

Creating a Digital Storytelling Plan: 6 Essential Things You Need to Consider

Storytelling is a powerful and compelling tool in our marketing stack, and in the digital age, we have more opportunities than ever to share our stories. That goes for brands, too, who tell stories so they become more human to their audience and people can relate to them more.

If you really want to connect with your audience using storytelling as a tactic on digital platforms it's essential to have a plan.

Here are 6 things you should consider when creating your digital storytelling plan:

1. The idea

Naturally, your idea has to be your starting point. What story are you going to tell? What is it going to be about? It could be fictional or non-fictional, but you have to decide what the story is before you can tell it.

Then you need to research the topic. The research will help you develop the basis for the story and help you to make it more believable.

2. The audience

When you're telling your story, ideally, you're hoping that it will speak to certain people. You want them to pick up on your message.

So, who are your audience? Again, think about the purpose of your story and how they will relate to it.

Knowing who your audience are will also enable you to frame the story in the most effective way.

3. The purpose of your story

People share stories because they have a purpose. Perhaps they want to inspire, educate, convince or even question something.

The story may also carry a specific message. In the case of marketing and brand building, the brand wants to connect with its audience and, in the longer run, persuade them to buy.

So when planning your story, think about why you're actually telling it. What is the story's purpose? What do you want your audience to do? Understanding this will allow you to decide what's important and what's not when telling your story.

4. Your goals

What do you want to achieve by telling your story? What do you want to happen next?

By telling a story, you're encouraging your audience to relate to you and establishing trust with them, but what action do you want them to take?

- Do you want them to buy from you?
- Do you want them to check out your website?
- Do you want them to share the story?

The answer is quite possibly all three plus a few more outcomes, but decide what the main outcome would be so that you can present your story effectively.

5. Resources

It's hard enough coming up with a good idea, but when you do, you also have to consider whether it's achievable. Do you have all the resources necessary to tell the story?

Typical resources you might need include some form of recording the story, either via your phone or video; some editing software, either for videos, images, sound or all three; a home for any audio visual parts of your story, which could be a website; and a social media account so you can share the story with your followers or connections.

Think, too, about budgets. Rather than hire the equipment to put together the story yourself, you may consider hiring professionals who will already have the relevant skills and equipment and can help out in certain areas.

6. Access to your story

Once you've created your story, you have to share it, so you need to work out how you'll make your story reach the masses. Is there anyone who can help you reach more people?

Note that access isn't just a question of putting your story on a website or on a social media platform; you have to think about who will be consuming your story and how available it is to them.

For instance, you may wish to add a transcript or subtitles to any audio visual material for the hearing impaired. Making your story accessible will also be good for your brand itself, as people will see it as inclusive.

Storytelling has a real magic to it and is incredibly powerful in marketing, allowing businesses to truly capture the hearts of their customers by telling stories to which they can relate. To tell your story effectively, however, takes thought and careful planning. Think about your story and how you wish to tell it and the audience will reward you with their attention and affinity to your brand.