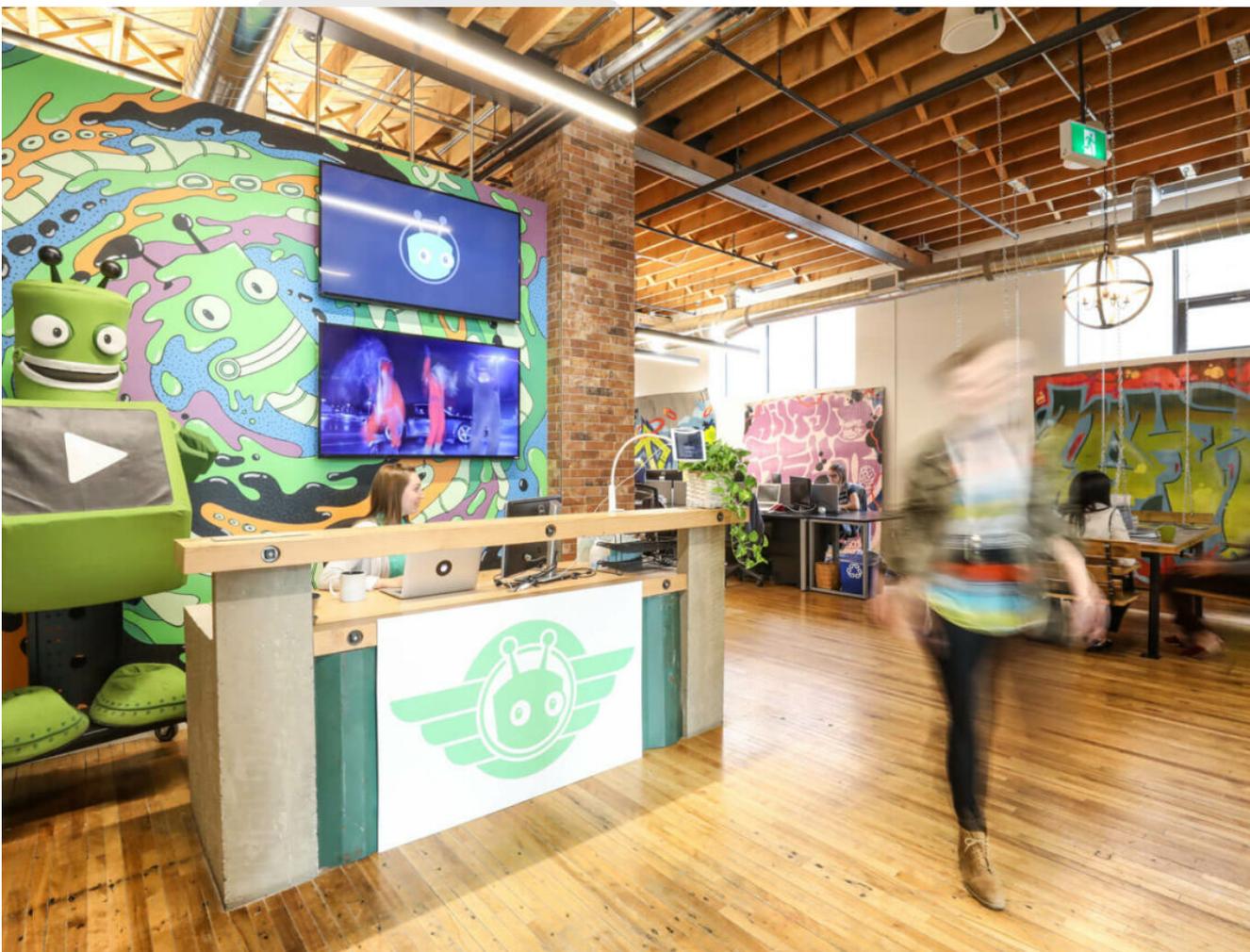




How Vidyard Uses Storytelling to Drive a Consistent 75% Newsletter Open Rate



Great storytelling is key to success in marketing and social media, and no one knows this better than Olivia Cullen.

Cullen, Vidyard's social media specialist, uses the art of storytelling to drive exceptional engagement with the EveryoneSocial user newsletters (what we call "content emails").

We'll explore exactly how she does this and share her best practices below. But first, let's start where all great stories do: at the beginning...

