

A: 4 Case Studies That Demonstrate the Power of Social Media Stories

These 4 brands are killing it with social media stories.

B: These 4 Brands Are Killing It With Social Network Stories

Here's how you can use them to step up your marketing game today.

C: 4 Case Studies That Show How Stories Are Changing the Social Media Marketing Game

Learn how you can use stories to drive traffic, increase engagement & make more sales.



[Source](#)

Stories burst onto the social media scene courtesy of Snapchat giving everyone the ability to piece together the events of their daily lives in a convenient and compelling storytelling format. The singularity in these Snapchat stories lied in their fleeting existence. After 24 hours, they disappear into the digital abyss never to be seen again, thus making them as raw and authentic as content can get.

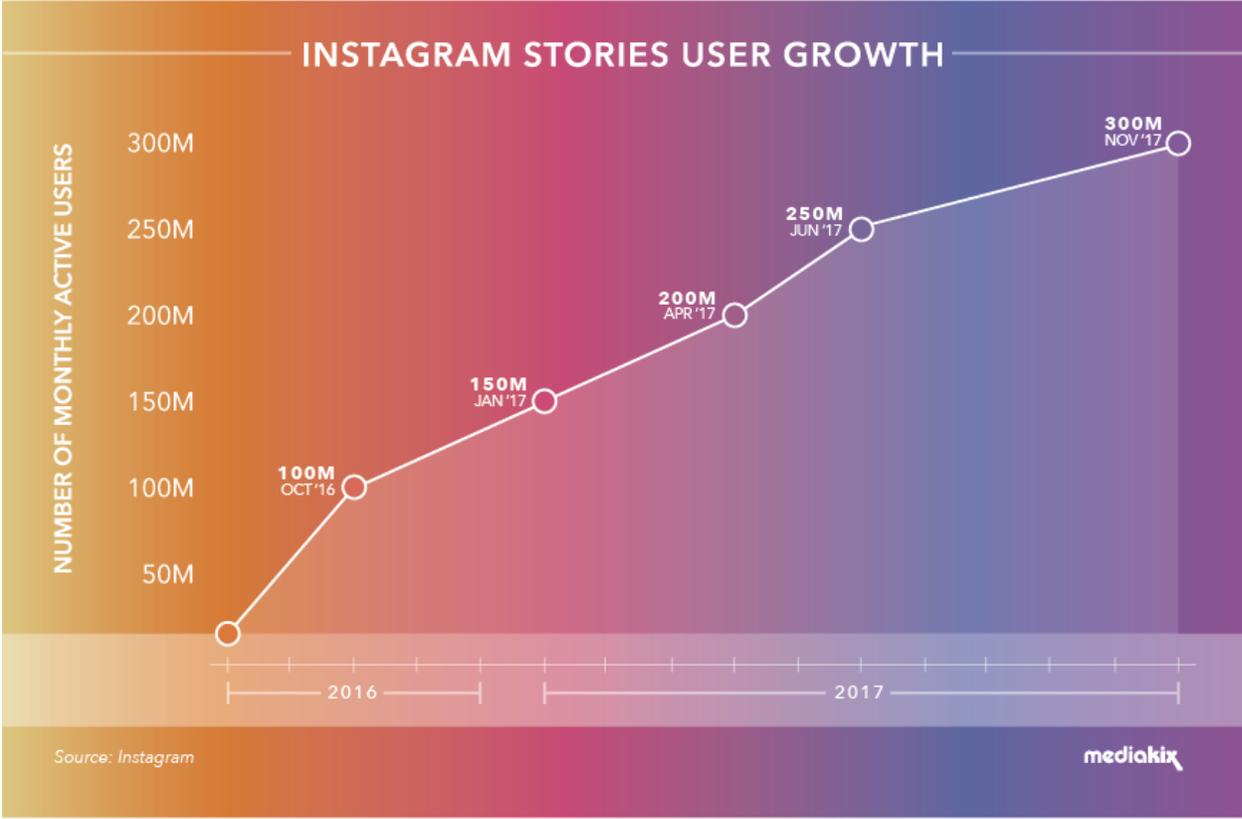
Fast forward a few years later, and we find several platforms including Facebook, Instagram, and most recently Youtube have adopted their own platform-specific version of the Snapchat story. The great

thing about these nifty little tools is that content marketers now have a novel medium to help increase engagement, drive traffic, and generate sales.

