

# Unleash the Power of Storytelling in the Digital World

How to use it to build credibility, attract employees, customers, and investors

Presented by Mario Angel





koval

Improving the lives of people  
in the wood industry **globally**





# What is digital storytelling?



## Storytelling

Interactive art of using words and actions to reveal the elements and images of a story while encouraging the audience's imagination.

## Digital

Using digital mediums such as video or websites, allow that story to be packaged and shared.



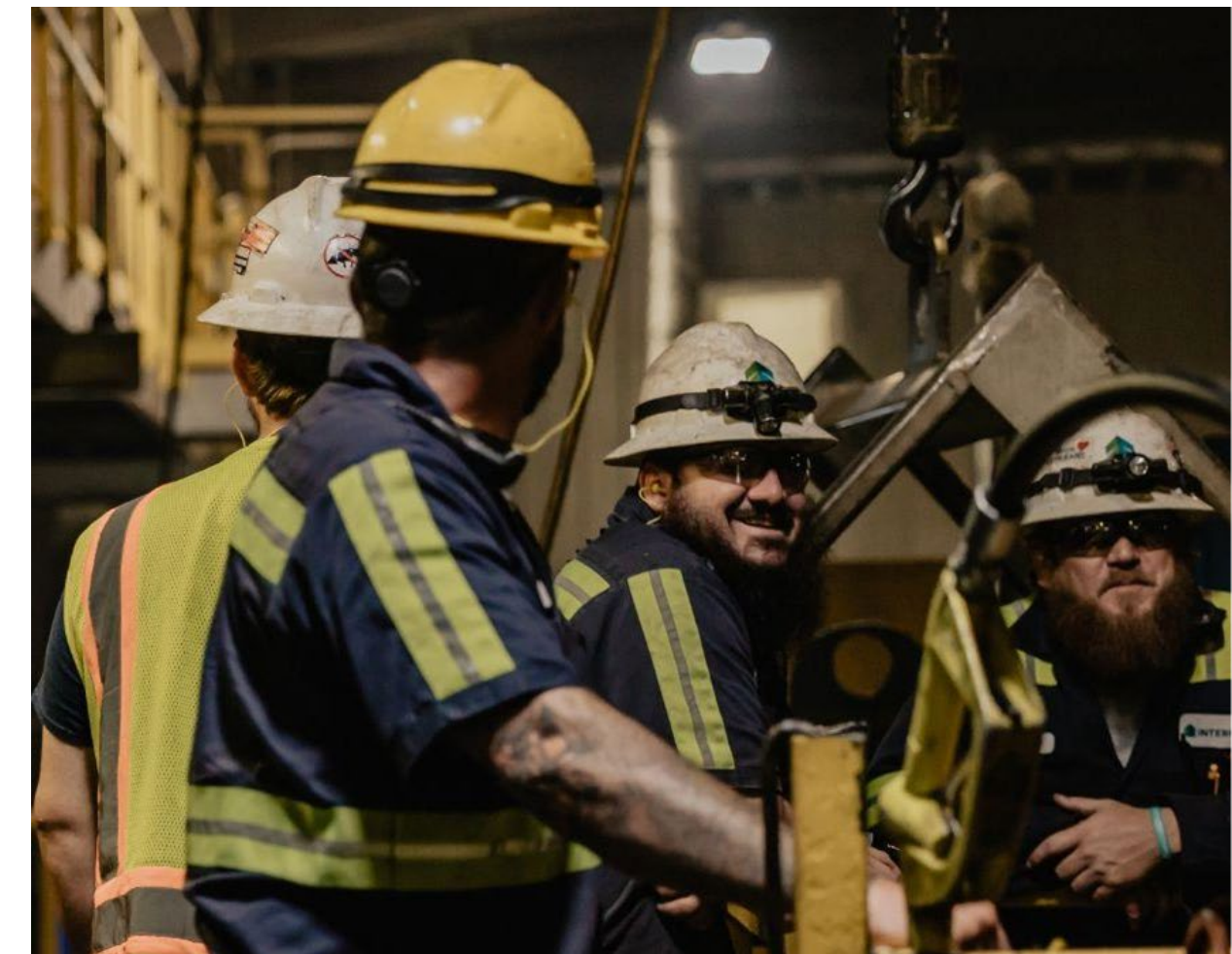
# Industry needs







# How to use storytelling



Storytelling creates an emotional connection with an audience



# Step 1

# Strategy: Why?

Goal: providing the road map and plan of action to achieve specific goals.

