the formulation of a correct storydoing inside a company and which he calls as "the four truths and the action map", which are (Montague T., 2013):

The participants (your customers, partners and employees), the protagonist (your company today), the stage (the world around your business), the search (its driving ambition and contribution to the world) the action map (the actions that will make your story real for the participants).

3 I METHODOLOGY

For the research, different methodological approaches of form and substance were taken into account in order to seek the best possible results within the established parameters,

We also took into account an exploratory and explanatory scope due to the scattered information on the topic of relevance for this research and the abundant misinformation present in many of the companies to which this research is directed. For this purpose, we took into account qualitative, quantitative and mixed approaches.

Within the qualitative approach, interviews were conducted with two people specialized in marketing and the implementation of different advertising strategies both nationally and internationally, which would allow us to provide a solution to "Identify the benefits of the implementation of Storydoing and Storytelling in Colombian companies" as a specific objective.

Subsequently, from a quantitative approach, surveys were conducted among a sample of 43 experts in marketing and advertising who were working in that area, and a survey was also conducted among business owners who had knowledge of the subject in the metropolitan area of Bucaramanga. Through this approach we were able to respond to the specific objective "To analyze through surveys the feasibility of implementing Storydoing and Storytelling in Colombian companies".

Finally, the mixed approach was shown through a search of secondary sources that could illustrate the academic knowledge about the topics of relevance for this research in a synthesized way, by means of scientific articles, research, theories, among other sources. With this approach the last specific objective is answered, which is "To synthesize the theoretical information about Storydoing and Storytelling so that Colombian companies can use it".

4 I RESULTS

The conception of innovative marketing and advertising techniques has been a constant in modern times due to the loss of effectiveness of conventional advertising, magnifying the creation of new techniques such as storytelling or storydoing, based on the creation of solid stories that could be distributed by means of narratives that transcend the media through which they are transmitted. Therefore, we can understand these techniques as plausible ways to strengthen the value of the brand in a new form of communication with

a more active and participative user or customer, although often the cultural precept is more distant from what the product and the company express (Grant, 2006). These techniques represent an evolution to the way in which content was transmitted in traditional advertising.

To delve a little deeper into the construct around the brand, we must see it as the one that is configured as a tangible and symbolic reality, simultaneously and interdependently (Baraibar and Marcos, 2018). The messages we transmit through the brand are always supported by the product or service offered, stimulating the desires and aspirations of potential customers to generate meaningful experiences for them. This is why, in a context of high competition, "infoxication" and market saturation, we can see storydoing as the evolution of traditional brand management and storytelling. The proposal transcends to put the value of the company to share and communicate it through real and tangible actions. It has been shown that for companies to obtain good results they must use strategies that connect emotionally with customers, because currently "the consumer abandons what bores him and leaves aside what does not attract his interest" (Poma, 2014).

From the aforementioned ideas, we can understand that the brand should not only communicate its way of seeing the world, but should also show the values it represents and have at the core of its content the human culture to which it is addressed. "Brand products must be the new attributes of new values and new virtues" (Eguizábal, 2007, p. 33).

Storytelling has achieved a fundamental role in recent years, providing a differentiator that achieves links with customers, so large companies have chosen to make use of this strategy to create brand recall. However, storytelling alone is not enough, so storydoing must also be implemented through direct action. The use of both techniques is important to achieve a connection with the consumer (Poma, 2014).

In a study conducted by Llorente y Cuenca in 2017 called "From storydoing to storytelling: voices of 30 brands on the emergence of stories" we find the experience of brands that have implemented these strategies and how they have benefited from this. Most of the interviewees in this study agreed that storytelling allows for greater closeness with their stakeholders. "Coca- Cola has long sought to be in the conversation around happiness, Nike has conquered the realm of motivation, Red Bull that of breaking boundaries, and Heineken has worked in many markets, specifically music." Susana Casabé, as Director of Communications and CSR Grupo de Mercados Sur, says that AVON is a brand that seeks to reach its customers through its slogan "Beauty for a purpose", and its philosophy is that "beauty is the path and empowerment is the destination, we develop products with the objective of generating economic independence and at the same time generating empowerment based on self-esteem".

