



B CORP GUIDE TO IMPACT STORYTELLING 2022

B Corp marketers have great stories to tell about the impact their companies are making relative to their social and environmental performance. Here are some quick tips, considerations, and resources for you to use as you look to craft and tell your impact story.

TIP 1: Use the right message, in the right place, at the right time.

Not all efforts are shareworthy. Make sure you've identified what is most relevant to the moment and most authentic to your brand. Utilize your team and/or network for a gut check if necessary.

Questions to consider:

- *Why would I share this now? Is there a culturally relevant moment? Is this timely for my business or relevant to my community?*
- *What questions might my community ask or how will they respond if I share this story now?*
- *What else can I include to make it more relevant to the moment?*

TIP 2: Be absolutely sure that your messaging and actions are in complete alignment.

Work with your stakeholders when developing your marketing strategy. Ask for their input. Work with them to integrate your actions and associated impacts, and how they relate to your mission, vision, core values and goals.

Questions to consider:

- *Does your marketing strategy take into account the voices and concerns of your stakeholders?*
- *Are your mission, vision, core values and goals in sync with your messaging?*
- *What gaps might need to be filled in either your story or actions before you try to articulate either?*

TIP 3: Storytell on a human level

“Marketing” as a verb can feel like something that is done to someone. Companies that care about their impact think about marketing as an opportunity to connect with other people and do something for them.

Questions to consider:

- *Have you gone beyond the facts and spoken to how your purpose-led company is not only impacting the planet for good, but people’s lives?*
- *Have you shared relevant (personal) stories, case studies and calls to action to do more?*
- *Did you test your messaging with one of your stakeholders? Did they understand and feel an emotional connection to what you’re trying to say?*

TIP 4: Be accurate – and transparent

While it’s important to ensure that the impacts you are claiming are factual, it’s equally important that you describe how you came to various conclusions about your impact—including where you could improve.

Questions to consider:

- *Have I quantified the impact that I’m trying to take credit for? And was that analysis done using credible tools and/or third party validation?*
- *Would an objective third party draw the same or similar conclusions that I (or my company) is drawing when reviewing our impact data?*

TIP 5: Own your mistakes

Businesses can and will make mistakes when it comes to expressing their brand. How you and your company respond when that happens, can make a world of difference.

Questions to consider:

- *Did my marketing efforts create a negative impact or harm? If so, to whom and what was the harm?*
- *Did your company make an authentic effort to understand the negative impacts that were created and use compassion and empathy to rectify the harm to the best of its ability?*
- *Have steps been taken to ensure that the negative impacts that were created won't happen again?*

SOME QUICK TIPS TO TAKE ACTION NOW

1. [Create a post for B The Change](#) (there are over 100,000 subscribers!).
2. Find one of your fellow B Corp on the [B Hive's Impact Media group](#) that is looking for podcast guests and reach out to see if you're a fit to share your impact story on their show.
3. Create a social media post spotlighting one of your partners' or a community member's initiatives. This creates relationships and opens the door to reciprocation.
4. Send out surveys to your stakeholders; customers, vendors and team members asking "when you think of [[your company name](#)] what comes to mind?" This will give you an idea of how you are perceived and where you can build on strengths or improve where needed.
5. [Find a company in our B community](#) or a responsible partner (WBE, MBE, LGBTQ+ etc...) in your supply chain and start a conversation around cross-promotional, mutually beneficial storytelling you both can engage in.
6. Amplify the visibility of your commitments – like B Corp certification – on owned channels and in marketing materials through logo placement, background information, statistics and impact reports.
7. Find ways to educate your stakeholders on why your impact commitments and programming are important through storytelling, research and relevant insights via impact pages, partnership highlights and eblast moments.
8. Invite stakeholders to get involved by developing compelling programs and strong calls-to-action.

9. Identify how you will measure your impact, create a report format/process that can be reproduced and backed with data points, and share in a creative way across owned channels like social media, blogs, site pages and more.

IMPACT STORYTELLING RESOURCES

- [11 B2B Marketing B Corps: Amplify Your Company's Story With These Creative B Corps](#)
- [Breaking Down the Barriers: Finding Your Voice As An Impact Brand](#)
- [How to Approach Corporate Storytelling as a Purpose-Driven Business or Organization: 5 Professional Communicators Share Their Storytelling Tips](#)
- [Monitor: Brands need simple messaging to sell eco-social claims](#)
- [Breaking Down the Barriers: Finding Your Voice As An Impact Brand](#)
- [Gen Z is the Most Sustainably Focused Consumer](#)

IMPACT STORYTELLING WEBINAR LINKS

- [Webinar slide deck](#)
- Webinar recording

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