South American Publishing

SAP Netnography. 2026; 4:300
doi: 10.62486/net2026300

REVIEW

Storytelling as a training tactic to educate on marketing directed at rural and ethnic communities in Colombia, literary review

El storytelling como táctica formativa para educar en comercialización: una revisión de la literatura enfocadas a comunidades campesinas y étnicas en Colombia

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Cite as
Maldonado Gil SM, García M, Abadía Sánchez HO. Storytelling as a training tactic to educate on marketing directed at rural and ethnic communities in Colombia, literary review. SAP Netnography. 2026; 4:300. https://doi.org/10.62486/net2026300

Publication History
Submitted: 03-07-2025
Revised: 07-09-2025
Accepted: 13-11-2025
Published: 01-01-2026

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ABSTRACT

This article aims to analyze the formative tactics and conceptual categories of storytelling as an educational tool to improve marketing processes in rural communities and ethnic minorities in Colombia. The methodology consisted of a systematic bibliographic review of a descriptive-qualitative nature, based on academic documents published since 2019, located in university repositories and databases such as Google Scholar and Scopus. The results were organized according to the literature into two categories: "Marketing Education" and "Storytelling", with their respective subtopics, based on the central question: How does marketing education through storytelling impact peasant and minority groups in Colombia? The study identified that storytelling, in its digital, interactive formats and through social media, emerges as a potential strategy to empower rural and ethnic communities in Colombia. It adds value to their products and helps connect with broader markets without losing the distinctive narrative of each group. It was concluded that although there is growing interest in the topic, gaps remain in the literature regarding the concrete application and impact measurement of these tactics in rural and ethnic contexts in Colombia, highlighting a valuable area for future research.

Keywords: Storytelling; Education in Marketing.

RESUMEN

Este artículo tiene como objetivo analizar las tácticas formativas y las categorías conceptuales del storytelling como instrumento educativo para mejorar los procesos de comercialización en comunidades campesinas y minorías étnicas de Colombia; la metodología consistió en una revisión bibliográfica sistemática de tipo descriptivo-cualitativo, tomando como base documentos académicos publicados a partir del año 2019, localizados en repositorios universitarios y bases de datos tales como (Google Scholar, Scopus). Resultados se organizaron de acuerdo con la literatura en dos categorías: "Educación en comercialización" y "Storytelling", con sus respectivos subtemas, basándose en la problemática: ¿Como impacta la educación en comercialización a través del storytelling a grupos de campesinos y minorías en Colombia? Permitió identificar que el storytelling en sus formatos digitales, interactivos y redes sociales, se presentan como una estrategia potencial para empoderar a las comunidades campesinas y étnicas en Colombia además de agregar valor a sus productos y conectar con mercados más amplios sin perder la narrativa característica de cada grupo; Se concluyó que, existe un interés creciente en el tema aún existen vacíos en la literatura sobre la aplicación concreta y medición de impacto de estas tácticas en lo rural y étnico colombiano, señalando una valiosa área para investigaciones futuras.

Palabra clave: Storytelling; Educativo en Comercialización.

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INTRODUCTION

In rural Colombia, where the countryside and multiculturalism fill the land, and people work with hands full of dreams, communities possess inherited knowledge that floods the memories of entire villages. There is a wealth that transcends the material: the naturalness of their products and the importance of their stories.

However, these narratives often face the challenge of crossing physical and cultural borders to reach broader markets, a journey for which their creators do not always have the necessary tools.

This bibliographic research stems from an idea: behind every farm or artisan product, there is a family and an ancestral tradition that deserves to be told. The exploration provided by this document could be found in the ancient art of storytelling, but applied as an essential training tactic.

It urges us to follow a path that combines marketing training with storytelling to empower farmers and ethnic communities. It is not just a matter of selling better, but of enhancing, increasing, and sustaining ways of life that are pillars of natural identity. Through a systematic review of recent literature, we aim to summarize how stories can bridge the gap between the countryside and the city, between the traditional and the modern, so that the fruits of so much effort find the recognition and value they rightly deserve.

Objectives or hypotheses

To summarize and learn from existing literature on the application of storytelling as an educational tool to enhance product marketing processes in rural communities and ethnic minorities in Colombia, identifying trends, conceptual gaps, and opportunities for future research.