When the need to make use of storytelling arises, it is essential for companies to have storytellers, who will be in charge of telling the story they want to convey. Álvaro Rojas, Business Director at Pastificío Santa Amália, Alicorp Group Brazil, states that "the storyteller has to know the consumer because it often happens that you tell the story you want to tell

and not the story they want to hear". They must be in charge of creating stories that connect with the consumer, are easy to transmit and difficult to forget, and they must be creative, constantly generating new ideas (Llorente y Cuenca, 2017).

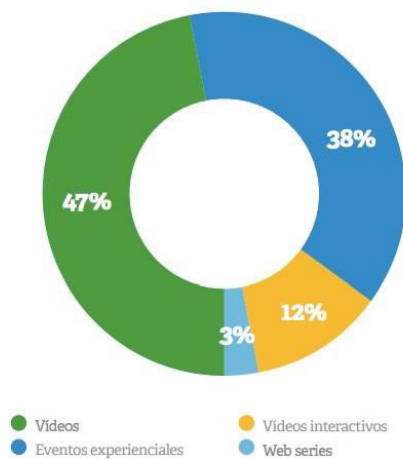The following graphs are taken from a survey of 30 brands regarding their experience with the use of storydoing and storytelling strategies.

Figure 1. With which storytelling techniques have you had the best results?

Source: Llorente y Cuenca, 2017
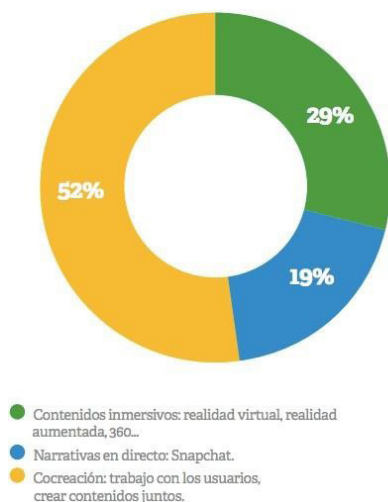
Figure 2. What do you think will be the storytelling or storydoing format in the coming years?

Source: Llorente y Cuenca, 2017

One of the brands that has recorded its experience is Cine Colombia, one of the few Colombian companies that has implemented storydoing. The communications manager of Cine Colombia, Daniel Montes "notes that the company has developed its communication around the concept of healthy entertainment, and has humanized it through the delivery of films to communities that historically have not had access to this medium. This is a clear case of *storydoing*. Another successful case of this tool has been demonstrated by Movistar, with its "Rafa Nadal Challenge" initiative, which allowed it to generate interactive experiences and virtual games with customers in its stores and generate conversation on social networks. The best stories were summarized in an advertising *spot*, increasing *engagement* and generating *awareness* in different channels. Eugenia César, from Coca-Cola Mexico's digital communication department, comments that "the stories we tell come from the actions we carry out. For us, storydoing goes beyond generating experiences with our stakeholders or creating activities to then tell a story; it is about putting our philosophy and values into action: we tell stories because we generate multiple actions" (Llorente y Cuenca, 2017).

It has been possible to evidence that the evolution from telling the story to making it is necessary for companies, and this will generate great results, as well as Red Bull, when a man overcame the sound barrier by jumping from the stratosphere, considered one of the most important digital events in the world, as it generated incredible figures in social networks, YouTube obtained its maximum audience in a streaming at that time with more than 8 million viewers, also Red Bull obtained 150 thousand subscribers in a week and was viral on Facebook and Twitter (Riaño, 2019).

Storytelling and storydoing have different inner workings; storytellers (those who practice storytelling) are built internally around a medium, while storydoers (those who practice storydoing) are built internally to transmit their stories through everything they do (Poma, 2014). However, the union of these strategies is effective for companies that apply them.

One of the problems that is evident in some companies that implement storytelling is that they do not do it in the right way, they think they are telling good stories when they are not.

That they do is "storytelling", sometimes the story does not work because what matters is the conceptualization of this, and also they are not clear that this strategy is based on "achieving to think, devise, create and conceptualize the soul of an idea, product or service through a narrative, which should appeal to emotions that the direct audience feels more identified" (Riaño, 2019). Although it is necessary to make the leap from storytelling to storydoing, it is essential to first master this second strategy, and for this Felipe Riaño Jaramillo, an expert in behavioral science, recommends the following through the article "Tips for companies to move from storytelling to storydoing":

- Storytelling is a brand's communication narrative that can help you connect with your audience, not just create stories.

