





Adelaide Marple



Caroline Watson



Hanyi Xu



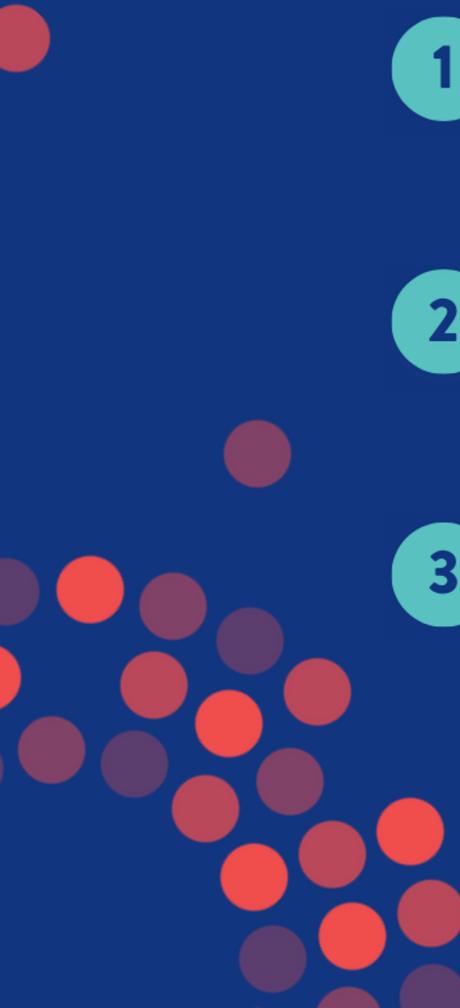
Julia Almeida



Vince Criniti



Agenda

- 
- 1 Planning Inputs
 - 2 Audit & Analysis
 - 3 Platform-Specific Strategies
 - 4 Podcast Relaunch
 - 5 Paid Advertising & Promotion
 - 6 Analytics & Reporting
 - 7 Next Steps & Budget
-



Planning Inputs

Strategic Marketing Playbook

Objectives & Goals

5



INCREASE
AWARENESS,
REACH AND
ENGAGEMENT



REBRAND/
RELAUNCH
PODCAST

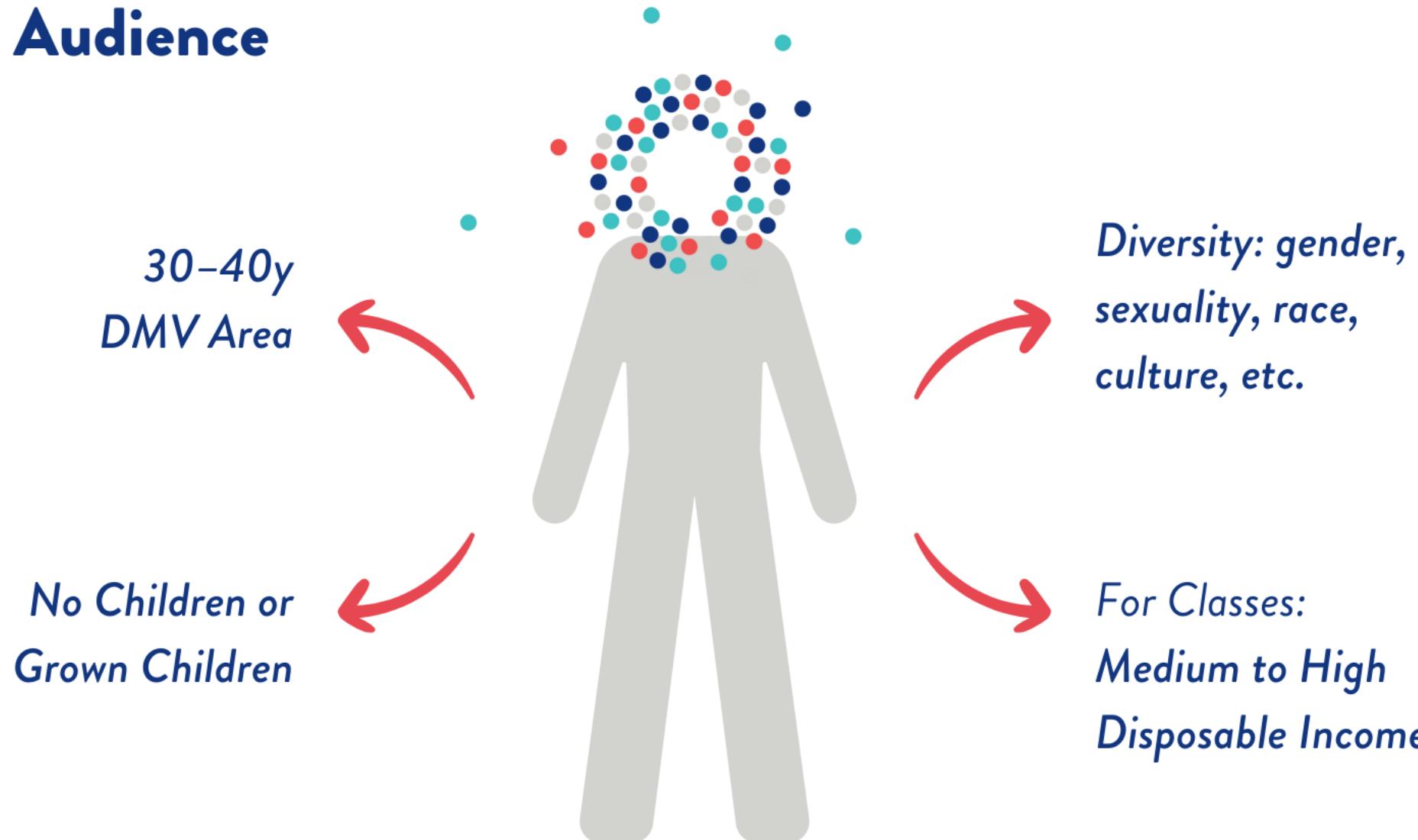


FOSTER EVENTS,
CLASSES, AND
WORKSHOP
PARTICIPATION



[See Appendix 1 for more]