So where do you start? Well, the concept is pretty simple, and lucky for you, the approach is not far off from that of your standard social media advertising tactics.

If you've been looking for some inspiration for jumping on the stories bandwagon, then you'll be happy to know that this article will provide you with a few case studies of popular brands who have found success by advertising via these methods.

These data-driven case studies are practically gold mines of information to the content marketer, and we hope that they'll help jumpstart your brainstorming on how to implement similar concepts in your own work.



[Source](#)

How Brands Are Benefiting From Stories (200w)

Brands all over are benefiting from social media stories in many ways based on the various creative approaches they take. There are three primary goals that most brands have in mind when it comes to advertising via the story method:

- 1) Engage Audience
- 2) Drive Traffic
- 3) Generate sales

When it comes to using stories, audience engagement is at an all-time high with a whopping 300 million active daily users as of the last quarter of 2017. Over 1/3 of Instagram users are using Instagram Stories daily, and over 50% of businesses on Instagram utilize Stories for advertising purposes.

Stories are a great way to help increase web traffic, and the best way to do this is via direct links. Fortunately, platforms such as Instagram and Snapchat both allow their users to embed links into their Stories.

One lifestyle entrepreneur saw a [9% opt-in rate](#) for her email newsletter when the agency she was working with directed her to include a link in her Snapchat story. This was a significant increase given that the typical industry standard opt-in rates for the prior year were 1.95%.

Stories are also an excellent tactic for generating sales because they can help spread brand awareness, increase your reach, and as a result, increase your access to high-quality leads and thus the potential for new business opportunities. Instagram currently has [8 million](#) registered profile businesses, over 50% of which understand the importance of advertising via Stories.



[Source](#)

Pyuan by Kao

Kao tapped into the power of [Facebook story advertising](#) when they decided to get the attention of a younger demographic for the purpose of promoting their new Pyuan hair care product. The cleansing shampoo and conditioner were promoted in conjunction with the brand's "cleansing life" message, which encouraged individuals to "incorporate [only] the most important things in their daily lives."

The company developed the product specifically for women in their 20s and based on their research found that their demographic had more contact with information on their mobile phones than on television (the channel on which they were traditionally advertising).

Given the decrease in attention spans that has been recently circulating various analytical avenues, Kao decided to take an “extremely visual approach” and use video ads in carousel format. The company incorporated these ads in the form of short, fun Facebook stories to make a poignant impression in a short amount of time.



[Source](#)

Result: The decision to run such ads via Facebook Stories was successful and resonated well with the company’s target demographic. Kao increased both brand awareness and purchase intent within their selected demographic of women in their 20s. Specifically, they saw a 10-point lift in brand awareness, a 3-point lift in purchase intent, and a 1.5x higher in-store sales share year-over-year.



[Source](#)

Tokopedia

Tokopedia is considered one of the largest e-commerce platforms in Indonesia primarily because the company allows its users (both business and individuals alike) to create and manage their own online stores for free. That's right – FREE.

This company was looking to expand its reach and boost engagement as well as increase the number of app installs in a cost-effective manner.

Tokopedia realized that a large number of their consumers spent a great deal of time on Instagram, specifically [Instagram Stories](#). They recognized this growing trend, and as a result, they decided to move forward with advertising in such a manner.

The two-week campaign commenced in November 2017 and used holiday-themed videos showing young and trendy Indonesians on vacation for the purpose of “highlighting a selection of available holiday products.”