- Without emotion there is no motion. Without motion you will not be able to generate storydoing. So the emotional feedback to your audience must be direct and immediate.

- The bond that creates the emotion of living the story with users is long-lasting and difficult to break. This can only be achieved through storydoing, with experiences associated with the brand, the values that define it.

- Storydoing is about moving from telling stories to involving people in what these stories represent. The challenge is for people to go from being mere spectators to protagonists of the story, but, above all, for them to make their own stories.

Extensive research in secondary sources allowed us to strengthen and acquire new ways of understanding storytelling and storydoing as marketing and advertising techniques. As a first understanding, it is important to see the advertising techniques in question as ways to strengthen the value of the brand, as it allows us a new form of communication with users eminently more participatory within the actions taken by the brand, and therefore, it is very valuable that the cultural precept that the company raises as a precedent to show its product or service is not very distant from the general cultural precept that has its target audience. This means a transformation to a better communication with customers, as opposed to traditional advertising.

Based on the above, it is essential for companies to use techniques that connect emotionally with their consumers, that show not only their way of perceiving the world, but also the values that their brand represents and the essence that they try to show as part of the human culture they are addressing. Otherwise, the consumer will simply abandon that brand that "does not fill him" in parallel with his way of thinking and avoids that which does not attract his interest.

Another important recapitulation is what was obtained from the study conducted by Llorente y Cuenca in 2017 called "From storydoing to storytelling: voices of 30 brands on the emergence of stories", within which we can understand that the indispensable need arises for companies to have storytellers, who must be in charge of creating stories that connect with the consumer, are easy to transmit and difficult to forget, and must be creative, constantly generating new ideas (Llorente y Cuenca, 2017). In addition, within the success cases exposed as Cine Colombia or Movistar, it is important to rescue the intervention of one of the leading companies when talking about storytelling and storydoing, since Eugenia César, digital communication of Coca-Cola Mexico comments that "the stories we tell come from the actions we perform. For us, storydoing goes beyond generating experiences with our stakeholders or creating activities to then tell a story; it is about putting our philosophy and values into action: we tell stories because we generate multiple actions", showing that the evolution from telling the story to making it is necessary for companies, as in cases such

as Red Bull and its stratospheric leap that accumulated millions of views and interactions.

To conclude, it is possible to understand that although it is necessary to make the leap from storytelling to storydoing, we must see the different ways in which the two advertising techniques work, since storytellers are built internally through a medium, while storydoers are built internally to transmit their stories through everything they do, making the combination of these strategies the most effective form of application. Knowing this, we must end by assimilating that these concepts are nothing without the motion, without a call to action within the stories we tell or do, we will not be able to obtain an emotional feedback that generates a direct and immediate action from the customer to the brand, and therefore the bond that creates the emotion of living the story with the users is long lasting and will be difficult to break.

For the surveys, a sample of 43 people was taken into account, including people with experience and a job in the area of marketing and advertising, and it was also preferred to have the possibility of also targeting people who had a company under their charge. After the dissemination of the survey, the following results were obtained:

1. How important do you consider the brand's relationship with customers?

(RATING VERY IMPORTANT (5) TO UNIMPORTANT (1))

Average: 4.88

Within the first question of relevance to the research, we obtained an average response of 4.88 in a range of 1 to 5, showing that almost all respondents considered the brand's relationship with customers to be vital.

