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HOW SOCIAL ENTERPRISE ATTRACT PUBLIC AWARENESS USING STORYTELLING

Abstract:

Growing social enterprise seeks for innovation ways to reverse and challenge conventional thoughts in recent years for the purpose to meet the market demand while creating social value and exert influence. To this end, they face not only in property damage but also in positive contribution. However, the stakeholders of the public always are unfamiliar with social enterprise and ready for understand what they promote. They often put a label on them-false welfare, true enrichment with high ethical standards. Thus, how to communicate with the public on the social issues is the critical challenge of this social innovation. We argued that stories are good ways for sharing and convey value for social issues. Stories can represent experience, storytelling can coordinate human past, projects the future, thus resonates in the communication and then recognized with reality consensus. Social enterprise uses storytelling to create value and impress audiences to see, feel it, and then remember it in mind. This study aims to explore how to tell story in order to help social enterprise to convey values and efficiently diffuse its influence to the social dimension. Using cases study and review models of storytelling, the present study first identified the key elements of storytelling in promoting marketing of social enterprise. We found that the fundamental cause of the development of a thing lies in its internal story. The story structure includes the truth, experience, and behavior pattern shape of an organization. We also develop the effect process of storytelling should comprise stages which are control analysis, core spirit of social value, content analysis with adequate data to create deeper insight, just show it in the media, target specific objects, and get the audience involved. The story may have an unspeakably emotional motivation behind each sale in marketing. We propose that using storytelling to express the core of their emotions is not a persuasion but a deep interpersonal link. A good story is touching and borderless, and a culture in the deepest times is common and overall about people. Telling a story is an important and a must-have capability for business with the booming of the Internet and the growth of social media. Last, we examine our proposed model by testing with general audience and experts in marketing and social entrepreneurs.

Keywords:

Social enterprise, Social entrepreneurs, Storytelling, Marketing

1   Introduction

The goal of this study is to help social enterprise to convey their values to public. As the storytelling has gradually become a trend and it also affects almost every aspect. The study works on how to tell a good story to influence people. Social enterprises are increasing grow-up in Taiwan recently, from civil whether it is a nonprofit organization transforming into social enterprises, or star-up companies approach to business, social engagement, and social services. There is more social entrepreneurs embrace ideal, trying to solve social problems into this citizen movement. Especially young people who want to change the world. Philip Kotler, a master of marketing, proposed marketing has upgraded into Marketing 3.0 and pointed out that product features flat and lower product cycles business marketing needs cultural, spiritual and collaborative marketing. Comprehensive social marketing concept of traditional enterprises is to decide target market needs and desires, satisfy the interests of consumers, and also take into account social well-being and corporate image. As the world changed over the past decades because of the technology evolution, so did marketing. The company's marketing practices not only must escape Marketing 1.0, product-centric era, and Marketing 2.0, customer-centric era, but also to step into Marketing 3.0, human-centric era where generate emotion and spirit resonance. "Social marketing" is a process that applies marketing principles and techniques to create, communicate, and deliver value in order to influence target audience behaviors that benefit society (public health, safety, the environment, and communities) as well as the target audience (Kotler, 2008).

2 Literature Review

2.1 Social Enterprise

Social enterprise is a growing trend around the world. It crossed the boundaries of government, traditional enterprises and non-profit organizations into a new fourth sector. Social enterprise can be considered as a new type of organization, in order to achieve social innovation goals and sustainable development of organization. It uses business as a means to provide goods and services to attract attention. It hopes to establish long-term purchasing behavior in order to raise financial resources independent toward the organization to promote sustainable development and effective organizational philosophy. Social enterprises emphasis on innovation, cross-border, sharing and new thinking, has formed citizens' movements around the world.

Generally the concept of social enterprise is through the NGO and the market-oriented to achieve social purposes, but go into the definition of social enterprise is frequently

changing (Kerlin, 2006). The Organization for Economic Co-operation and Development, OECD, noted that definition of social enterprise is different in OECD countries. According to the report from OECD in 2001showed social enterprise means any private activity can generate public interest with the spirit of enterprise strategy. They do not serve to enlarge the wealth of their owners or shareholders but to realize social goals such us contributing to social equality and improving the living conditions of people in the community (OECD, 2001).