Asking relevant questions before crafting the story to develop a film, build a website, deploy a marketing campaign, etc.

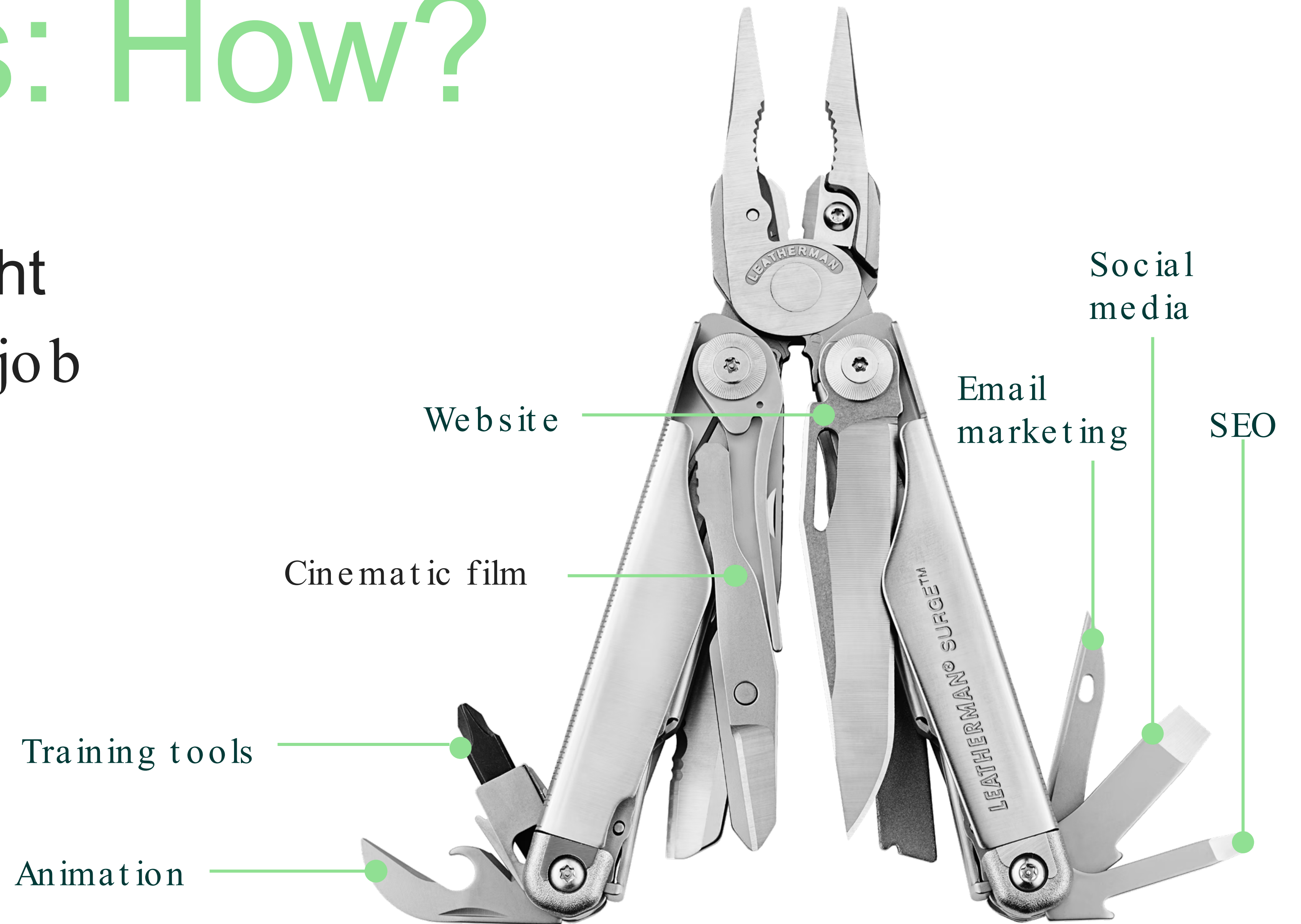
- Goals
- Target audience
- Tone & style
- Key message
- Competition
- Visuals
- Scheduling & deadlines
- Budget