Target Audience

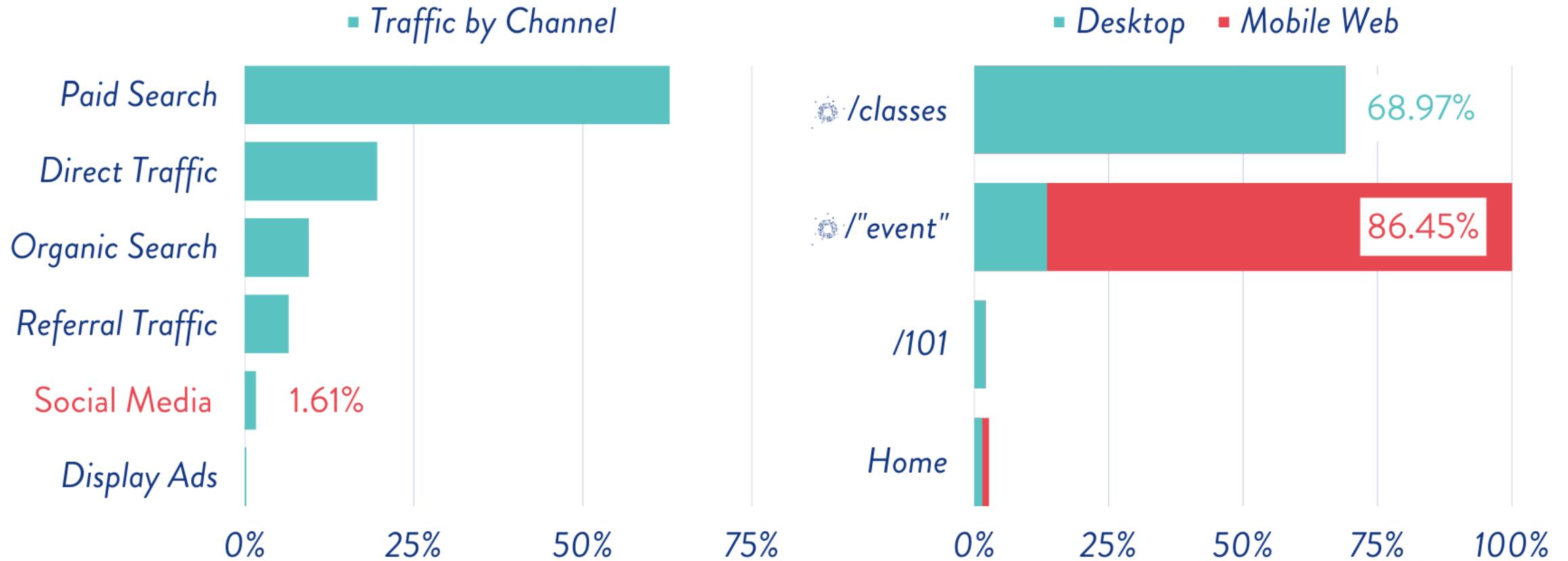




Audit & Analysis

Strategic Marketing Playbook

Assessment of Traffic



[See Appendix 2 & 3 for source]

Insights from Similar Organizations

9

🔍 10 organizations analyzed

🔍 5 are B2C and B2B

🔍 4 offer a podcast



[See Appendix 4 for more]