Shaw (2004) study noted that social entrepreneurs originated in nineteenth century England, when there are many social philanthropists wanted to solve social problems and make use of concept of social innovation, which betting trends under capitalism, opened up new market opportunities, where capitalism reluctantly involved in. According to the definition of Social Enterprise Alliance that social enterprise refers to entirely new patterns of business model change, through the operation and processes of nonprofit organizations. At the same time through accumulating social capital, in its mission and vision as a new model of sustainable development and entrepreneurship. Social entrepreneurs, for their part, the evaluation criteria of its success are not amount to create profits, but in the creation of the degree of social value (Brinckerhoff, 2009). The concept of innovation is applied in the development of social enterprises. Its operations and activities of innovative activities have a metaphor that possess catalytic and strengthen the overall social transformation potential (Mair & Marti, 2006). It is a state of mind that is the driving passion for social justice and welfare (Black & Nicholls, 2006).

The social enterprise is just like any other business. Its work is charged at market rates and it generates profits. But the purpose of profit is used to fulfill clear social mission; they operate in order to contribute to social equality and to improve the living conditions of people in the community. It may be considered a business model through innovation in order to achieve social value.

2.2 Marketing

"Social marketing" was first notified by Philip Kotler & Gerald Zaltman in 1971. They magnify the marketing concept that marketing is not limited to tangible products, intangible value or idea can also be a marketing product. They included social ideas and marketing solving social problem into the marketing field; emphasized its purpose is through the "exchange" to meet the needs and desires of both sides. The authors define "social marketing is the design, implementation, and control of programs calculated to influence the acceptability of social ideas and involving considerations of product planning, pricing, communication, distribution, and marketing research" (Kotler

& Zaltman, 1971). The concept of marketing is revised as a strategic approach to change people's behavior. In addition to the physical product, menwhile highlight the concept of social philosophy, social values, social benefits, social processes, social responsibility, social impact, social change and the intangible services. In brief, that is social marketing used principles and techniques of commercial marketing in social units, so as to enhance social goals, ideas and changing behavior patterns. Thus social marketing is application of marketing principles and techniques to promote social issues and solve social problems. However social enterprise needs more innovation in their strategy.

What social enterprise sells? It sells an idea, practice behavior, or tangible object. An idea contains beliefs, attitudes and values; pattern of behavior comprises a single or short-term act, and long-lasting behavior; nevertheless, tangible object just as a tool to change the behavior, the final goal is still behavior change (陳敬能、洪甄憶, 2011; 魏米秀、黃松元, 2004). The tasks of social enterprise emphasize particularly on changes, which aim to influence social behavior, benefit the target group and the majority of masses. The benefits for social enterprise usually take a long time to see results. For individuals, communities or organizations, do not feel the immediate benefit of ideas or behavior change; sometimes even feel the cost far outweigh the benefits. Marketing concept is abstract. It must be done through a series of planning process to implement it in specific marketing activities.

2.3 Storytelling

Human memories are often stored in image mode. And storytelling is use the stories turning words or language into screen then convey to the brain through visual or auditory. Make consumer remember and produce perception to achieve the possibility of a deal. A good story, not be able to create a good product; a good product, there must be the story. Story is often used as marketing and management tool because it can be understood by the passing way of its value and emotion (Fog, Budtz & Yakaboylu, 2005). How can touch the hearts of the majority of consumers? How to deliver value to make the general public clearly understand and agree? Cultural diversity and conflict with the innovation form a creative community under globalization in marketing eras. Kotler believes if the company's mission easily resonate with consumers can create a beautiful vision. Only capture the hearts of consumers and create a spiritual resonance, must buy it, can make consumers become loyal supporters of product at the same time create identification never betray.

There are more and more organizations begin to use storytelling to enhance organization's value, products, services, or cultural understanding. It turns business

faith, management philosophy or commodity content into straightforward message. In addition to the application of appeal and dissemination by story itself, it can be more directly connected with the life experience of consumers, and produce feelings and resonate to improve sales (Escalas, 1998). This strategy is a course which is capable of exchanging product, service or value in internal and external (黃光玉，2006；林曜聖，2009). As far as marketers are concerned, the good story is never being forgotten because stories make memories and emotions linked to the market (Maxwell & Dickman, 2008).

The concepts of storytelling in marketing can be understood from two points of view (黃振家, 2013).

1. The process of marketing using story: the story is a tool for marketers.

Marketers must find a reason for their commodities cannot be replaced and stand out in the tens of thousands of merchandise. They use story as marketing strategy to persuade consumers to buy product; meet their needs; how to attract target consumer by their stories, and further to identify with the product (周皓涵, 2006). In addition, storytelling can also meet consumer sentiment through the story, and build brand image in their mind (嚴幸美, 2007).