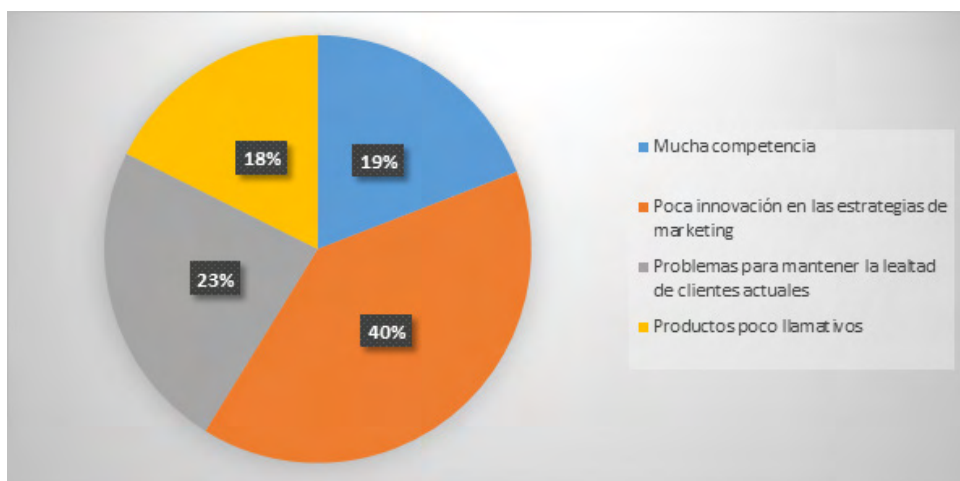**2. What do you consider to be the greatest difficulties in attracting customers?**

Figure 3. Results of survey question 2

Source: Prepared by the authors.

Within the second question of relevance, we found very divided responses when asked about the greatest difficulties in attracting customers. Forty percent of the responses considered that the lack of innovation in marketing strategies was one of the greatest difficulties, 23% corresponded to problems in maintaining the loyalty of current customers, 19% considered that one of the greatest difficulties was a lot of competition, and finally, with 18% of the responses, the lack of attractive products was considered one of the greatest difficulties.

3. When you are attracted to an advertisement, what is it that strikes you most about it?
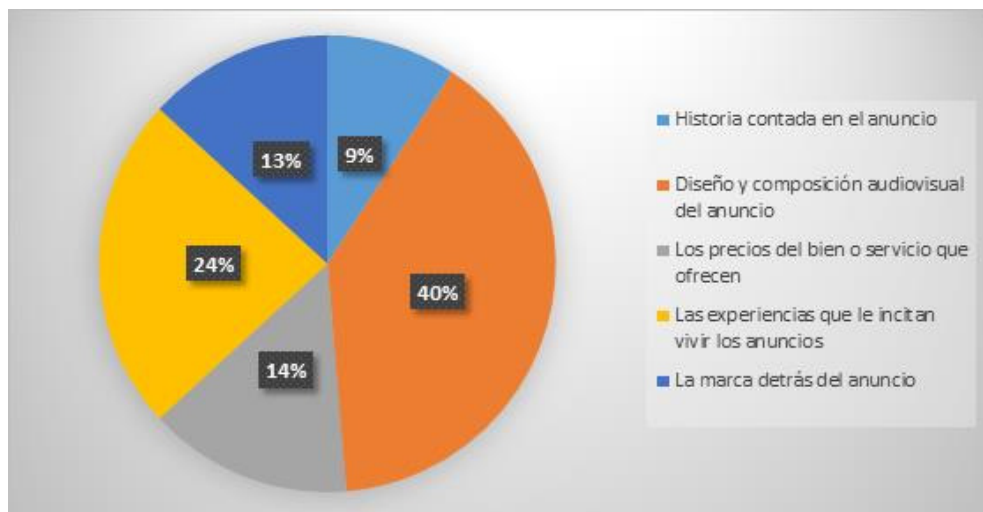

Figure 4. Results of survey question 3

Source: Prepared by the authors.

In the next question corresponding to what most attracts the respondents in an advertisement, we observed that 40% of the answers corresponded to the design and audiovisual composition of the advertisement, 24% of the answers considered the experiences that the advertisement incites them to live, 14% of the answers gave their vote to the prices of the good or service offered, 13% of the answers showed propensity to the brand behind the advertisement and 9% considered the story told in the advertisement as the most attractive.

