

EMOTION MARKETING AND STORYTELLING IN SOCIAL MEDIA

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Abstract

The report examines the role of emotional marketing and storytelling in social networks as a modern tool for brand interaction with consumers.

Keywords: emotional marketing, storytelling, social networks, brand, interaction.

Анотація

У доповіді розглядається роль емоційного маркетингу та сторітелінгу у соціальних мережах як сучасного інструменту взаємодії брендів із споживачами.

Ключові слова: емоційний маркетинг, сторітелінг, соціальні мережі, бренд, взаємодія.

Introduction

Modern marketing in the digital environment increasingly focuses on emotional impact and interaction with the audience, rather than just the presentation of a product or service. Social networks act as a platform where brands can directly convey feelings, moods and stories that touch users on a personal level. One of the most effective tools in this process is storytelling, which allows you to create vivid stories that resonate with people, form an emotional connection and encourage active interaction with the brand.

Research Results

Today, brands are increasingly using social media as a tool to create context and atmosphere around their product, rather than just to advertise it. Through short videos, interactive posts, and challenges, companies are creating entire emotional universes in which users become participants rather than observers. Storytelling in this format allows you to show how a product or service affects people's lives, evoking a response and motivating them to take action, while emphasizing the values and personality of the brand.

There are many examples of such successful campaigns, and they demonstrate different ways of using emotions in marketing. For example, the world-famous Dove campaign "Real Beauty Sketches" did not focus on the product in the literal sense, but told a touching story about how women perceive themselves in the mirror and how others see them. By viewing the results of the drawings, people realized the difference between their own doubts and external assessment – and this is what caused empathy, which spread throughout the Internet, making the video viral [1].

Another case is the Always "Like a Girl" campaign, which raised a socially significant topic of prejudice and self-esteem among girls. The video, in which different age groups demonstrated what it means to do something "like a girl", radically changed the perception of this phrase through personal stories and emotions that encourage reflection and discussion. Such content caused thousands of reactions and discussions on social networks, forming not only an advertising effect, but also a global social dialogue.

Coca Cola's "Share a Coke" campaign skillfully used personalization as an emotional trigger: instead of the traditional logo on the bottles there were people's names. This simple step stimulated the desire to find one's own name or the name of loved ones, share a photo with a bottle on social networks, remember friends and family – and it was precisely such positive emotions that contributed to a high level of recognition and audience engagement.

A completely different, but no less effective approach was demonstrated by the PETRONAS brand in the "Sepenuh Hati" campaign, where simple scenes of family and neighborly interactions conveyed the idea of unity and understanding. Videos of everyday situations – such as a mother teaching a child a recipe or working together on a playground – caused the audience to recognize their own experiences, which contributed to millions of views and active comments.

These examples emphasize one important pattern: emotional content on social networks is better perceived, more shared, and has a much deeper impact on consumer behavior compared to classic advertising messages. When a brand tells a story that resonates with its audience, people don't just remember the logo – they experience it, empathize with the characters, and identify with themselves. This is the essence of emotional marketing through storytelling [2].

Social media plays a critical role in this context, as it not only provides a platform for brands to communicate with their audience, but also creates the opportunity for direct and instant emotional connection. Their characteristic formats – short videos, image carousels, interactive stories, live broadcasts, challenges and hashtags – allow brands to convey complex emotional messages as accessible and quickly as possible. For example, short videos on TikTok can impress the viewer in the first few seconds, using dynamic editing, music and humor, while Instagram Stories allow you to create a series of episodes where users experience the development of the plot together with the hero. At the same time, brands get the opportunity to track audience reactions in real time, see what emotions the content evokes, which stories are viewed more often, and which ones provoke discussion.

Users are not passive observers. They can comment on posts, share them in their own feeds, participate in challenges, create content based on branded stories, use hashtags and interactive polls. In this way, they become co-creators of marketing content, and each such interaction enhances the emotional effect of the campaign. For example, brands often launch flash mobs or challenges, where users record their own short videos, repeating stories or emotional situations that demonstrate the brand's values. This not only increases engagement, but also creates the effect of "social proof": the audience sees that other people are reacting and participating, which strengthens trust in the brand and stimulates their own interaction. Social networks, thus, turn traditional marketing into a living, dynamic process, where emotions are transmitted instantly, and user interaction becomes an integral part of the brand's story. It is this ability to create interactive emotional experiences that makes social media a key tool in modern emotion marketing [3].

Successful brands today are not just creating advertising messages, but living stories that evoke emotions of joy, nostalgia, empathy or inspiration, making the consumer not just see the brand, but feel it. This approach builds trust, forms commitment, stimulates communication.

Conclusion

Effective use of emotional marketing and storytelling on social media allows brands to create a deep connection with the consumer, build recognition and loyalty through experiences and empathy. Storytelling makes it possible to convey brand values through living stories that resonate with the audience, and interactive formats of social networks ensure the active participation of users in the formation and dissemination of these stories. Thanks to this approach, marketing turns into a process that not only informs, but also inspires, motivates interaction and leaves a lasting emotional imprint in the consumer's mind.

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