Vidyard Meets EveryoneSocial

[Vidyard](#), the Ontario-based SaaS company behind one of the leading enterprise platforms for video messaging, hosting, and analytics, is certainly no stranger to the early adoption of new trends and ideas in the technology space.

Since its 2005 founding, inspired by YouTube's launch, the software company has stayed ahead of the curve.

So when Vidyard had the opportunity to take what it already does well — [virtual selling through video](#) — and expand its impact by capitalizing on employee networks through [social selling](#), the company jumped right in.

Initially, Vidyard managed its employee social sharing program through another technology platform + manual processes. Although all started off well, there were some setbacks and the company was left without a technology option to help manage its program. Thankfully, Vidyard was quick to adapt, and EveryoneSocial was able to begin our partnership with them shortly after!

Beginning on our 1.0 platform in 2019, Vidyard saw its program take off. Employees really seemed to enjoy finding, engaging with, and sharing content with ease.

But as the program grew, Charlie Rogers, Vidyard's social media manager and the admin of its EveryoneSocial program, realized that it was time to bring on someone to help.

Enter Olivia!

A Storyteller Takes the Reins

Olivia, a recent University of Waterloo graduate, was eager to make an impact when she joined the Vidyard team in June of 2021 to assist with its advocacy program.



And her first task was a big one: maintain a 40% or higher engagement rate on the company's content emails — while also transitioning to EveryoneSocial 2.0.

This was no simple mission. Change is hard, and new platforms can be tough to get used to. We've all been there!

But any professional will tell you that success comes through persistence and trial and error. So as the Vidyard team worked with its EveryoneSocial customer success manager (CSM) to train users on the new platform and drive excitement for it, Olivia devised a plan for her first content email.

She knew these emails had to stand out in employees' inboxes to prompt them to open. And if she was going to drive engagement within EveryoneSocial, she also knew the emails' content would have to entice people to click.

So she decided to have some fun and try something new.

Here's how she did it

Let's take a look at Olivia's process, so you can steal her expert storytelling tips for yourself. 😊

She writes how she speaks.

This gives the emails a personality and the reader someone to envision behind the illustrious email curtain.

It brought authenticity and fun to an otherwise potentially mundane communication.

Pro tip: Use this tactic, but still ensure you're being grammatically correct. Whether that's by enlisting your in-house copywriter, or using a tool like [Grammarly](#).

She draws on real-life inspiration.

Creative burnout is real, and we've all dealt with writer's block.

To combat this challenge, Olivia keeps a "quote book" and writes down things that catch her attention or make her laugh.

Even something as simple as the language someone uses during a random interaction can be inspiration for a particular character archetype that she can add to her content emails.

And she says she's continually inspired by storytellers that draw on their own real-life experiences.

She identifies a theme for each email.

"Ralph Lauren's Birthday." 👉 Believe it or not, this was the subject line that set everything in motion for Olivia's winning emails.



Happy Thursday Vidyardians!

As I sit in the office this morning, repping my Ralph Lauren bucket hat like it's my day job, I am forced to beg the question: why is today not a stat holiday?

Ralph Lauren, a true rags-to-riches story - the American Dream personified, an honorary knight, and the brain behind a polo so iconic, it has transcended time and space. Surely this has ought to be reason enough?

But in the words of ex-Ralph Lauren employee Rachel Green, the only thing better than being fashion-forward is being socially relevant (her words, not mine). And what better way to grow your reach as a Vidyard employee, than with our employee advocacy program EveryoneSocial?

On EveryoneSocial, you can easily schedule posts to go out on all platforms. The company channel is populated with an array of trendy Vidyard content that can help you grow your network!

Reply to your weekly EveryoneSocial emails if you have any questions. Have a great week, and we'll be back again to touch base on Thursday 🍀

And her email themes run the gamut from a designer's birthday to the Revolutionary War to Sagittarius Season.



On this day in history, the Revolutionary War of 1781 came to an end. Two hundred forty years later, conscription is making a comeback, and it's starting with you.

Vidyardians, you have been enlisted into a trendy sort of forced servitude. The mission? Promote Vidyard's Fast Forward event like your life depends on it.

As you'll see from the links below, this EveryoneSocial email is dedicated to Fast Forward propaganda, and it is our duty to drive sign-ups.

Don't be deemed a deserter - the time is now to take to EveryoneSocial and share, share, share.

If you can't do it for yourself, do it for your country, but most importantly, your company.

Thank you for your participation,

Please don't shoot the messenger 🍀



Time in LA can be a slippery slope. This trend became most apparent after my recent trip to the City of Stars last week.

