

In every PR or marketing campaign PRP creates for the members of our client family, we bring together the ancient art of telling stories and the cutting-edge science of measuring the impact of those stories with hard data. Our storytelling is truly driven by data because we use the information we gather from one story to determine

1) what the next story should be and,
2) who needs to hear it.

Does this sound like an approach that might work for your company? You can give it a whirl in a few quick steps:



1.) Identify a compelling story.



educators. Every data-driven storytelling campaign starts with a story that is timely, useful, and emotionally engaging. The most powerful stories grab the reader with a compelling character or conflict and keep educators reading with best practices that they can use to solve the challenges they are facing in their own schools or districts.

2.) Tell the story in the form that brings it most gloriously to life.



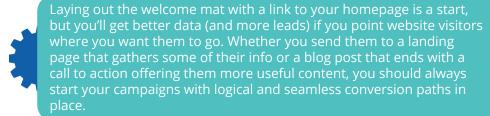
Stories come in many <u>shapes and sizes</u>, from charts and infographics to published articles and ebooks. The ideal form of any given story depends on what information you have in hand and what you want to achieve with that story. What message do you want to send? What action do you want to inspire readers to take? And perhaps most importantly, who do you want to reach?

3.) Deliver the story to the right audience.



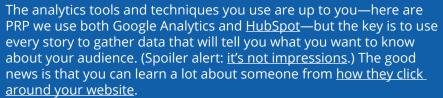
Whether you want to cast the widest possible net, are looking for an outlet that targets certain job descriptions, or have detailed buyer personas who you are trying to reach, choosing the right audience can be the difference between a story that lands with a thud and one that goes viral. Connecting with your ideal audience takes more than choosing a relevant media outlet and hoping for your story to be found. It takes targeted email and/or social media outreach, and it takes timing. Education decision-makers are chronically busy, so your mission is to find them where and when they have a second to read your story.

4.) Guide readers to your website and give them clear options once they get there.

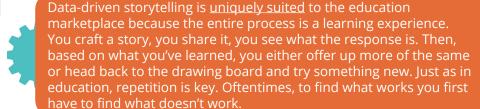




5.) Gather data on how your audience interacts with the story.



6.) Analyze the data to learn what your next story will be.



So that's data-driven storytelling in a nutshell. If you have questions, feel free to <u>reach out</u> to us

Looking for more ways to define your target audience?

Check out this awesome <u>buyer persona infographic!</u>

