



The  
Marketplace  
Growth  
Conference

Weaving Success

# Storytelling Techniques for Atlassian Marketplace Growth

Unlock the Power of Storytelling to Drive  
Growth in the Atlassian Ecosystem



**Tim Sadler**

Product Marketing Lead  
Kolekti - Part of the Adaptivist Group



# Goals

- Understand the **power of storytelling** in marketing.
- Learn specific **storytelling techniques** tailored to the Atlassian Marketplace.
- Gain **practical tips and strategies** for implementing these techniques.

## Quote

*"Marketing is no longer about the stuff you make, but about the stories you tell."* – **Seth Godin**



# Understanding the Power of Storytelling

## Definition

Storytelling in marketing is the art of using narratives to engage your audience, convey your message, and drive action.

## Why storytelling works

**Emotional connection:** Stories evoke emotions, making your message more memorable.

**Engagement:** A well-told story captures attention and keeps the audience engaged.

**Relatability:** Stories help your audience see themselves in your narrative.

## Quote

*"People think in stories, not statistics."* – Arianna Huffington



# The **Atlassian** **Marketplace** Landscape

- A diverse ecosystem with tools like Jira, Confluence, Bitbucket, etc.
- Over 4,000 apps and integrations available.
- Unique user base: Developers, project managers, IT teams, etc.

## **Challenges and opportunities**

- Navigating a competitive marketplace.
- Understanding and addressing the specific needs of users.

## **Quote**

*The Atlassian Marketplace is a thriving ecosystem where innovation meets collaboration." – Atlassian*



# What do we need to tell a story in the **Atlassian** **Ecosystem?**

- **Characters:** Who is involved? (Your users, your team)
- **Conflict:** What challenges are being faced? (Pain points, problems)
- **Resolution:** How is the conflict resolved? (Your product/solution)
- **Call to Action:** What do you want your audience to do next? (Trial, purchase, subscribe)

Example: Guided Pathways x Choose your own adventure

## Quote

*"Every great story seems to begin with a snake."* – **Nicolas Cage**



# We also need a **Brand Narrative**

- What is your mission?
- What values drive your company?
- How do you want to be perceived by your audience?

## **Aligning your brand story with your audience's needs and pain points**

- Understand your audience's challenges and how your product addresses them.
- Craft a narrative that highlights your unique value proposition.

### **Quote**

*Your brand is the story people tell about you when you're not in the room."*

– **Jeff Bezos**



# Customer-Centric Techniques

## Using customer stories and testimonials

- Collect and share real user experiences.
- Highlight specific use cases and success stories.

## Creating relatable and authentic narratives

- Use **real quotes** and testimonials.
- Showcase diverse **user perspectives**.

### Quote

*"The most powerful person in the world is the storyteller."* – **Steve Jobs**



# Visual Storytelling Techniques

## Importance of visuals in storytelling

- Visuals make your story more **engaging and easier** to understand.
- They help convey complex information quickly.

## Tips for creating engaging visuals

- Use **high-quality images** and graphics.
- Incorporate infographics to simplify data.
- Create **videos** and animations to demonstrate product features.

## Quote

*"A picture is worth a thousand words."* – **Unknown**





# Data-Driven Techniques

## Using data to support your story

- Data adds **credibility** and **context** to your narrative.
- It helps quantify the impact of your product.

## Turning complex data into simple, compelling narratives

- Use charts, graphs, and infographics.
- Focus on **key metrics** that matter to your audience.

## Quote

*"Data is what you need to do analytics. Information is what you need to do business."* – John Owen



# Storytelling Across Channels

## Adapting your story for different marketing channels

- **Social media:** Short, engaging posts with visuals.
- **Blogs:** In-depth articles and case studies.
- **Webinars:** Interactive sessions with Q&A.
- **Email:** Personalized and segmented campaigns.

## Consistency in messaging across platforms

- Maintain a **unified brand voice** and message.
- **Tailor content** to fit the format and audience of each channel.

## Quote

*"Content is fire; social media is gasoline." – Jay Baer*



# Interactive Techniques

## Engaging your audience with interactive content

- **Quizzes** and **polls** to gather insights and engage users.
- Interactive demos to showcase product features.

## Use an app like **Forms for Confluence**

- Add quizzes and surveys.
- Round off with surveys and feedback.

## Quote

*"Tell me and I forget. Teach me and I remember. Involve me and I learn."*

– Benjamin Franklin



# Storytelling for Product Launches

## Crafting a compelling narrative for new product launches

- **Build** anticipation with teasers and sneak peeks.
- **Highlight** the problem your product solves.
- **Showcase** features and benefits through storytelling.

## Pre-launch, launch, and post-launch storytelling strategies

- **Pre-launch:** Teasers, behind-the-scenes content.
- **Launch:** Live demos, webinars, social media blitz.
- **Post-launch:** Customer testimonials, case studies.

Example: Panorama Coming Soon..

## Quote

*"A great product launch is a story well told."* – **Unknown**



# Collaborative Storytelling with Partners

## Partnering with Atlassian Solution Partners for co-branded stories

- **Leverage** partner expertise and audience.
- **Co-create** content that highlights joint value.

## Leveraging partner networks to amplify your reach

- **Cross-promote** content on partner channels.
- Host joint webinars and events.

### Quote

*"Alone we can do so little; together we can do so much."* – Helen Keller



# Measuring the Impact of Your Story

## Key metrics to track the effectiveness of your storytelling

- **Engagement metrics:** Likes, shares, comments.
- **Conversion metrics:** Click-through rates, sign-ups, sales.
- **Customer feedback:** Surveys, reviews, testimonials.

## Tools

Google Analytics, Atlassian Analytics, social media insights.

## Quote

*"What gets measured gets managed." – Peter Drucker*



# Future Trends in Storytelling

## Emerging trends in storytelling

- **AR/VR:** Immersive experiences that bring stories to life.
- **AI-driven personalization:** Tailoring stories to individual users.
- **User-generated content:** Encouraging users to share their own stories.

## How to stay ahead of the curve in the Atlassian ecosystem

- Continuously **innovate** and experiment with new formats.
- **Stay informed** about industry trends and best practices.

## Quote

*"The future belongs to those who believe in the beauty of their dreams."*

– Eleanor Roosevelt



# Conclusion and Takeaways

## What was covered

- The **power of storytelling** in marketing.
- **Specific techniques** tailored to the Atlassian Marketplace.
- **Practical tips** for implementing these techniques.

## Takeaways

- Start with a **clear brand narrative**.
- Use **customer stories** and **data** to support your message.
- **Adapt your story** for different channels and keep it consistent.

## Quote

*"The end of a story is just the beginning of another."* – **Unknown**





# Q&A Session

*"The art and science of asking questions is  
the source of all knowledge."*

**– Thomas Berger**

# Thank You

[tsadler@adaptavist.com](mailto:tsadler@adaptavist.com) or find me on [LinkedIn](#)

*Please reach out with further questions or for collaboration opportunities.*



*"Let's stay connected and keep the conversation going."*

**– Tim Sadler**