# Step 2

# Tactics: How?

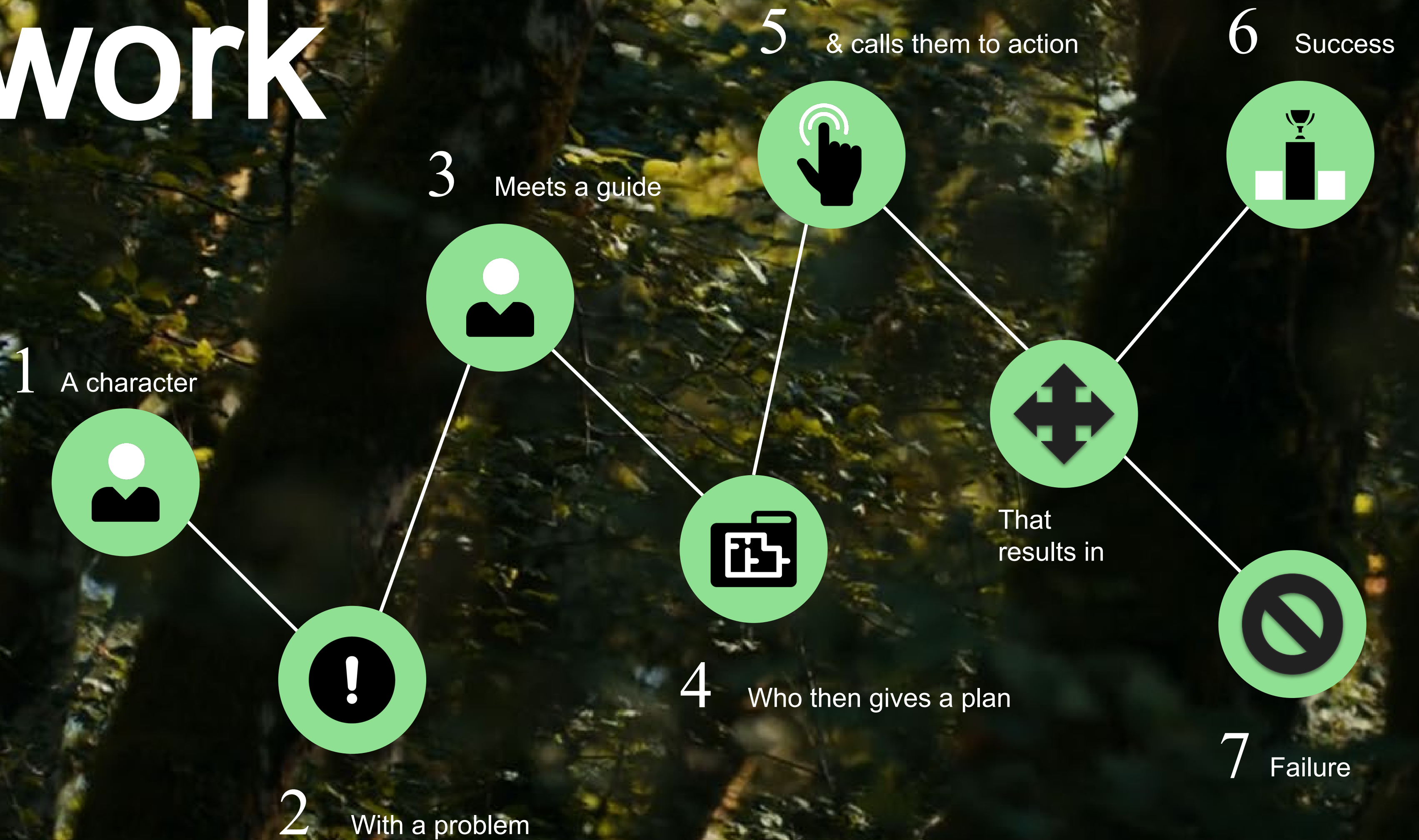
Selecting the right  
“tools” for the job





