

The Power of Differentiating Your Brand From The Competition With Compelling Stories: 100% Increase With LinkedIn Engagement, Followers Up 40%

“If you desire to put ‘EXTRA’ in front of ordinary, StoryLede is a path to that. There’s a reason why most small companies don’t go this route. They’re looking at the norm at what’s regular. They’re looking at what’s average. If you desire more than that, allow yourself.”



“I decided to start working with StoryLede because I did not feel that we were connected to our full audience beyond the transaction and that bothered me. We have such a passionate story. And we have so many stories and so that’s why I decided to reach out to StoryLede.”

-Savannah Mitchell

Founder of Sunday Morning Coffee

BEFORE

When Savannah Mitchell initially launched her coffee product, Sunday Morning Coffee, she successfully expanded into major retailers like Staples and Amazon. But like many startups, she didn't have the bandwidth to implement tailored marketing strategies while landing sales. **After she realized customer retention was not hitting the mark as she had desired, Savannah decided that her marketing and overall brand strategy needed to become a major priority.**

DURING

Since Savannah planned on targeting major retailers and their supplier diversity managers, it made sense to launch a consistent marketing plan on LinkedIn. Savannah understood that storytelling would connect and differentiate her brand.

🌟 We crafted compelling stories showcasing not only Savannah's passion for coffee and camaraderie but also her thought leadership as a black and woman-owned business in a specific niche.

🌟 We weaved in video, written form and custom graphics to support the stories and drive home her businesses' impact.

🌟 Throughout this process, Savannah worked closely with our dedicated copywriter to bring her stories – and those behind each product – to life.

AFTER

As a result, Savannah's company has not only become more visible but also soared in revenue (5X!) Through LinkedIn, she acquired five lucrative business opportunities within several months, including an international partnership. **Her LinkedIn followers have increased by 40% and interaction on her posts is up 100%** She attributes the dynamic branding and storytelling to her success:

"We have comments, we have questions. We have those who complete our polls. We've never had that historically. People found a connection and whether they had heard of us or they had not, there was a connection on LinkedIn that moved them to reach out to say, 'hey, can we have a meeting?'"