4. Indicate the 3 factors that you consider most important when offering a product or service to people.
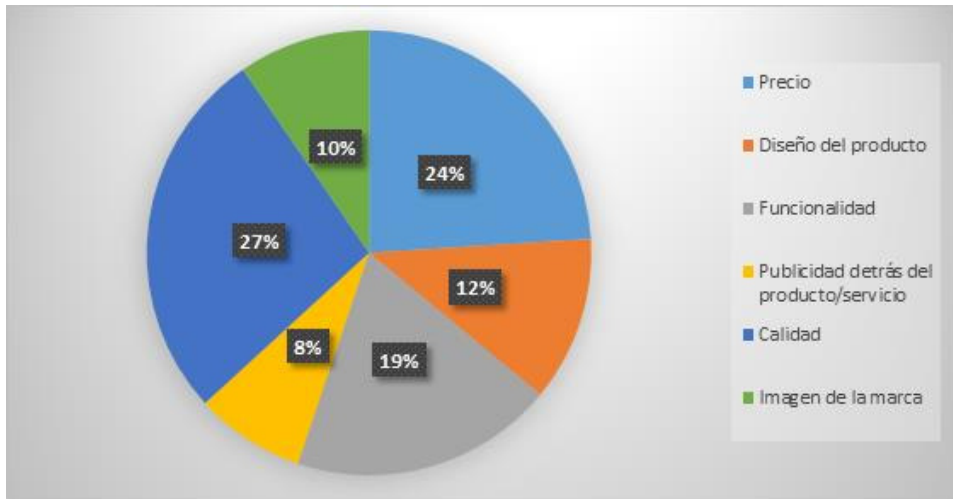
Figure 5. Results of survey question 4

Source: Prepared by the authors.

For the fourth question we found that, of the 3 most important factors in offering a product or service, 27% of the responses considered quality, 24% considered price and 19% showed functionality as the third most important factor. With the other factors, we could see that 12% of the answers considered product design, 10% considered brand image, and last but not least, advertising behind the product/service as an important factor.

5. **How satisfied do you feel with the results of the marketing strategies implemented in your business or the company you work for?** (RATING VERY SATISFIED (5) TO LITTLE SATISFIED (1))

Average: 3.67

To the surprise of the researchers, when asked how satisfied they were with the results of their marketing strategies implemented, we obtained an average response of 3.67, suggesting that the respondents did not consider the results of their marketing strategies as sufficient results from their marketing strategies and would like to find a way to improve them.

6. How often are new customers approached based on recommendations made by loyal customers through the experiences offered to them?
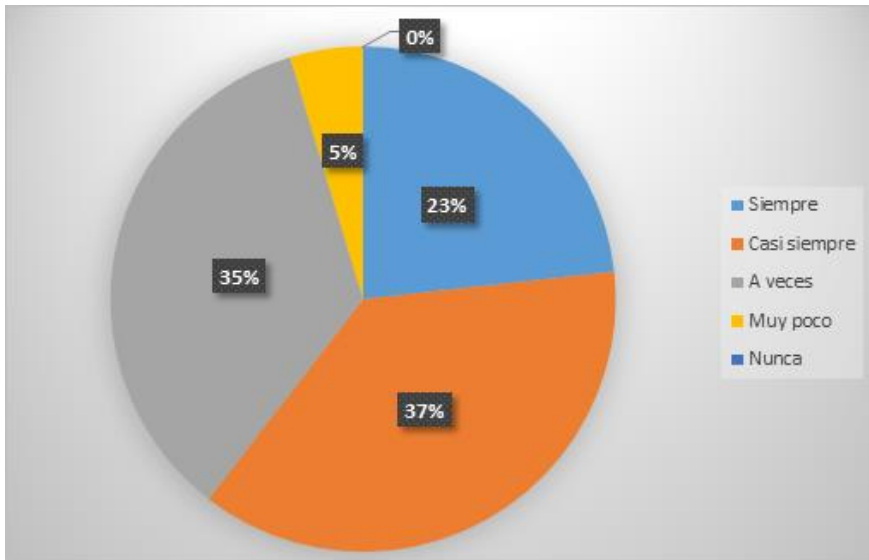
Figure 6. Results of survey question 6
Source: Prepared by the authors.

Among the responses we found that 37% of the respondents almost always get new clients based on recommendations from loyal clients, 35% considered that this happens sometimes, 23% responded that it always happens, 5% considered that it happens very little and 0% of the respondents answered that they never get clients through this means.