Platform-Specific Strategies

Strategic Marketing Playbook

Target Platforms Selection

11



Facebook



Twitter



LinkedIn



YouTube



Instagram



TikTok





Facebook: Review

12

Status

0.04%

Engagement Rate

0.11%

URL Engagement Rate

Audience

38.4%

35-44 years old

64.51%

T10 from DMV area

Goals

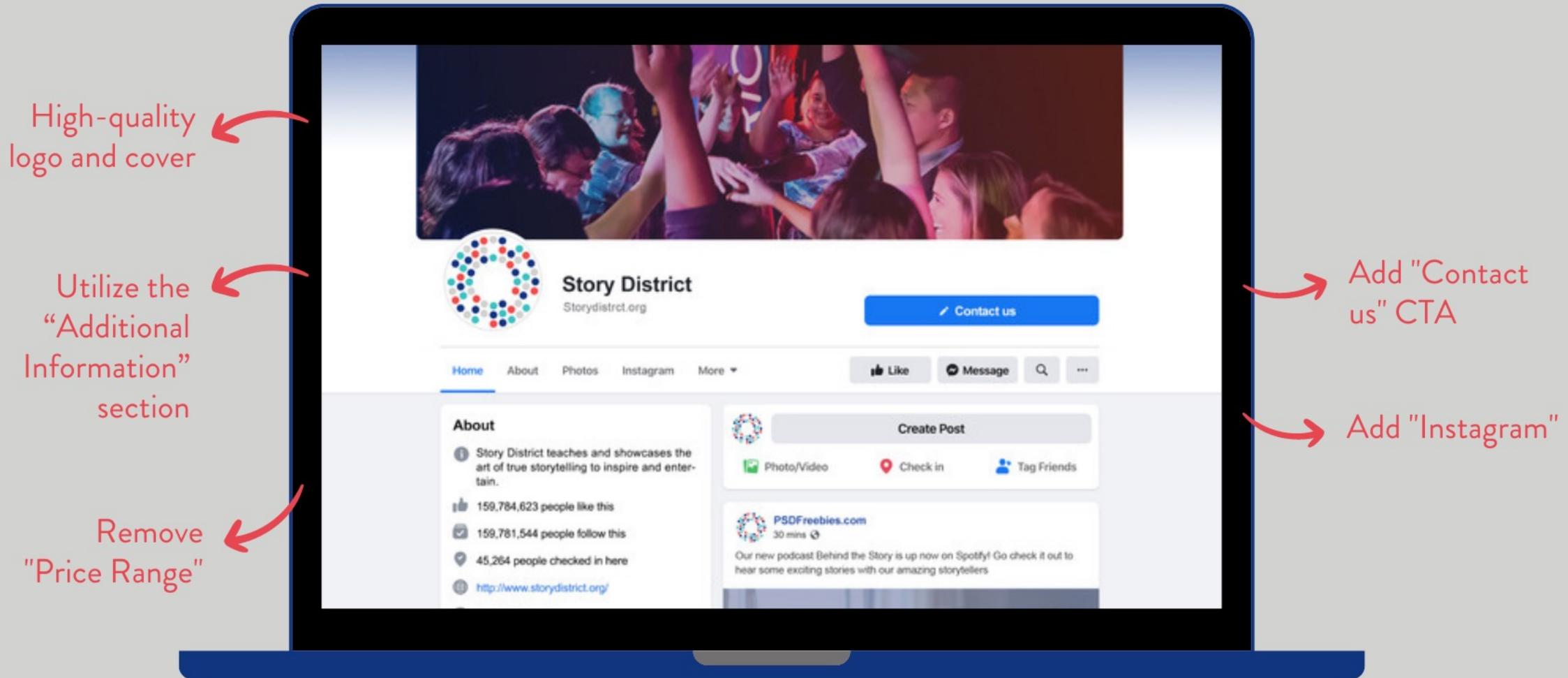
Upload a minimum of
3 posts a week

Increase Engagement
Rate to **0.13%**



Facebook: Page Optimization

13



[See Appendix 5 for more]

Platform-Specific Strategies: Facebook | Strategic Marketing Playbook

Facebook: Content & Engagement Strategy

14

 300 character limit

 Formulate questions

 3 photos maximum

 Encourage reviews

 Share time-bound posts

 Community management

Proposed Ideas

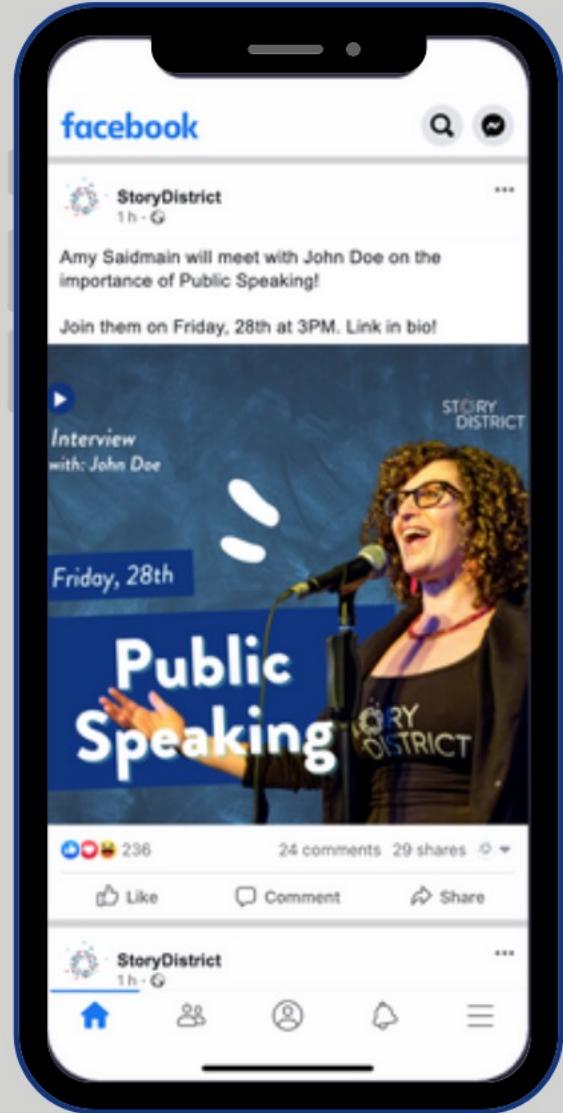
- Storytelling Content
- Multimedia Content
- Event Promotion
- News Announcements
- Member Spotlights



[See Appendix 5 & 6 for more]

