



# STORYTELLING PE FACEBOOK

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# ELEMENTELE UNEI POVEȘTI DE SUCCES



# ELEMENTELE UNEI POVEȘTI DE SUCCES



*consumatorul  
e eroul nostru*

# ELEMENTELE UNEI POVEȘTI DE SUCCES



*consumatorul  
e eroul nostru*

*ce spera eroul  
sa obtina  
folosind produsul  
nostru*

# ELEMENTELE UNEI POVEȘTI DE SUCCES



*consumatorul  
e eroul nostru*

*ce spera eroul  
sa obtina  
folosind produsul  
nostru*

*problema pe  
care o rezolva  
produsul*

# ELEMENTELE UNEI POVEȘTI DE SUCCES



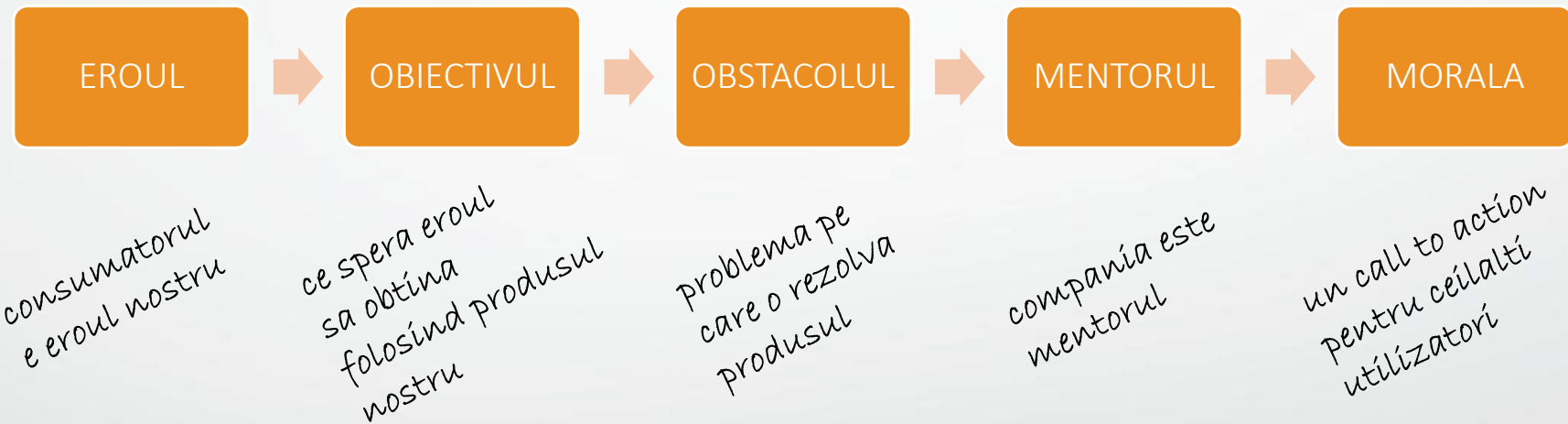
*consumatorul  
e eroul nostru*

*ce spera eroul  
sa obtina  
folosind produsul  
nostru*

*problema pe  
care o rezolva  
produsul*

*compania este  
mentorul*

# ELEMENTELE UNEI POVEȘTI DE SUCCES



# ELEMENTELE UNEI POVEȘTI DE SUCCES



*fanul este eroul  
poveștii*

*ce spera eroul  
sa obtina  
- ascultand muzica  
- mergand la concert  
- cumparand albumul*

*Problema pe  
care o rezolva  
produsul*

*artistul este  
mentorul*

*un call to action  
pentru ceilalti  
utilizatori*



# CEL MAI POPULAR MESAJ ÎN 2013



**Inna**

Like This Page · May 19, 2013

Turkey, seni çok seviyorum! ❤️

Like · Comment · Share

149,732 people like this.

Top Comments

5,974 shares



**Tunahan Mutlu** Sen de bi türkük vardı zaten inna karanlıkta gözlük takarsan 😊

See Translation

Like · Reply · 12,827 · May 19, 2013 at 11:22pm

173 Replies



**Sedat Özbey** Hay canım benim sena var ya sena orda yiearim yiearim vallahi öperim yiearim sen telefonu kapatma ben biraz sonra seni aracağım

See Translation

Like · Reply · 2,678 · May 19, 2013 at 11:21pm

29 Replies



**Mert Güncan** inna atayna kel kevser?

Like · Reply · 2,906 · May 19, 2013 at 11:24pm

72 Replies



**Onur Asrak** ADAMSIN İNNA

See Translation

Like · Reply · 1,048 · May 19, 2013 at 11:21pm

# ADAPTAREA MESAJELOR LA REȚEA

Facebook – I like donuts and this is the story behind this passion of mine

Twitter – I'm eating a #donut right now

Instagram – Here is a great photo of my donut

Linkedin – My skills include eating donuts

Youtube – Watch me eating a donut with style