**Marketers Find Marketing Value in Stories Format**

Marketers recognize the increasing interest in the Stories format on Facebook, Instagram, LinkedIn, Snapchat and Twitter and are tapping them for organic and influencer marketing and paid advertising, writes Debra Aho Williamson. Research indicates that marketers are embracing "less-scripted or behind-the-scenes moments" for organic initiatives and 83% of US marketers plan to use Instagram Stories for influencer efforts during 2020.

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[***https://www.emarketer.com/content/marketing-with-stories***](https://www.emarketer.com/content/marketing-with-stories)