Platform-Specific Strategies: Facebook | Strategic Marketing Playbook

News
Announcement



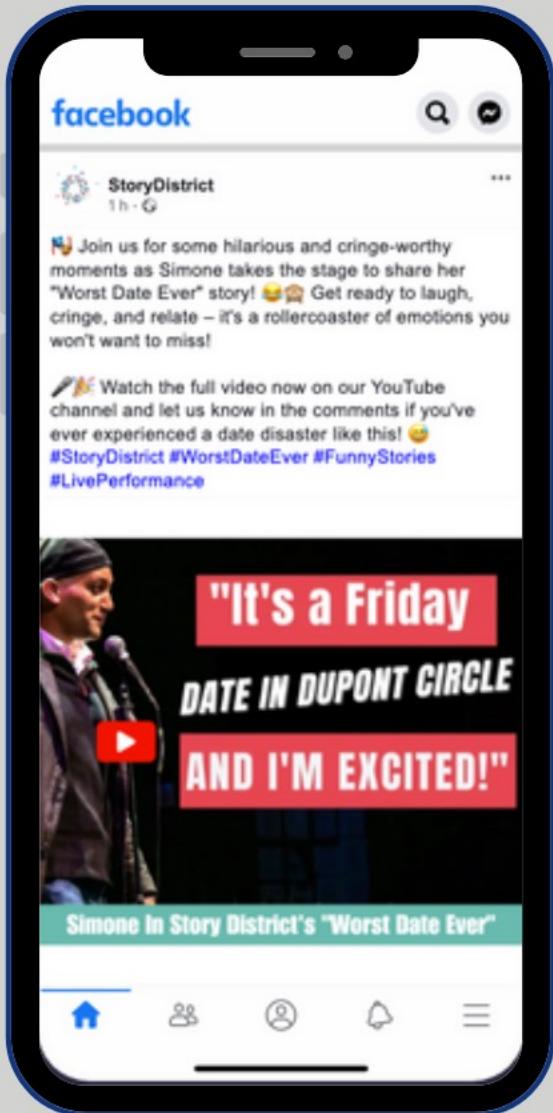
Event
Promotion



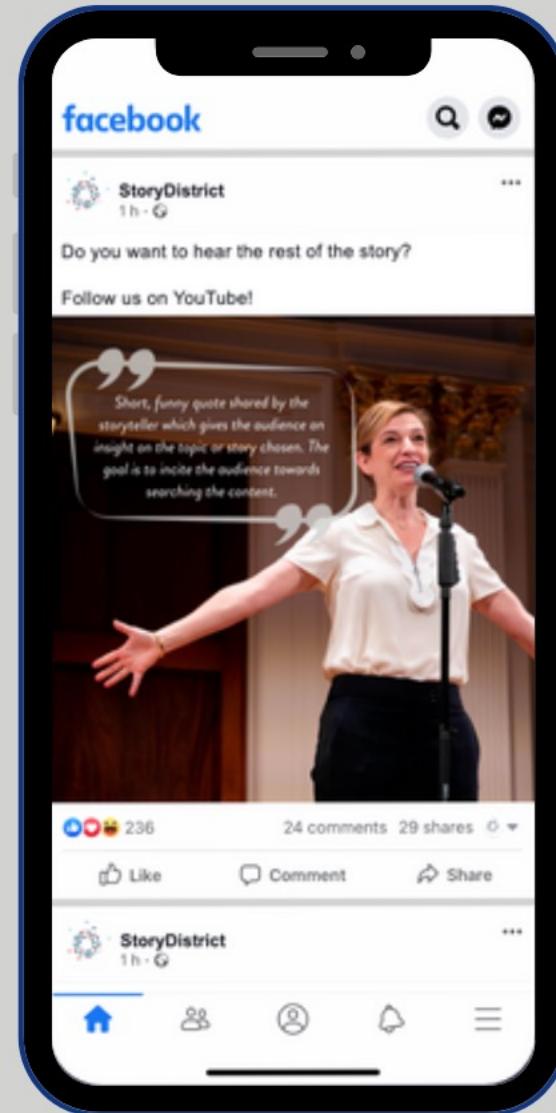
[See Appendix 5 for more]

Platform-Specific Strategies: Facebook | Strategic Marketing Playbook

Multimedia Content



Member Spotlight



[See Appendix 5 for more]

Platform-Specific Strategies: Facebook | Strategic Marketing Playbook

Status

0.006%

Engagement Rate (SD)

0.012%

Engagement Rate (Amy)

Audience

80%

Decision-Making Power

53%

Guidance Seeking

Goals

Upload a minimum of
one opinion piece a week.

Reach **10 recommendations**
and **50 endorsements**.



LinkedIn: Profile Optimization

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The screenshot shows a LinkedIn organization profile page for "Story District". The top banner features a photo of people at an event. To the left, a sidebar menu includes Home, About, Life, Jobs, People, Videos, and Ads. The main content area displays "Recently posted videos" and "5 recently posted Events". A sidebar on the right lists "Affiliated pages" such as "Amy Saidman". Red annotations include a left-pointing arrow labeled "Focus on business clients" pointing to the sidebar menu, and a right-pointing arrow labeled "Add a visually appealing banner" pointing to the top banner area.