7. Taking into account that storytelling is defined as: "a technique for telling stories that convey the values of a company, brand or product and that connect with its target audiences. It consists of transferring brand values in a story in a way that is natural and implicit, in the same way that ethical values have been transmitted from generation to generation through stories, myths and fables" (ADECEC, 2017). Which of the following options do you consider could be benefits that would bring the application of this technique in companies?
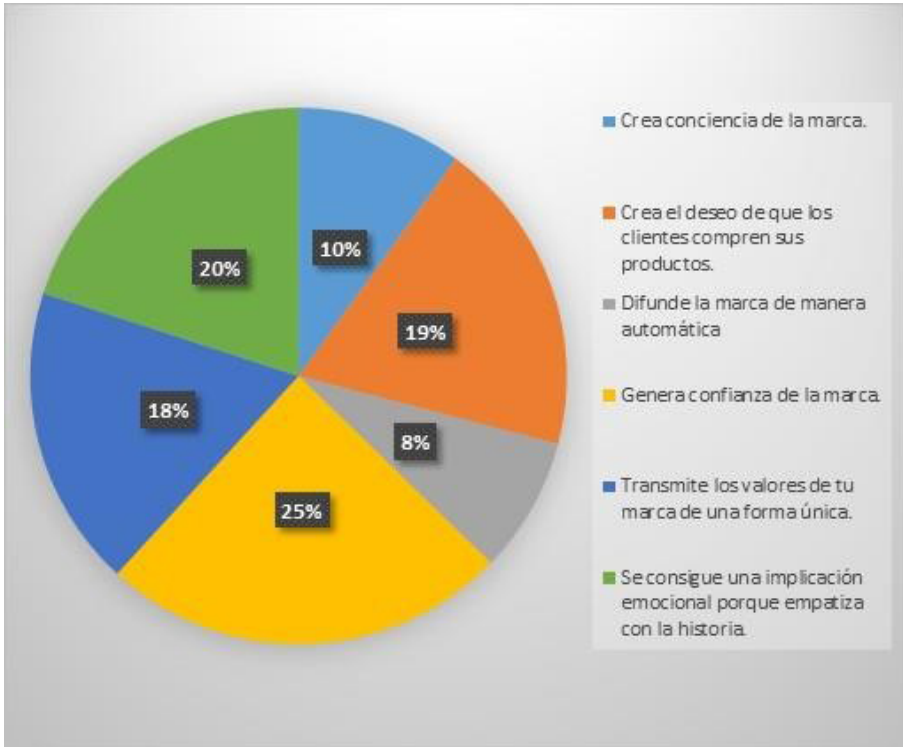
Figure 7. Results of survey question 7
Source: own elaboration.

Among the benefits of storytelling considered by the respondents, 25% of the answers took into account the generation of brand trust, 20% of the answers selected "emotional involvement is achieved because it empathizes with the story", 19% of the answers considered "creates the desire for customers to buy your products", In a similar way, the respondents also considered "transmits the values of your brand in a unique way" as a benefit with 18%, the second to last benefit was "creates brand awareness" with 10% and finally, the least chosen benefit was "spreads the brand in an automatic way".

8. Taking into account that storydoing is defined as: "a proposal to generate content in the process of building and managing brands, based on creating products, services and experiences that are perceived as a tangible value by society" (Baraibar and Marcos, 2018). "Storydoing combines the story and the action through lived experiences to put customers at the center of the story." (W. Batat, 2019). Which of the following do you consider could be benefits that the application of this technique would bring to companies?
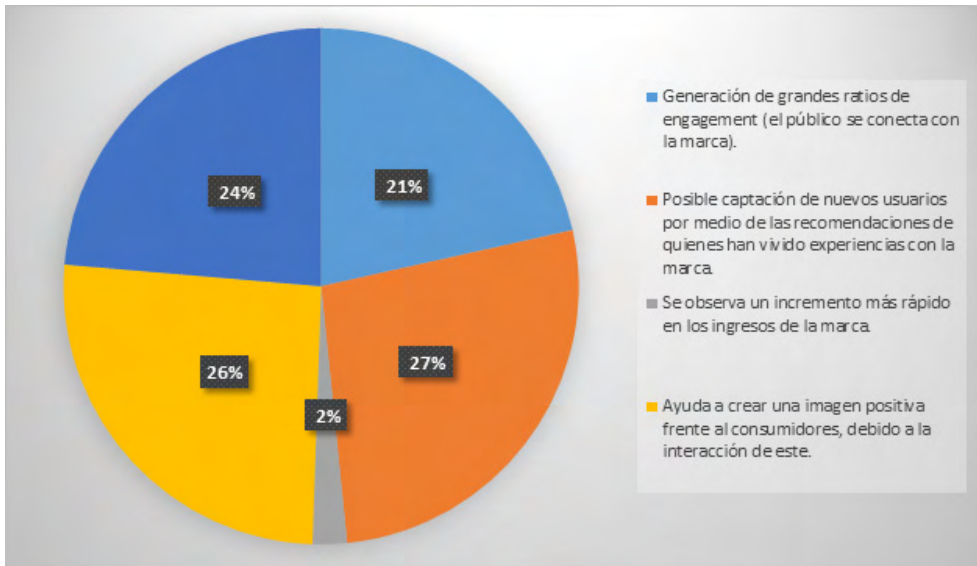
Figure 8. Results of survey question 8