METHOD

The methodology is based on a systematic, descriptive-qualitative literature review, which draws on documents published in university repositories and databases such as Scopus, Mendeley, the University of Bucaramanga repository, and the University of Antioquia repository, among others. Only articles on research conducted in Colombia from 2019 to 2025 are taken into account. Referring to the categories: Marketing Education and Storytelling, analyzing the subcategories for marketing education such as: Marketing Education for Rural Women, Marketing Education for Ethnic Minorities, Rural Trade, Ethnic Trade, Marketing of Ethnic Handicrafts, and in the Storytelling category: where subcategories such as Digital Narratives, Interactive Narratives, Augmented Narratives and Virtual Reality, Social Media Narratives, to identify trends studied and the impacts achieved in rural communities and ethnic minorities about the use of storytelling to train farmers in marketing strategies.

RESULTS



Figure 1. Word cloud analysis of storytelling in marketing

The oral word is the most relevant and representative category. In this case, the authors indicate that communities have empowered their successors over time by transmitting knowledge orally, which ensures that ethnic groups and farmers maintain their ancestral and cultural understanding, as well as remaining relevant.

Education in marketing and storytelling: these categories, like the word category, are identified as representative in the documents and sources consulted, which is the basis for the creation of the above word cloud, because we can indicate a strong focus on narratives that are used as a powerful marketing tool and for communication with the audience.

Women and rural communities: These authors focus on the empowerment and recognition of commercial strategies specifically aimed at these population groups.

Secondary themes identify the digital context, utilizing terms such as social media, e-commerce, and digital platforms, which highlight the importance and relevance of the digital environment and social media as channels for implementing these strategies.

In the geographical context, the word "Colombian" is notable because it focuses on searching for documents produced in the country and in a relevant manner.

In the innovative approach, we find neuromarketing and transmedia, which lay the groundwork for exploring new methodologies and platforms for communication.

Some concepts that we find supportive in smaller words, but of great value and meaning, are innovations, sustainability, education, valorization, and tourism. They aim to define the objectives and strategies researched, where the premise is not only about sales but rather about educating, adding cultural value, innovating, and being sustainable.

Narrative emerges as a key tool for connecting the rural world by empowering women, providing leadership opportunities, highlighting the work of rural women, and promoting digital marketing and social media, thereby promoting products that have an economic and social impact in the rural context.

Table 1. Comparative table of documents

Author(s) and Year	Title	Main Objective	Population/Context	Key Contribution
Oviedo[1]	Communication and social innovation: storytelling as a tool for empowerment...	Analyze the use of storytelling for empowerment.	Chaparralunas Women's Network for Peace	Links narrative with social impact and female empowerment.
Reyes[2]	Agroecological education, an empowerment strategy for rural women	Propose agroecological education as a means of empowerment.	Rural women	Connects agroecology with the development and autonomy of rural women.
Cadavid Et al.[3]	Peasant, rural, and urban peasant women: Paths to recognition...	Explore processes of social and political recognition.	Peasant and rural women (Colombia)	Documents struggles for the recognition of peasant women.
Quevedo et al.[4]	Design and implementation of a mobile platform to boost commerce...	Design and implement a mobile trading platform.	Colombian farmers (handcrafted products)	Practical solution for digital marketing of rural products.
Infante et al.[5]	E-commerce for products made by Colombian ethnic groups	Implement or analyze an e-commerce model.	Colombian ethnic communities	Focuses on e-commerce for products from indigenous/ ethnic communities.
Martínez[6]	Indigenous art, ethnic crafts, and their valuation under neoliberalism	Analyze the valuation of indigenous art in the neoliberal context.	Indigenous art and crafts	Critique of the commodification of cultural art in the economic system.
Lozano[7]	Storytelling at the point of sale... a bibliographic study...	Conduct a bibliographic review on storytelling in retail.	Point of sale / Commercial transactions	Synthesize theoretical knowledge on narrative applied to commerce.
Sanchez[8]	Authentic connection: The impact of content marketing and storytelling...	Analyze the impact of content marketing and storytelling.	Digital age	Explore authenticity in digital marketing narratives.
Sánchez-et al.[9]	Traveling between the virtual and the real: tourism, digital marketing...	Explore the intersection between tourism, technology, and communication.	Tourism industry	Analyze the digital transformation of tourism marketing.
Maroto[10]	Advertising for the Consumers of the Future	Discuss advertising strategies for future consumers.	Future Consumers	Reflection on the evolution of advertising towards new audiences.
Pallares[11]	Analysis of the Benefits of Storytelling as a Marketing Tool...	Analyze the benefits of storytelling for companies.	Colombian Companies	Provides evidence or a framework on the usefulness of storytelling in Colombia.
Ropero & Girón (s.f.)	From likes to purchases: how Colombian Generation Z interacts with SMEs...	Understanding the Gen Z consumer journey on social media.	Colombian Generation Z, SMEs	Insights into the purchasing behavior of young people on social media.