54%

increase in app installs
when ads in Stories were
added to campaign

35%

lower cost per install when
ads in Stories were added
to campaign

11%

increase in reach when ads
in Stories were added to
campaign

[Source](#)

Result: The results of their efforts were pretty staggering, with the company receiving an 11% increase in reach as well as a 54% increase in app installs. Furthermore, they found that they *decreased* their cost per install by 35% via this advertising method. Needless to say, they were quite pleased with their killer results and the fact that they achieved their original goals.



[Source](#)

Cerveza Victoria

Cerveza Victoria is a popular beer whose creators describe it as “entrenched in Mexican history.” This 4.5% alcoholic beverage has over a decade’s worth of history in excellence, and the leaders behind the brand were looking to continue this trend with younger contemporary audiences.

To do this, the company decided to create a Canvas with Instagram Stories focusing on tattoos. They created an “immersive experience” that was meant to help inspire and motivate their target demographic of Mexican men and women over the age of 18 years to “take action.”

The Stories featured vivid images, colors, and sound, and they offered viewers the opportunity to win one of the 15 tattoos it displayed.

The brand ran a three-week campaign and focused on keeping the content in line with their pre-established brand image. As a result, they found a great deal of success.

11-point
lift in ad recall

8-point
lift in purchase intent

“Digital marketing involves constant change and for advertisers this involves the huge challenge of adapting brand messaging to digital platforms as well as possible in order to be relevant. We achieved this by choosing the beta format on Instagram Stories, and innovating and using it to surprise our users, which resulted in a significant lift in recall and preference indicators.”

ELIZABETH RODRIGUEZ, DIGITAL CONNECTIONS MANAGER, GRUPO MODELO

[Source](#)

Result: Through Cerveza Victoria’s targeted efforts, they were able to achieve an 11-point lift in ad recall and an 8-point lift in purchase intent. Their goal was to remain relevant to young audiences – something which their Digital Connections Manager, Cristobal Gonzalez coins “a priority.”

Gonzalez attributed Instagram Stories to their success saying that they played an “essential role” in getting their message delivered and “effectively moving key business indicators.”



AT&T

Snap Ads Web View Campaign

Thanks to Snap Ads from AT&T, Snapchatters could swipe up on great ideas to pull off the perfect Father's Day gift.

[Source](#)

AT&T

AT&T was looking to connect with their younger demographic by promoting products, services, and various offerings as awesome gift options for Father's Day. Their goal was to reach a "young, tech-savvy audience" and create an engaging and interactive advertising experience.

The company decided to run their campaign a few weeks before the Father's Day holiday and place Snap Ads across highly trafficked channels while making sure to incorporate interactivity with a mobile-friendly web view format.



