September 1, 2026 Dickinson, ND

The Storyline

MARKETING MINUTE





A QUICK NOTE

Marketing advice has gotten a little… exhausting.

There's always a new algorithm to chase, a platform you're supposed to be on, or someone insisting your business will spontaneously combust if you don't post three Reels before breakfast.

The Storyline: Marketing Minute is our antidote to all that noise.

Short reads. Sharp ideas. What's changing, what's working, what's wildly overrated—and the occasional thing we think you should know before everyone else starts talking about it.

Everything here is designed to take about a minute to read.

Because you have a business to run.
We'll keep it interesting.

— Kacie

No. 001

Storyteller Studios,
Dickinson, ND

September
2026



THE STORYLINE

Marketing Minute

THE PULSE



Search Is Having an Identity Crisis.

Google isn't the only place people search anymore.

They ask ChatGPT. Search TikTok. Check Reddit. Browse Instagram. And increasingly, AI gives them an answer before they ever click a website.

THE TAKEAWAY → Don't just try to rank. Make sure your business is easy to find, understand, and trust wherever people are looking.

QUICK TIP
Before you post anything, ask:
"Would I stop scrolling for this?"
If the answer is no, your customer probably won't either.

Change the hook, change the visual, or don't post it just to fill the calendar.

THE CUT

Kill the "Welcome to Our Website."

Your homepage has seconds to earn someone's attention. Don't waste them saying hello.

Tell people what you do, who it's for, and why they should care.

THE CUT → If your headline could belong to any business, rewrite it.

THE UNDERCURRENT

Nobody Cares About Your Business.

They care about what your business can do for them. "Family-owned." "20 years of experience." Those things build credibility—but they aren't the story.
Your customer is the story.

THE SHIFT → Stop leading with who we are. Lead with why it matters to you.

"We provide comprehensive marketing solutions."
to:
"Get marketing off your plate—and working for your business."
Same service. Different main character.

AFTER HOURS

THE 11TH SEMI-ANNUAL LET'S SWAP CLOTHING SWAP & VENDOR SHOP EVENT IS COMING TO PRAIRIE HILLS MALL!

📅 FRIDAY, OCT. 16: 5-8 PM
📅 SATURDAY, OCT. 17: 10 AM-4 PM
📍 PRAIRIE HILLS MALL
FORMER THRIFTY WHITE DRUG LOCATION

Shop local vendors and check out the clothing swap featuring men's, women's, children's and infant clothing. A fun chance to shop, swap and see what you can find!



THE LOOK

WHAT'S TRENDING → Imperfect Design

Perfect is starting to look a little suspicious.

Brands are leaning into handwritten type, rough textures, imperfect layouts, film grain, collage, and things that actually look **touched by a human.**

TRY IT → Add one human element to your next design—a scribble, torn edge, handwriting, unexpected crop, or imperfect photo.