Source: Prepared by the authors.

For the question corresponding to the benefits considered by the respondents regarding the application of storydoing, we obtained fairly even responses. In 27% of the responses, the benefit was "possible attraction of new users through the recommendations of those who have lived experiences with the brand", with 26% of the people considered "helps to create a positive image in front of consumers, due to the interaction of this" as a benefit, 24% considered "Seeks to create an experience for the user so that he/she can keep a good memory of the brand" as a benefit, 21% considered "generation of high engagement ratios (the public connects with the brand)" as a benefit, and finally 2% considered "a faster increase in the brand's revenue is observed" as a benefit. Based on this, we can consider that people easily understood where the application of storydoing can help companies.

9. International brands such as Red Bull, Coca Cola, Nivea, have implemented storydoing in their marketing strategies to have a better connection with their customers. Based on the above, how beneficial can be the implementation of this technique in Colombian companies? (HIGHLY BENEFICIENT RATING (5) TO LITTLE BENEFICIAL (1))

Average: **4.58**

Based on the answers of whether they consider beneficial the implementation of storydoing in a range of 1 to 5, taking into account that internationally renowned companies have implemented it, the average of the responses of the respondents was 4.58, showing that understanding the importance of analyzing the steps of international companies for the subsequent implementation in the local market.

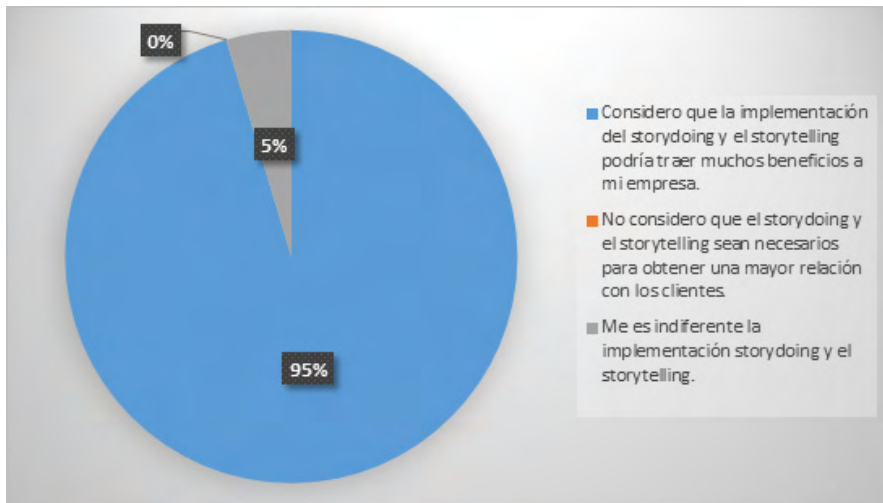**10. With which of the following statements do you agree?**

Figure 9. Results of survey question 10

Source: Prepared by the authors.

11. Bearing in mind that "Storydoing is the step or leap that storytelling takes when telling a story. Once the story has been heard by the audience, it is time to move on to the next level: action". How recommendable consider the use of storytelling alone as a marketing technique?

