



# The Art of PR - Telling Stories That Make Headlines.

Angela Yore is the Managing Director and Co-Founder of SkyParlour, a full-service communications agency for Fintech, and sponsors of this year's Card & Payments Awards. Since co-founding SkyParlour in 2009, Angela has raised the profile of 100s of brands, from dynamic start-ups to market leaders in the fintech, mobile, technology and ecommerce sectors. Here she explains why storytelling is the secret to PR success.

When our agency SkyParlour onboards a new client, we always kick-off with a messaging workshop to nail down the story. We don't just ask what the business' product or service is, we ask why their customers need it, and what drives them to deliver it. Every business has a narrative, and we ask these questions up front to get to the heart of it.

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To those outside the PR world it's easy to underestimate the importance of storytelling, but PR (when done properly) is about education, not promotion. We tell the story of a business, a product, a service, a spokesperson, to capture stakeholder and customer attention. All while translating complex concepts into something that captures attention - crucial when it comes to fintech.

If your story isn't being heard, here's why it should be...

**SkyParlour**

### **Making you memorable**

People tend to remember stories better than statistics. Although the facts and figures are important, by weaving them into a story, organisations can help ensure key messages stick with their audience over time. It also creates a point of differentiation, which is vital in the highly competitive fintech industry. Storytelling provides an opportunity for you to stand out from the competition by highlighting your unique proposition, values, and approach; everything that sets your fintech company apart in the minds of potential customers.

### **Building human connections**

Stories have the power to evoke emotions and create a connection with the audience. When PR professionals tell compelling stories, they can engage people on a personal level, making the message more relatable as well as memorable. But when they tell fintech stories, they do something more. There are so many advanced technologies - blockchain, artificial intelligence, and big data - driving the industry, it's easy to get lost in some fairly mind-boggling jargon. Storytelling allows PR professionals to cut through this, and simplify complex concepts by

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presenting them in a narrative that is easier for the audience to grasp. This helps to bridge the gap between the technical nature of financial technology and the understanding of the audience. When we tell a fintech story, we focus on humanising the tech behind them, making them more relatable and less intimidating. When your end-users connect emotionally with the technology, they are more likely to embrace and adopt it.

### **Building trust in your brand**

One of the most widely understood functions of PR is managing and shaping public perceptions, and it's true that through storytelling, we help our clients to control the narrative and influence how they are perceived by the public, helping to create a positive image. But managing perception isn't just about 'spin'. The stories we shape can build trust by highlighting a business's authenticity, values, successes, challenges, and even failures, to foster trust and build transparency.

Of course, a story is meaningless unless there's someone to hear it, which is why it's so important to have the right PR partner in your corner. Journalists are far more likely to cover a story that is interesting, relevant, and well-told. By presenting information in a narrative format, we increase your chance of making headline news.

This is something everyone at SkyParlour is really passionate about, because we know fintech solutions have a direct impact on individuals and businesses, and we want to shout about it. Telling our clients' stories allows us to showcase real-world examples of how their products or services have positively affected people's lives or improved business outcomes. Storytelling is not only a powerful way to demonstrate the value of fintech solutions, it's what gets us out of bed every day.

We all know the fintech space moves fast, with new players and innovative products cropping up all the time. All of them are shouting for airtime.

Visit [www.skyparlour.com](http://www.skyparlour.com), or email [Angela@skyparlour.com](mailto:Angela@skyparlour.com) to find out how we can help you rise above the noise and gain the exposure you deserve.