# Step 3

# The Story Framework

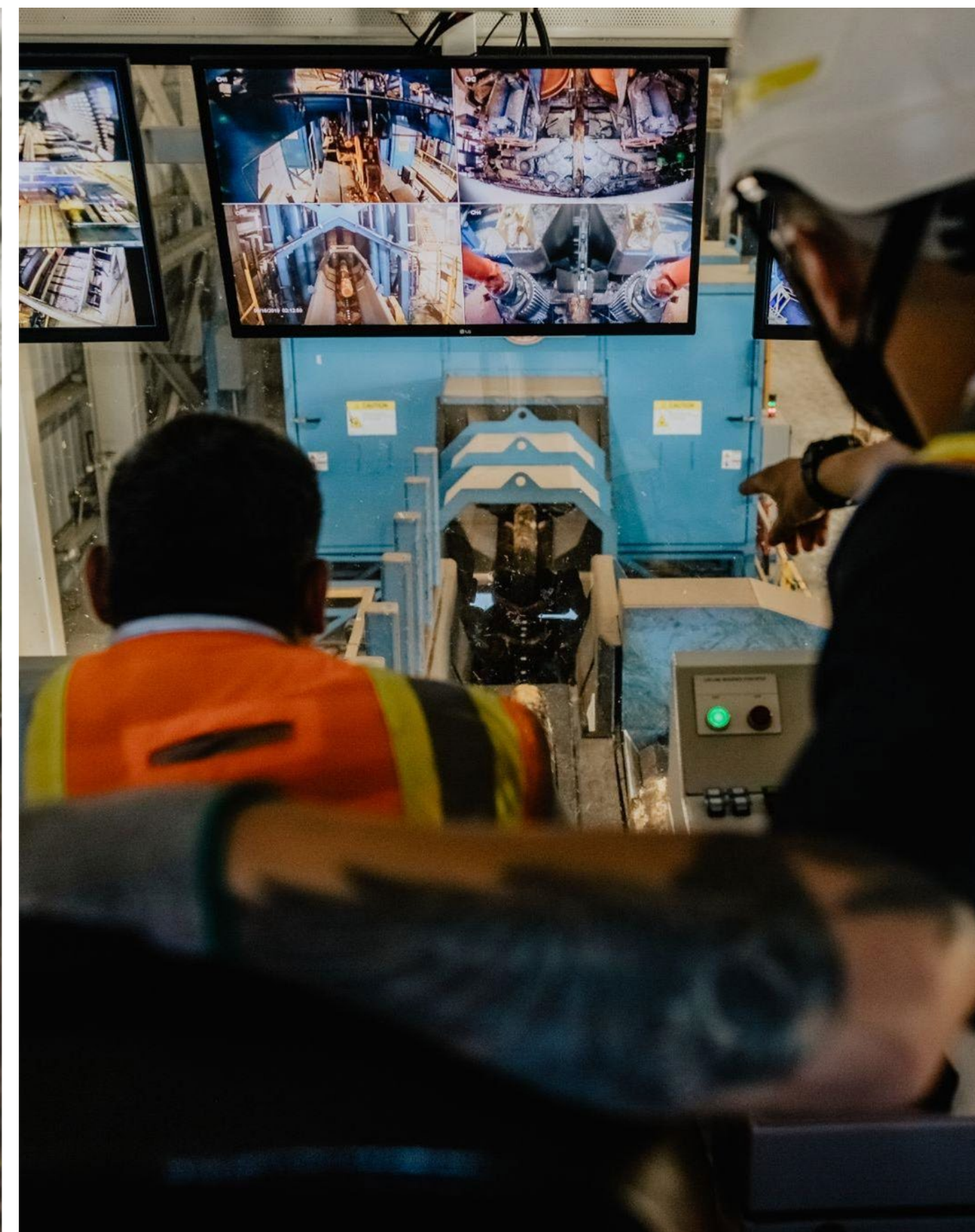








# How to recruit people using storytelling





# A character

“A person in the community wants to work or advance”