Shemfe[12]	The Role of Neuroscience in Shaping Marketing Narratives for Rural Producers...	Systematically review the use of neuroscience in narratives.	Rural agricultural producers	Apply neuroscience to marketing for the rural agricultural sector.
Rodríguez[13]	Storytelling as a marketing strategy for the Daniela Salcedo brand...	Study the impact of storytelling on brand building.	Daniela Salcedo brand	Applied case of storytelling for personal brand building.
Barbosa et al.[14]	Young Adults' Views on Digital Storytelling Campaigns	Collect and analyze young people's perceptions of campaigns.	Young adults	Young consumers' perspective on digital narratives.
González[15]	Promotion and marketing strategies in Bogotá's farmers' markets...	Analyze marketing strategies and their impact.	Farmers' markets in Bogotá	Strategies to improve marketing channels for rural producers.
Avila[16]	Thirty years of research and methodologies in value co-creation and co-design	Conduct a review of research on co-creation and co-design.	Business/design research	Comprehensive framework on value co-creation methodologies.
Sánchez-Caballé[17]	Transmedia learning: fact or fiction? A systematic review	Systematically review the evidence on transmedia learning.	Educational environments	Critical evaluation of the real potential of transmedia learning.
Díaz[18]	Neuromarketing and its application in university advertising campaigns...	Apply neuromarketing principles to the education sector.	Universities of Sucre, Colombia	Practical application of neuromarketing in university advertising.
González[19]	The hook of a story without a story. Reflections... transmedia in higher education	Reflecting on an experience of educational transmedia storytelling.	Higher education	Critical reflection on the practice of transmedia in education.
Fusté-Forné[20]	The Routledge Handbook of Regenerative Tourism	Compiling knowledge on regenerative tourism.	Global tourism sector	Reference work that defines and explores regenerative tourism.
Larios & Monteiro	MARKETING FROM A MULTIDISCIPLINARY APPROACH	Argue in favor of a multidisciplinary approach to marketing.	Marketing discipline	Proposes a comprehensive view of marketing by merging other disciplines.

Comparative table analysis of document

Narratives or storytelling: authors Oviedo, Lozano, Sánchez, Pallares, Shemfe, Rodríguez, and Barbosa focus on explaining narrative as a tool for marketing, communication, and empowerment.

Colombian rural geographical context: authors Cadavid, Quevedo, Infante, Pallares, Ropero, González, and Díaz show a strong preference for rural and ethnic communities that face challenges in marketing and recognition of their work.

Relationship with digital technology: authors Quevedo, Infante, Sánchez-Amboage, Ropero, and González study the apparent trend toward harmonizing the concepts of agriculture, trade, and tourism with e-commerce and digital marketing.

The methods used in the literature review demonstrate a strong tendency to draw on knowledge from emerging areas, such as neuromarketing, transmedia learning, and co-creation.

Innovative approaches are the focus of authors Shemfe and Díaz; transmedia is reviewed by authors Sánchez-Amboage, Sánchez-Caballé, and González; and regenerative tourism is reviewed by authors such as Fusté-Forné, with modern approaches to addressing traditional problems in education marketing and commercial sector development.