Focus on business clients

Add a visually appealing banner

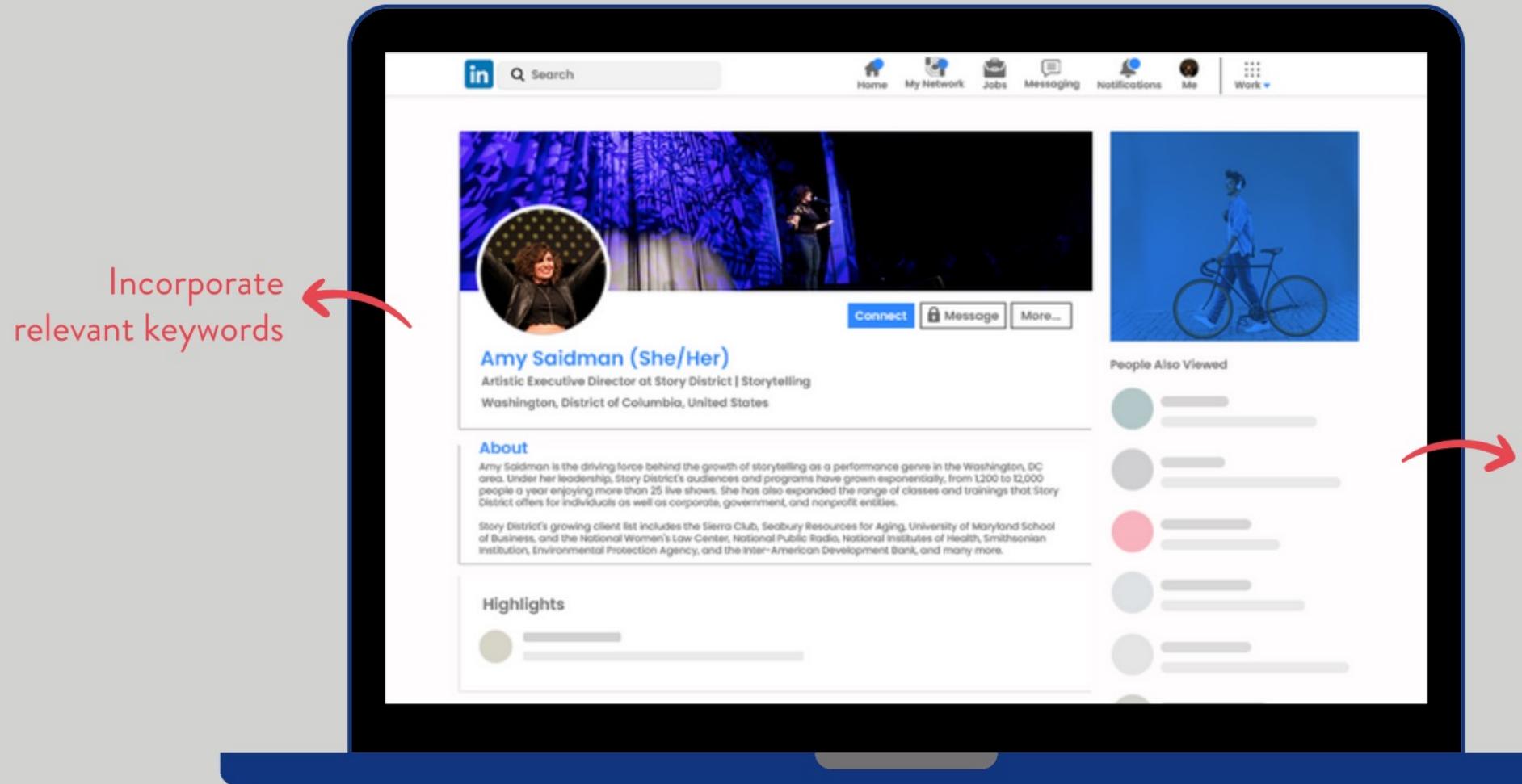


[See Appendix 7 for more]

Platform-Specific Strategies: LinkedIn | Strategic Marketing Playbook

LinkedIn: CEO Profile Optimization

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[See Appendix 7 for more]

Platform-Specific Strategies: LinkedIn | Strategic Marketing Playbook

LinkedIn: Content & Engagement Strategy

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- ✓ Single photo posts

- ✓ Heartfelt content

- ✓ Propose questions

- ✓ Community management

Company Profile

Informative content

Success stories and future plans

CEO Profile

Industry news and trends

Thoughtful Commenting

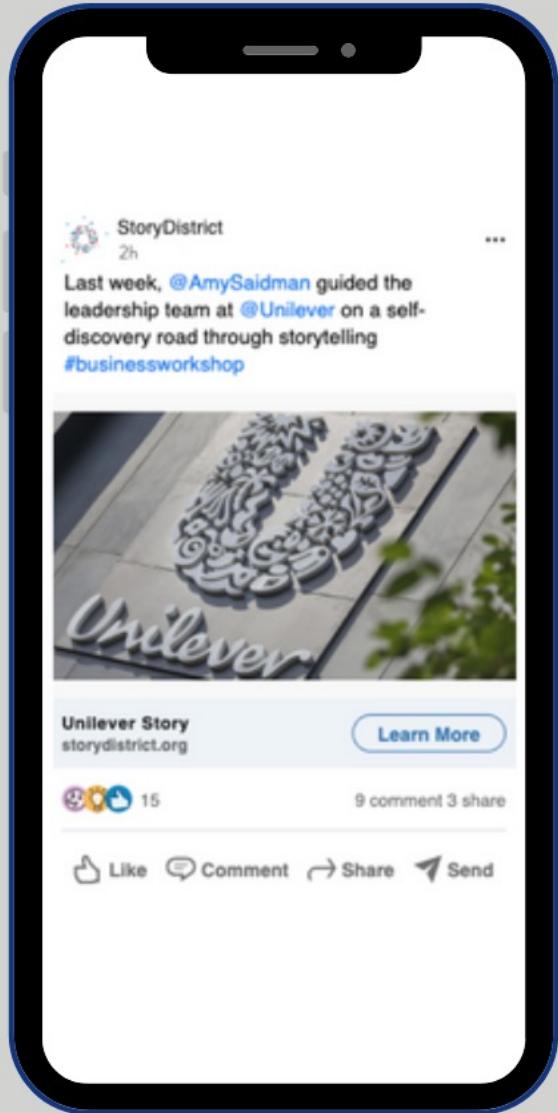
Opinion dissertation



[See Appendix 7 for more]