Never mind replacing all of my meals with green juice or becoming fluent in influencer-speak. It was after downloading the Co-Star astrology app that I knew things had gone too far.

To LA dwellers and B-list celebrities alike, today is not just any day. Today marks the commencement of Sagittarius Season. Born from November 22 – December 21, Sagittarius are known for their independence and sharp emotional intelligence. And this 2021 Sag season is projected to bring us happiness and good luck.

But let's not leave everything up to the stars. Might I suggest taking your 'social destiny' into your own hands and scheduling out some posts through EveryoneSocial? The company channel is plentiful in trendy Vidyard content that will help you grow your network.

Happy stargazing,

Olivia

Aquarius Sun & Taurus Rising

Olivia expertly finds ways to connect these seemingly random topics back to what's important: getting her users into EveryoneSocial and working their social-selling magic.

Pro tip: Check out The History Channel's site [This Day in History](#) for a little inspiration just like Olivia does.

The results

What happened when Olivia applied this new strategy to Vidyard's content emails?

That first email had an **85% open rate** — more than double the rate she aimed to maintain. 🍷

And her email strategy is still going strong. In fact, Vidyard currently averages a 75% open rate.

Why this Email Strategy Works

Let's take a look.

1. It taps into the power of storytelling.

Olivia uses a skill that's not just for the likes of Charles Dickens and Roald Dahl.

Storytelling is used throughout the business world as well. It captures readers' attention and helps the brain remember what it's read, making it an excellent sales and marketing tool.

This means that Olivia really thinks about her voice and how it plays a role in her email stories.

Also, she mentioned that, odd as it may seem, her longer content emails occasionally perform better than the shorter ones simply because of the captivating story she's written.

And finally, consider how your email formatting plays a role in the story you tell.

Are you using large paragraphs of text or using a variety of text, formatting and visuals to help emphasize particular points?

Try reading your "story" out loud. If there are places that you delivered differently than how it reads, change it!

"Storytelling is the most engaging way to capture attention and get [readers] invested." -Olivia

2. It sets consistent expectations.

We all have routines. Whether that's brushing our teeth or watching Jeopardy!, routines help us know what to expect.

And this is why Vidyard's employees continue to open Olivia's content emails.

They knew that within each email, they'd find something useful and entertaining, so they kept coming back for more.

3. It's just plain fun.

Recently, AdAge.com posted an article about [lessons for 2022](#) with a point applicable here: “We want to be entertained, distracted and engaged. Your ads need to be more interesting and entertaining than the content that surrounds them.”

This is exactly the challenge that Olivia found herself in, and by bringing a more personable, playful tone to the emails, she's able to stand out and get the action she wants.

“The informality can be equally as productive [as formality].” -Olivia

4. It highlights company culture.

We do want to acknowledge that the advice provided here is entirely based on the fact that the company culture and brand of Vidyard is aligned with this “fun” and unique approach.

Not all organizations will be able to do this, especially if they're in a more regulated industry, such as [finance](#) or [healthcare](#) — or if your content is of a more serious nature.

What we hope you can take away from this though, is that you may have more “wiggle room” than you think. Even if that's just signing off with your name, you never know if that can be just the little bit of extra flavor needed to make the email experience more personal.

Remember, authenticity and staying true to who you are can go a long way. (And really, that's the basics behind what makes [employee advocacy](#) work!)

Creating Success with EveryoneSocial

Vidyard's results speak for themselves. Between Olivia's efforts on the content emails and the true partnership with its EveryoneSocial CSM, Vidyard experienced the following since transitioning to 2.0:

- 100% increase in engagements per share
- 16% increase in brand reach
- 15% increase in clicks per share
- 8% increase in users

And its content emails average:

- 75% open rate (marketing benchmark is ~30%)
- 16% click rate (marketing benchmark is ~3%)

To wrap up this awesome success story, we'll leave you with Olivia's thoughts about taking on the content emails originally, compared with where she is now:

“[The content emails have] improved my confidence in copywriting. [They have] improved my ability to write social copy. I'm more confident in my voice. And know that what I think is 'silly' has a space in a work environment.”

Impressed by the results in this customer story? We are, too!

Content emails are just [one of many features](#) we offer that help our customers drive more authentic employee engagement through EveryoneSocial.

[Schedule a demo](#) or simply try EveryoneSocial for [free](#) today.