2. Enable customers to participate in the way of marketing.

A good story can strengthen the message which product wants to convey, and made an impression on the consumers (郭美懿, 2005). And Kenneth (2008) also mentioned that storytelling is using product and brand as stories to play narrative drama. It will achieve marketing goal when people can participate, and then generate identification. That is to say, stories are based on a flexible communication to convey message. Due to a good story, listeners may place themselves into story and then breed conviction and transference. It can be remembered easier and handed on through arousing emotional reaction of audiences (Delgadillo & Escalas，2004).

From the above, marketing tactics using stories to build appeal and influence would be more convincing than the facts. To tell a story has become a trend. In the past few years, it was used a lot on the field of communication, marketing and management. The story is able to have a strong demand capacity is because it can stimulate all human senses when hearing a story the scene of the story will jumped into the mind.

3   Research Method

Using cases study and review models of storytelling, this study proceed as following 3 steps. Step 1 reviewed of different viewpoints of storytelling. Step 2 then identified the

key elements of storytelling in promoting marketing of social enterprise. The present study adopted Lasswell's Model, a basic social communication model, to analyze the findings. For the future study, we will evaluate the result in step 3 in order to develop a structure how social enterprise to tell stories well.

4 Results and Findings

Step1: Identification and description.

In the very beginning would base on different authors' point of view to collect and analysis the data how does storytelling work in marketing. The "Storytelling Pyramid" dividing the storytelling concept into a branding concept and a communication tool created by Fog and Yakaboylu (2005). At an operational level, those individual stories will become blocks in bland building process. Strategic level emphasize branding concept. It is the core story of company which is created consistency in all company communication – internally as well as externally. On operational level stories and anecdotes can be used when communication the company's message. As a communication tool it can be applies in a variety of context (e.g., commercial and advertising). A good story has to achieve the win-win sale. It needs to know: story must be true, a promise, trusted, very subtle, able to move people, not self-contradictory, resorted to feeling not reason (Godin, 2005). The story has power to touch people's heart and five senses. Five senses can inspire people's imagination while story has the power to stimulate senses. Only use the communication through five senses can enhance product's attractiveness (高橋 朗, 2008).
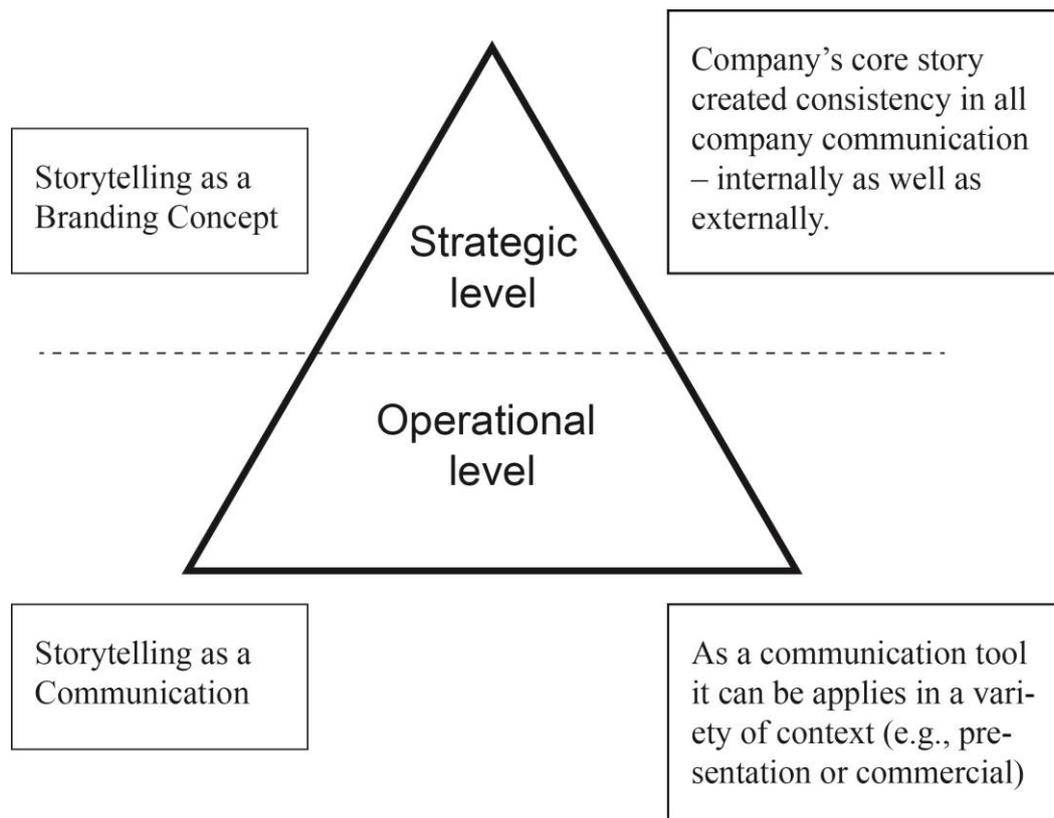
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                    ┌─────────────────────────┐
                    │ Company's core story    │
                    │ created consistency in all│
  ┌──────────────┐  │ company communication   │
  │ Storytelling │  │ – internally as well as │
  │ as a         │  │ externally.             │
  │ Branding     │  └─────────────────────────┘
  │ Concept      │
  └──────────────┘      Strategic
                          level