(RATING HIGHLY RECOMMENDED (5) TO POORLY RECOMMENDED (1))

Average: **3.79**

Now, when talking about how recommendable is the use of only storytelling as a marketing technique, the average of responses obtained in a range of 1 to 5 was 3.79, showing a certain uncertainty as to whether or not the use of only this technique is recommendable.

12. Were you aware of the terms "storydoing" and "storytelling" mentioned above?
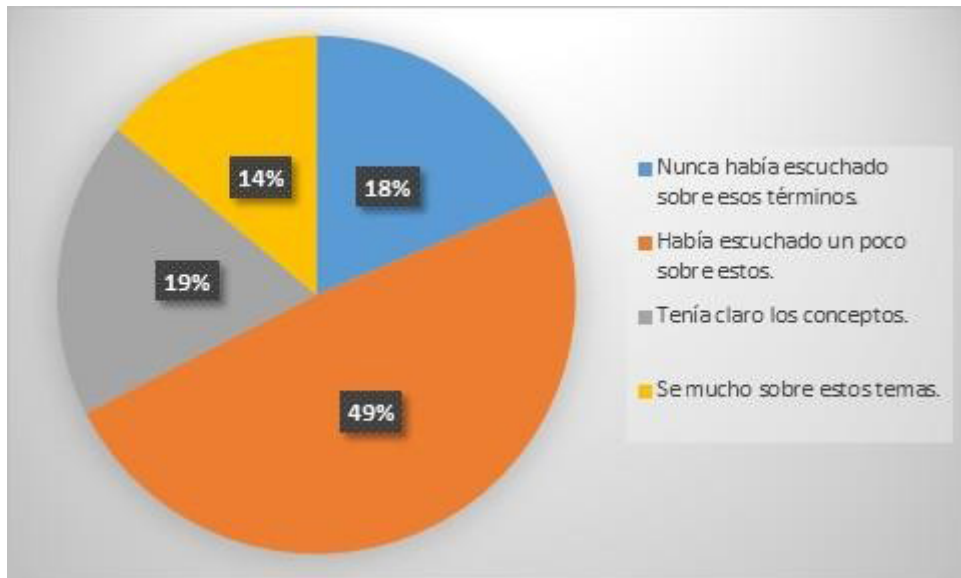
Figure 10. Results of survey question 12

Source: Prepared by the authors.

In the last question, respondents answered how much knowledge they had about the concepts of storytelling and storydoing, to which 49% of respondents considered that "I had heard a little about these", 19% considered that "I was clear about the concepts", 18% considered that "I had never heard about these terms" and finally 14% considered that "I know a lot about these topics. This was a very important result for the objective of this research, which was to find out how much people know about the topic to be studied in depth.

5 I CONCLUSIONS

- Extensive research in secondary sources allowed us to strengthen and acquire new ways of understanding storytelling and storydoing as marketing and advertising techniques. As a first understanding, it is important to see the advertising techniques in question as ways to strengthen the value of the brand, as it allows us a new form of communication with users eminently more participatory within the actions taken by the brand, and therefore, it is very valuable that the cultural precept that the company raises as a precedent to show its product or service is not very distant from the general cultural precept that has its target audience. This means a transformation to a better communication with customers, as opposed to traditional advertising.

Based on the above, it is essential for companies to use techniques that connect

emotionally with their consumers, that show not only their way of perceiving the world, but also the values that their brand represents and the essence that they try to show as part of the human culture they are addressing. Otherwise, the consumer will simply abandon that brand that "does not fill him" in parallel with his way of thinking and avoids that which does not attract his interest.

- Within the answers obtained from the survey, we can understand that within the sample corresponding to experts and entrepreneurs, there are certain disparities in terms of knowledge and use of storytelling and storydoing techniques, the most important thing to consider is the dissatisfaction that exists within the market with respect to the effectiveness or methods that people use when trying to promote their products or the products of their customers. However, it could be observed that people understand the concepts mentioned and many times they can try to formulate what can be more appealing to their customers and what can be the most effective way to reconnect with their customers.

Therefore, it is necessary to further introduce both the people in charge of creating stories through their knowledge in the marketing area, as well as the people who own companies or ventures within the concepts of storytelling and storydoing in order to guide them in a correct theoretical and practical context and in this way perpetuate good practices or as a minimum, the knowledge that is intended to impart corresponding to the two concepts of this research.

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