Platform-Specific Strategies: LinkedIn | Strategic Marketing Playbook

Success Stories

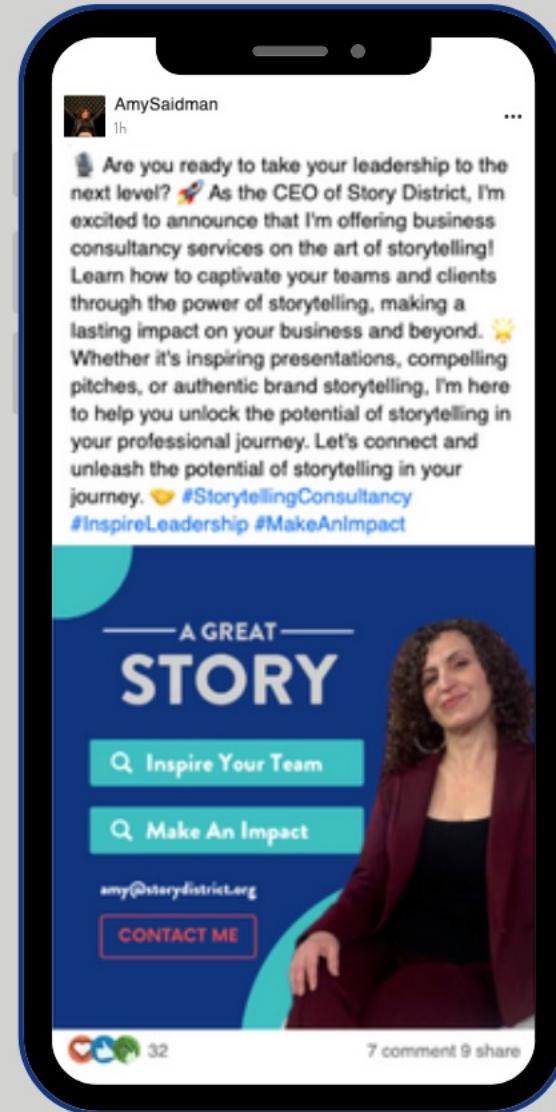
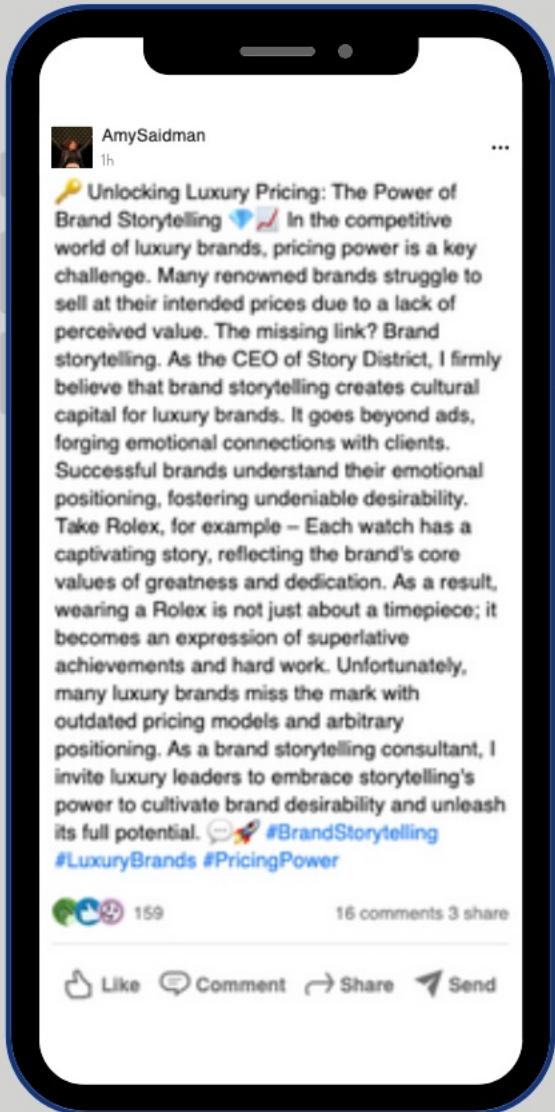


Industry News



[See Appendix 7 for more]

Opinion Dissertation



Informative Content



[See Appendix 7 for more]



