8 storytelling frameworks for utilities

Engage customers with unique stories
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Key takeaways

- When you present your utility and its offerings in a story, you can engage your customers and help them better remember your offerings.
- Your utility's stories should entertain and describe. Storytelling is most effective when the reader can picture a story fully and see themselves in it.
- Your story should also be believable and relatable. Customers must believe that your product or program will help them before they commit to it.

Many utilities struggle to engage customers with their content across various platforms, and they underestimate the power of storytelling. Storytelling is an important tool to help your utility connect with your residential and business customers' values, senses, and emotions.

By presenting your company and its offerings in a story narrative, you can entertain your customers and help them better remember your offerings. You can also influence how people feel about your utility's brand and highlight your unique value. While each framework might have a different structure or problem to be solved, you can capture your customers' attention, influence their decisions, and solve their problems across many channels.

Use our eight storytelling frameworks to craft compelling stories about your programs and products that will really engage customers.

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