

Every Auction Has a Story - So Share It!

In 2019, our company trademarked the phrase “Every Auction Has a Story, Let Us Share Yours.™” Following our belief that every auction we do is unique and has a story to be told, we created this phrase to share the stories of the incredible individuals we get to work with, and work for every day.

Storytelling Should be a Priority in Marketing

Storytelling enables businesses to develop a deeper connection with their audience. Storytelling is a fundamental human experience that unites people and drives stronger, deeper connections. The most successful companies in the world have profound stories behind them that instill a sense of bigger purpose and meaning into what they do.

Each year during the Super Bowl, nearly one hundred commercials are shown on your screen, but how many do you actually remember? Most likely, they are the ones that actually tell a story. One that comes to mind for me personally, was in February of 2013, when Dodge debuted their “So God Made a Farmer” commercial, showing hard-working farmers across generations, narrated by Paul Harvey. For two minutes, I wasn’t thinking about the football game on TV. For two minutes, I sat there in silence watching farmers be depicted as the hardworking, devout, sensitive people loyal to their families and communities that I have witnessed first-hand. For two minutes, the only thing on my mind was that commercial. The story was told perfectly, and I have never forgotten it.

Storytelling Connects People and Creates Brand Loyalty

Storytelling connects us, helps us make sense of the world, and communicates our values and beliefs. A good story makes us think and feel, and speaks to us in ways that numbers, data, and presentation slides simply can’t. The strongest stories tap into people’s emotions, genuinely connect with them, and help them believe in a business and what it stands for. Businesses should not be afraid to tell the full story – the struggles, conflicts, setbacks, successes, etc. to help people understand the passion and heart that went into creating and building the brand. Long-term brand loyalty is created by businesses that understand the human craving for connection, can wrap their vision into a beautiful and captivating story, and clearly communicate this story to their audience.

I know each and every one of you work with unique individuals with incredible stories. Every auction you do has a story, so share it.

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