Instagram: Review

23

Status

0.57%

Engagement Rate

60%

Hashtag Use

Audience

35-45 Years Old

DMV Area

Active Users

Storytelling Interest

Goals

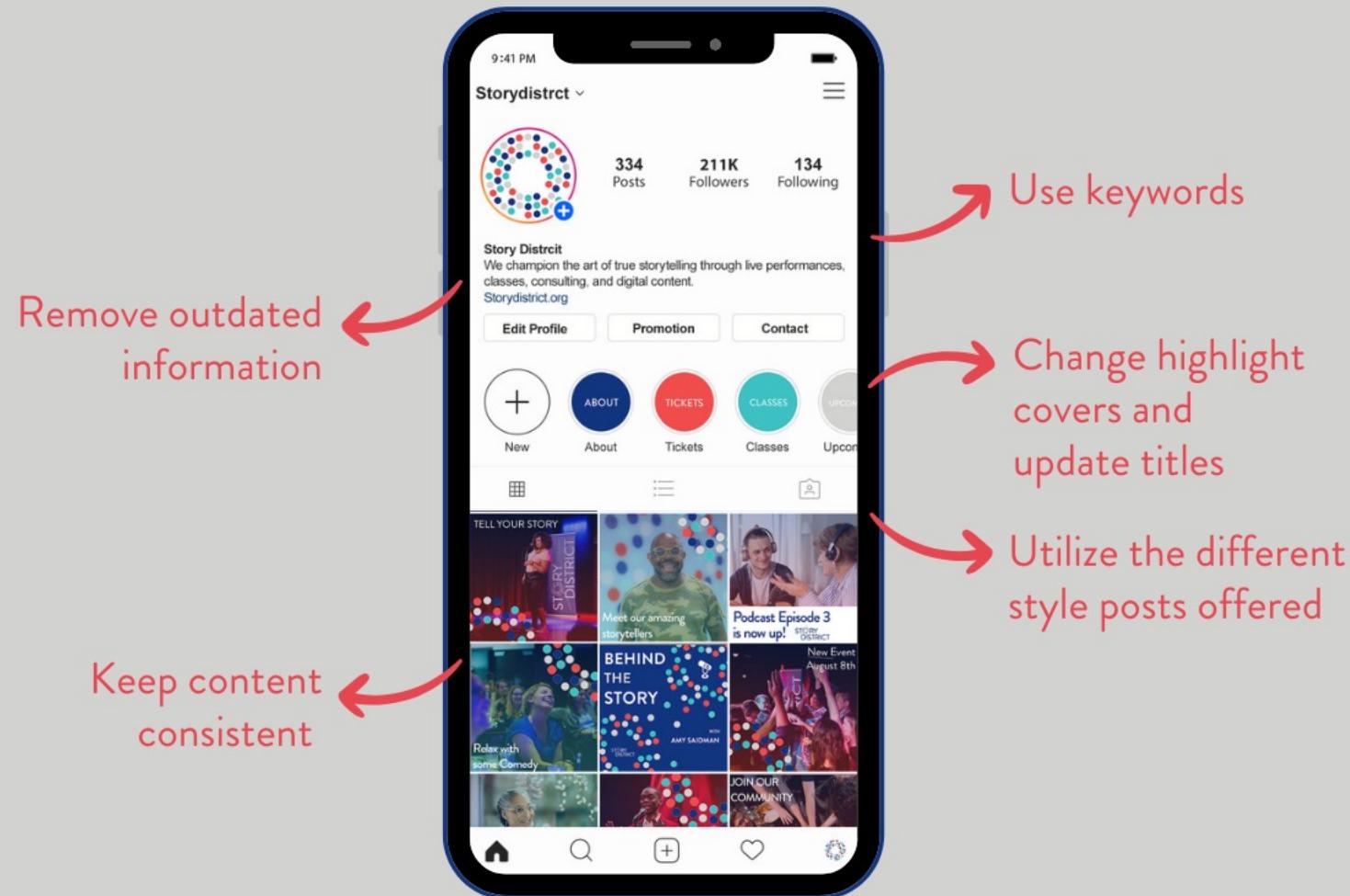
Drive **awareness** and
increase **engagement**

Promote events, classes,
and podcast episodes



Instagarm: Profile Optimization

24



Instagram: Content & Engagement Strategy

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- ✓ Utilize different style posts
- ✓ Collaborate with others on posts
- ✓ Follow, check, and use relevant hashtags
- ✓ Take advantage of stories
- ✓ Encourage follower interaction

Proposed Ideas

- Live event content
- Classes content
- Storyteller spotlight
- Q&A Stories
- Event promotion