                        Operational
                          level

  ┌──────────────┐  ┌─────────────────────────┐
  │ Storytelling │  │ As a communication tool │
  │ as a         │  │ it can be applies in a vari-│
  │ Communication│  │ ety of context (e.g., pre-│
  │              │  │ sentation or commercial)│
  └──────────────┘  └─────────────────────────┘
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Figure 1: Storytelling Pyramid

Source: Fog and Yakaboylu (2005).

The success of storytelling marketing lies upon a completed plan. First, tell the customs who you are and use archetype to link brand, cultural, psychological, and even mythical characters together. Archetype is present of human psychological image. Second, to help consumers find out whom they are and recall their memories in the bottom of their mind. Then connect customers with authenticity. The reason why the story memorable is profound realism because customers lack of time, attention and trust what they want is deeper authenticity. Unique communication point is the key message. Last but not least, allow consumers to participate in the story(吳昭怡，2003). What are the essential elements and feature of a good story, the following are available to identify the advantages and disadvantages of the story (Loebert, 2005).
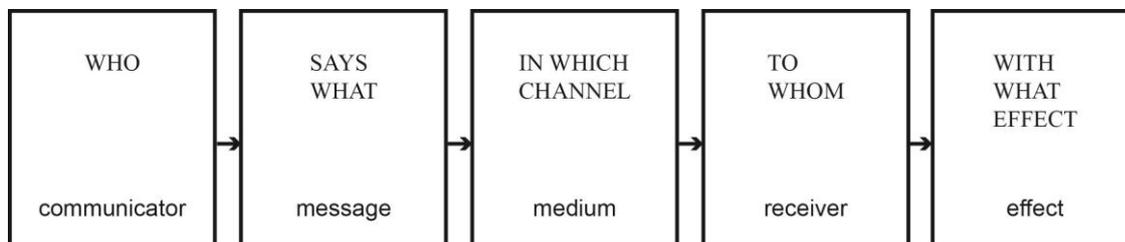
1. A "real" story: "real" here refers to whether or not the story is apocryphal; it should have a real sense in our lives and the world.

2. Let audience understand the central message and focus of the story.

3. To convey experience and behavior patterns shape the organization.

4. Be able to tie up the audience's attention.

Step2: Assessment and analysis the key elements.

In step 2 the "Lasswell's Model" (1984) was used as an analysis tool. When grasps key elements of social enterprise in marketing, it can convey values and efficiently diffuse its influence to the social dimension through Lasswell's model. According to model of transmission, it put forward the communication process and its five basic elements, who, said what, in which channel, to whom and with what effect. This mode is concise and clear and became the classical model of communication process and its function to society. Here are three functions for communication: (1) Surveillance of the environment, (2) Correlation of components of society, (3) Cultural transmission between generations. In this model, the communication component who refers the research area called "Control Analysis". Says what is refers to "Content Analysis", in which channel is refers to "Media Analysis", to whom is refers to "Audience Analysis" with what effect is refers to "Effect Analysis".

Figure 2: Lasswell's Model

Source: Lasswell's Model (1984)

Comprehensive authors' argument and Lasswell's model of communication, this study use 5W model divides success elements of storytelling marketing into key essentials. In this step would base on step1's data to find out the storytelling core values of social enterprise and investigate that how storytelling interacts.

Step3: Evaluate the result and map the guidelines and strategies for social enterprise.

In step 3 would make a conclusion from step 2 and 1.) evaluate to what key elements of storytelling can promote marketing of social enterprise and 2.) to come up with several guidelines and effect process to convey social enterprise's value. Also, this study will use some ways to measure the effect of storytelling in social enterprise in the future. First of all, use success rate on crowdfunding to exam the result; to see the increase of view on YouTube; develop questionnaire for audience to get more insight.