Analysis of the mind map "Ideas to help rural and ethnic producers"

In the mind map above, we find six subcategories that mark the content of the documents analyzed:

Empowerment of rural women: this promotes the use of narratives to highlight rural peasant women, as well as encouraging agricultural and ecological education, recognizing the work they do in the fields, and introducing technologies as allies for female peasant empowerment through applications for the sale of handicrafts.

Technology sales: this promotes the use of online stores for ethnic products and teaches how to sell through social media and digital marketing.

Connection stories: the use of narratives at points of sale encourages the creation of digital content that captures the emotions associated with the product, much like presenting a real example that works and is effective in positioning the brand.

Creative marketing focuses on attracting young people, incorporating neuromarketing proposals that emphasize the use of emotional advertising.

Learning through videos on social media: explains how young people acquire products through the influence of social media and mentions advertising aimed at new generations.

The world and the future focus on valuing indigenous art, promoting co-creation and collaboration, and emphasizing collaborative and inclusive education, with comprehensive sustainable tourism and marketing approaches.



Figure 2. Mind map "Ideas to help rural and ethnic producers"

DISCUSSION

The selected documents reveal a broad multidisciplinary field that aims to strengthen rural producers and ethnic communities in Colombia. In addition to similar contexts, we will analyze the documents by category, highlighting points of affinity, concerns, and significant contributions.

Empowerment of Rural Women

Oviedo[1] highlights storytelling as a fundamental part of making struggles and achievements visible. Reyes[2] proposes agroecological education as a source of autonomy, while Cadavid[3] provide information on the recognition of institutions and communities. These studies concur in highlighting not only economic empowerment but also social, political, and symbolic empowerment, and they complement each other by demonstrating that this empowerment necessitates both technical training and cultural recognition.

Digital Marketing and Platforms

Quevedo et al.[4] propose an application for the marketing of handicrafts in rural and ethnic communities where technology can be an ally in including them economically; Infante et al.[5] analyze ethnic e-commerce, or access to electronic commerce by Colombian ethnic groups; González Ceballos[15] investigates the digital media that are transforming rural markets, focusing on technological accessibility, training in digital media, and adapting culture to platforms.

Storytelling and Strategic Communication

Lozano[7], Rodríguez [13], Pallares[11], Barbosa et al.[14] agree that narrative or storytelling is a strategy for brand building, aiming to connect emotionally and build trust. They also discuss how stories can be utilized in various scenarios, including point-of-sale displays, social media, and digital campaigns. They also emphasize authenticity and how to reflect the identity of farmers or ethnic groups in narratives.

Innovative Marketing and New Audiences

Shemfe[12], Díaz[18], Sánchez-Caballé[17], González-Martínez[19],explore neuromarketing approaches as well as transmedia learning, identifying the behavior of Generation Z. They focus on adapting communication strategies for new forms of consumption, emphasizing the emotional, visual, and interactive aspects as key, and propose the challenge of educating peasant producers in emerging tools.

Global Context, Valorization, and Sustainability

Martínez[6] critiques neoliberalism in the valuation of indigenous art, while Avila-Garzón & Bacca-Acosta[16] propose creating value through co-creation. A study talks about inclusion in marketing education, while Fusté-Forné[20] mention regenerative tourism. Several studies propose the development of marketing processes with a multidisciplinary approach. These authors focus on the ethics of sustained and collaborative marketing, as well as contributing symbolic and economic value to rural and ethnic products within the global context.[21,22]

CONCLUSIONS

The discussion among these authors highlights the importance of technology, which can be inclusive if adapted to local contexts; that modern marketing must be highly participatory, visual, and attractive; and that sustainability and cultural value are relevant for the fair development of the agricultural commercial sector.

Strengths identified in the research: all studies are based on recent research that covers current and modern trends, focusing on Colombian contexts. They take into account modern trends such as storytelling, neuroscience, digital platforms, and social networks. Some of the studies provide critical analyses of political phenomena, including neoliberalism. Some of the most common limitations: some of the research does not detail the research methodologies, others focus on specific cases where the general is limited, innovative approaches may be disconnected from rural realities, and limited resources for implementation in contexts with access challenges are not taken into account.

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FINANCING

The authors did not receive funding for the development of this research.

CONFLICT OF INTEREST

The authors declare that there is no conflict of interest.

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