Total Impressions



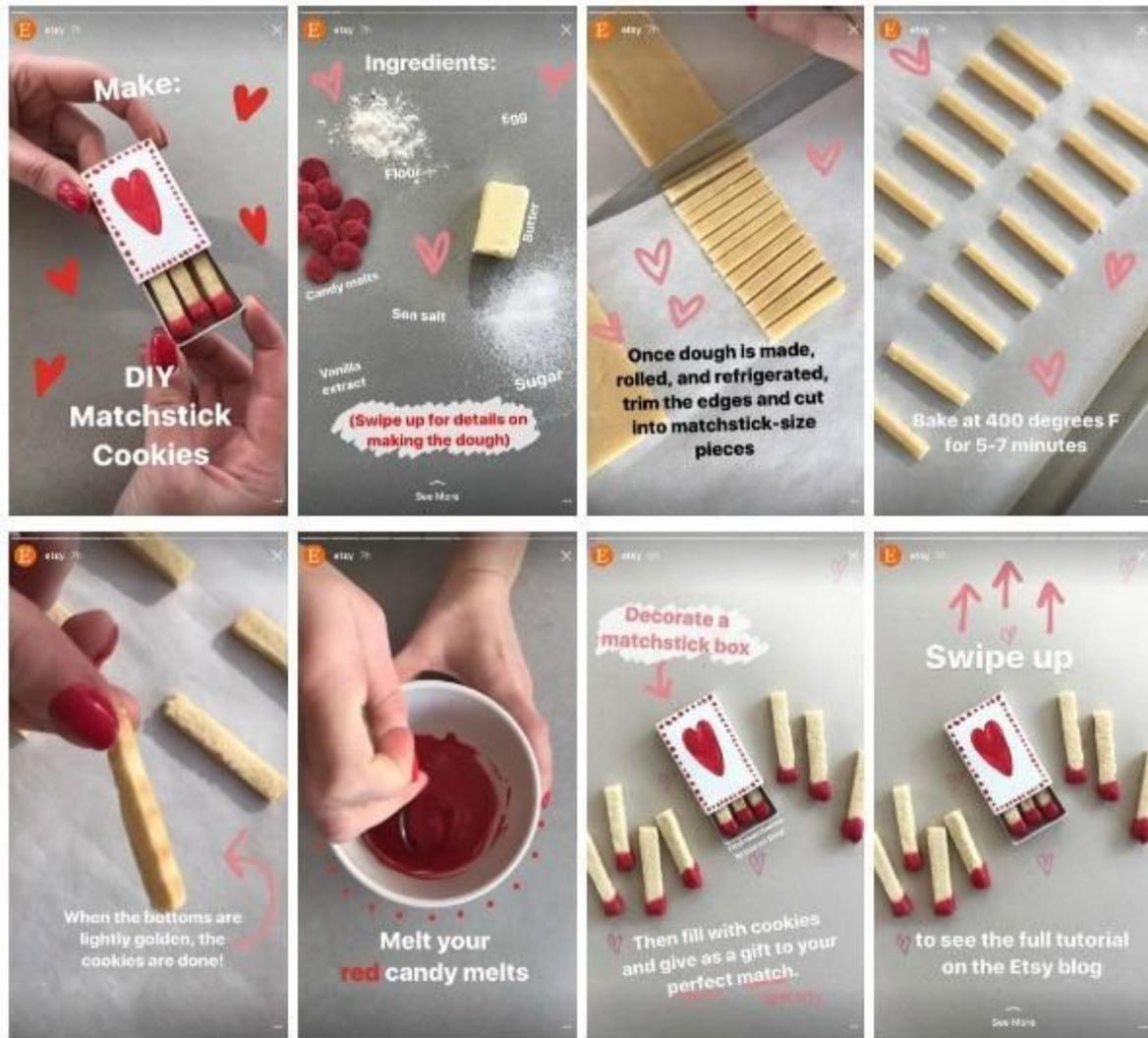
Time spent vs. websites
without Web View loading



Unique Engagement

[Source](#)

Result: The results were pretty impressive, to say the least. AT&T walked away from the campaign, which was only a few weeks long, with over 4 million impressions and a unique engagement rate of 14%. Furthermore, they saw a 1.6x increase in “time spent vs. websites without webview loading.”



[Source](#)

Conclusion

Stories burst onto the social media scene with Snapchat and have since been duplicated with several other popular platforms such as Facebook, Instagram, and most recently even Youtube. Stories offer a great way for brands to engage with their audience in a more organic and authentic manner, and many companies have found success through such pursuits.

KAO, Tokopedia, Cerveza Victoria, and AT&T are only the tip of the iceberg when it comes to companies who have generated higher engagement, greater traffic, and more sales by advertising with social media stories.

If you're a content marketer looking to analyze the value of social media stories, then we hope that this article has provided you with the insight and knowledge necessary for you to come to the best decision possible for your brand.

These four case studies highlight four companies from various industries and the amazing results they've achieved by staying on top of the social media marketing game. So get out there, add some social media stories into your content marketing strategy, and get on the path to higher social media ROI today.

Have you ever used social media stories for your brand? If so, tell us about your experience! We'd love to hear your feedback!

Sources:

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