- Cynthia: business manager
- Alan: forklift driver
- Guadalupe: plant manager

1 A character



**GUADALUPE DE-ORTA**

Bark Plant Manager

# With a problem

- Needs a career
- Bad perception of sawmill industry
- Cannot get ahead in life

2 Problem



**ALAN FLORES**  
Fork Lift Operator



**CYNTIA MARTINEZ**  
Chief Financial Officer





# Meets a guide

Steely Lumber is an employer in TX with a career path

3 Meets a guide

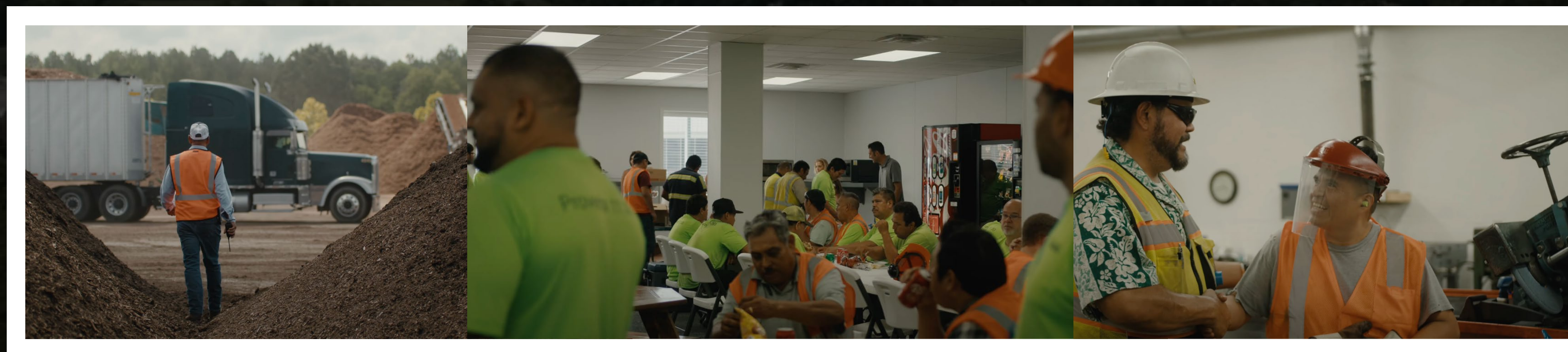




# Who gives them a plan

“At Steely you can grow from entry level to manager”

4 Who gives them a plan





# Calls them to action

“Join our team & work hard!”



5 & calls them  
to action





# Success

“they become great employees & support their family and the local community!”



6 Success







# R.O.I.

Steely Lumber gained a recruitment tool that will benefit them for years to come

Steely got brand recognition and prestige locally and nationally

Promotion of the wood products industry:

- Great career opportunities
- Sustainability message



**CHRIS DEMILLIANO**  
Manager



**JOSE "CHUY" ALMANZA**  
Head Mechanic



**DAMON BURRIS**  
Forester



# Let's get to work

More and more people consume content online (fun, educational, inspirational)

Start your online presence now

- Facebook/Instagram/TikTok/LinkedIn

Let's make our industry attractive to:

- Recruit people (high-tech, career opportunities, outdoor, great people, etc.)
- Build credibility in our communities (and schools)

Transferring knowledge using digital tools (Learning Management System)

- Our brain power is retiring - let's get that knowledge on film
- Internship programs





Thank you!

Let's elevate our industry together.

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