

irmingham logging <a>cademy

Craft Content Nashville The Power of Digital Storytelling

April 9, 2016

Why is it important?

1. What is your story?

- Is it OK to define your story as you go?
- Stories can be narrowed to 1 sentence.
- Stories can be narrowed to 1 word.

2. How do you tell it?

- Channel
10,000 tweets / 100 blog posts / 1,000 Instagrams
- Voice
one or many
consistent or diverse
- Brand

Slides: <http://itswa.de/ccn2016>

E-mail: wade@wadekwon.com

Twitter: @WadeOnTweets
<http://twitter.com/wadeontweets>

Web: <http://yallconnect.com>



<http://yallconnect.com>

A digital
marketing
conference

irmingham logging <a>cademy

Craft Content Nashville Storytelling Resources

April 9, 2016

1. Video: Opening keynote, Ike Pigott on “Corporate Storytelling”
<http://itswa.de/1tLmC8L>
2. The power of digital storytelling: Part 1 — Your story
<http://itswa.de/173be9G>
3. The power of digital storytelling: Part 2 — Your storytelling style
<http://itswa.de/1ceBSgn>
4. The power of digital storytelling: Part 3 — Your story monetized
<http://itswa.de/133TP1u>
5. Series: Storytelling in depth
<http://itswa.de/1kg5jx>