Social Media Marketers - Start Using Stories or Face Becoming Obsolete!

Adapt or die. That is the name of the game when it comes to internet marketing, and especially social media marketing.

If you aren’t able to keep up with the changing trends and demands of the social media landscape, then you won’t be able to stay relevant. Right now, changing with the times means placing more emphasis on stories. And there’s VERY good reason for this.

## A Quick Primer

Just in case you’re that out of touch and you’re not sure what a Story is, this is essentially a concept in social media that involves posting a short video to your account that typically lasts around 10 seconds, and which disappears after 24 hours. This won’t normally appear anywhere on your home page/profile, and nor will it appear in the user’s main feed. Rather, it will normally appear above the rest of the content at the top of the page.

## Let Me Count the Ways…

The benefits of Stories right now are huge and near endless.

Firstly, the position of the stories that we just mentioned – on both Facebook and Instagram, Stories appear above all other content in large rectangular icons. This makes them very easy to see, and that helps them stand out.

And this has never been more important at a time when both platforms are de-emphasizing brand content in home feeds. The Instagram feed for example is now predominantly made up of the content that users show an interest in.

Conversely, Stories are shown in chronological order, making it easy for you to stand out.

Another big benefit of Stories is the short duration. This means a couple of things. Firstly, it means that you don’t need to worry about creating a beautiful image that is going to live on your page forever. If you want to post something quick and dirty, then this is the perfect way. If you want to post something off topic, perhaps even a little off-brand, then this is the safest environment for that.

Another advantage of this is that it makes it more exciting for users. Users will typically act much quicker to view a Story because a) it tends to be more personal in nature, and B) they know they only have a limited time to see it. This leverages that powerful feeling we all know as FOMO – Fear Of Missing Out!

The best part about Stories though, is the way in which they allow you to engage with your audience. Stories allow you to post about your day, to show your personality, and to reveal a little bit behind the curtain. This is huge from the perspectives of the follower, as it allows them to feel that they know you, and understand you a little better. This *drastically* increases the likelihood that they might buy from you, which is of course precisely what we’re going for!

The big advantage of Stories is not for increasing followers, but for building stronger relationships with those that already exist.