Table 1: Analysis of Storytelling Elements

Title	Author and Year	Lasswell's Model				
		Who (control analysis)	Said what (content analysis)	In which channel (media analysis)	Whom (audience analysis)	With what effect (effect analysis)
Storytelling: Branding in Practice.	Fog and Yakaboylu (2005)	Core spirit of company	Branding concept	Diversification		
All marketers are liars: the power of telling authentic stories in a low-trust world	Godin (2005)		Story must be true, a promise, trusted		Find target audience not mass	Win-win sale, able to move people
五感マーケティング	高橋 朗 (2008)					Stimulate five senses
給產品說個故事	吳昭怡 (2003)	Core spirit of company, use archetype to link human psychological image with company	Built authenticity in story, unique communication point.	Allow consumers to participate in the story	Find out different customers' memories	
Storymanagement: Der narrative Ansatz fur Management und Beratung	Loebert (2005)		Experience and behavior patterns shape of organization, real sense in lives and the world	Tie up the audience's attention		Let audience understand the central message and focus of the story,

Designing digital storytelling workshop for vulnerable people: a collaborative story-weaving model from the "Pre-story space"	Ogawa and Tsuchiya (2014)	Fragment story	Rearranged to create new stories with a timeline	Short video		
Effective storytelling: strategic business narrative techniques	Denning (2006).	Use experience to communicate who the firm is	Transmitting brand value.	Movingly recounts a situation		Leading people into the future
Data-driven brand storytelling: 6 steps to a credible story	Redsicker (2012)		Story with available data, use different words to tell the story	Visual representation	Keep audience top of mind	Winning the hearts and mind of audience
5 ways to ise storytelling in your social media marketing	Kakroo (2015).		Brings out the unique value proposition of brand, tell local stories	Delivering sequenced ads, create a social media-led	Align story with audience values	Develop compelling and cohesive
4 top storytelling examples to inspire and optimize your content marketing	Kobsa (2014)	Strengthened identification with the creation	Get closely tied to a brand Valuable information and problem solutions Emotionalization	Online storytelling Enhance audiovisual Active image boosting	Find related area of lead generation Quality before quantity	Evoke covetousness for a product Increase the interaction
How 3 big brands use storytelling to make everyday products exciting	Adams (2014)	Special hook of value system	Hit a nerve Personify core values Highlight product benefits	Show, don't tell	Find real brand advocates	
Use storytelling to	Coleman	Real story of self			Connect value	Asking people to

| explain your company's purpose | (2015) | | | | with broader shared values of the audience | join |
| Why storytelling works for any industry | Kobsa (2015) | | Create an engaging image

Visual content

Use blog to create stories around yourself | eCommerce | | Message stays longer in memory |

Source: Own adjustment

5   Conclusions

This study explored ways of storytelling that help social enterprise to convey values and efficiently diffuse its influence to the social dimension. Using cases study and review models of storytelling, the present study first identified the key elements of storytelling in promoting marketing of social enterprise. We found that the fundamental cause of the development of a thing lies in its internal story. The story structure includes the truth, experience, and behavior pattern shape of an organization. We also develop the effect process of storytelling should comprise stages which are control analysis, core spirit of social value, content analysis with adequate data to create deeper insight, just show it in the media, target specific objects, and get the audience involved.

Future study can follow the abovementioned analysis of storytelling elements, and advance understanding of key essentials in storytelling marketing, as adopting Lasswell's Model, 5W communication process. We argue that social enterprise as communicators to tell stories which must be derived from the original and nature dream from business in accordance with their tonality. That is to say, stories can represent core spirit of an organization. It is about their dream and original intention. Developing a story content need to examine whether it follow core value of social enterprise. Moreover, organizations must design story basing on the common worldview between company and target customers, must link consumers' realism and make it become profound messages with adequate data to create deeper insight. Nonetheless, note that self-contradictory cannot insist in the story. In the medium step communication modes are important, it need to be chosen carefully. Nowadays, we can call it is a

generation of mobile devices. People can receive information and messages no matter where there are. Under this age need to get public attention form image and the most important rule in this step is just show and don't tell. The story cannot favors everyone but should target specific objects. The more you understand your target audience the more success you will achieve. Last but not least, story does not appeal to reason, and to resort feel; therefore, it should get the audience involved. As long as they feel themselves participate in story will generate emotion and more recognize the value of an organization.

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