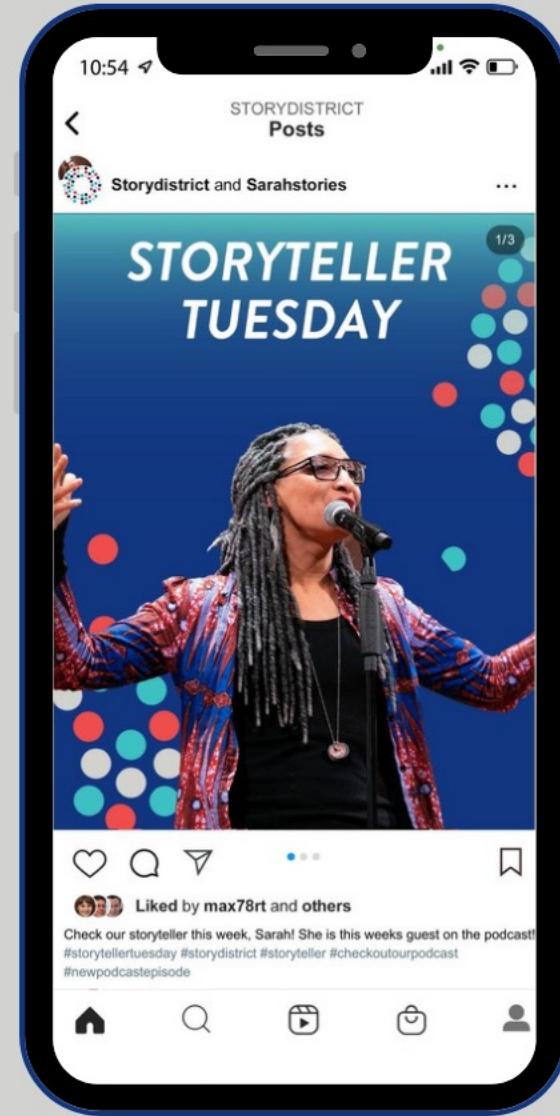


[See Appendix 8 for more]

Event Promotion



Storyteller Spotlight



[See Appendix 8 for more]

Platform-Specific Strategies: Instagram | Strategic Marketing Playbook

Sample Captions

Tune into our next episode of Behind The Story to learn more about that fateful night at the senior year prom.
 #storytelling #storyteller #newpodcast
 #newepisode #listentothis

Tune into our next episode of Behind The Story to hear our full interview with Emily about her most recent funny moments. #funniestmoments
 #newpodcast #newpodcastepisode
 #tunein #storyteller



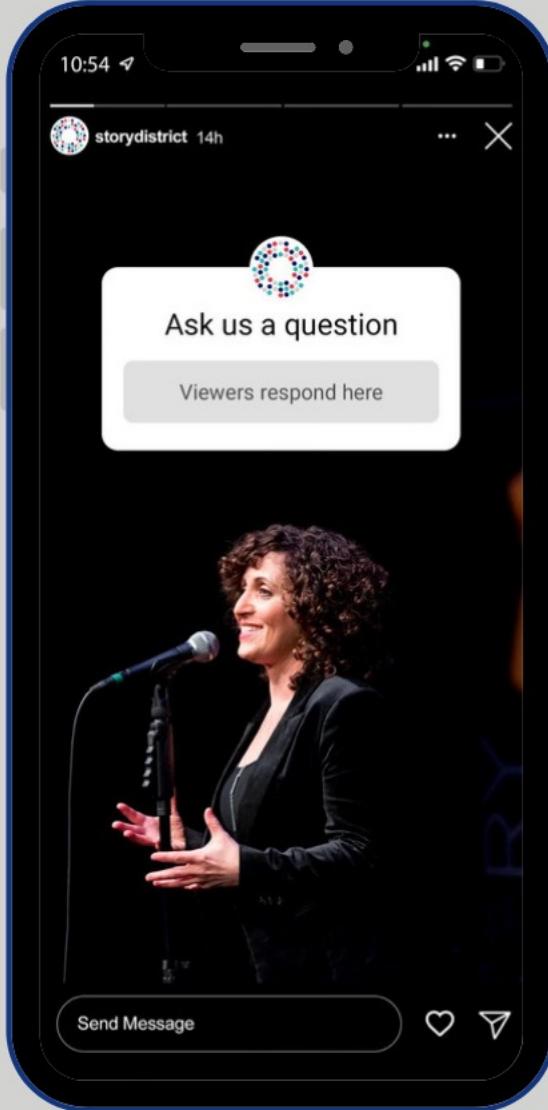
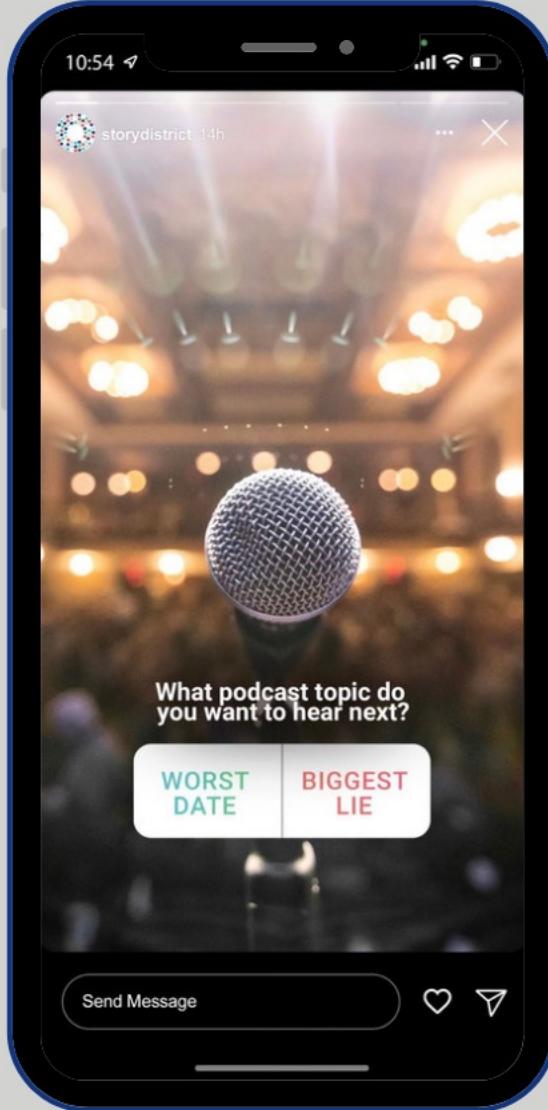
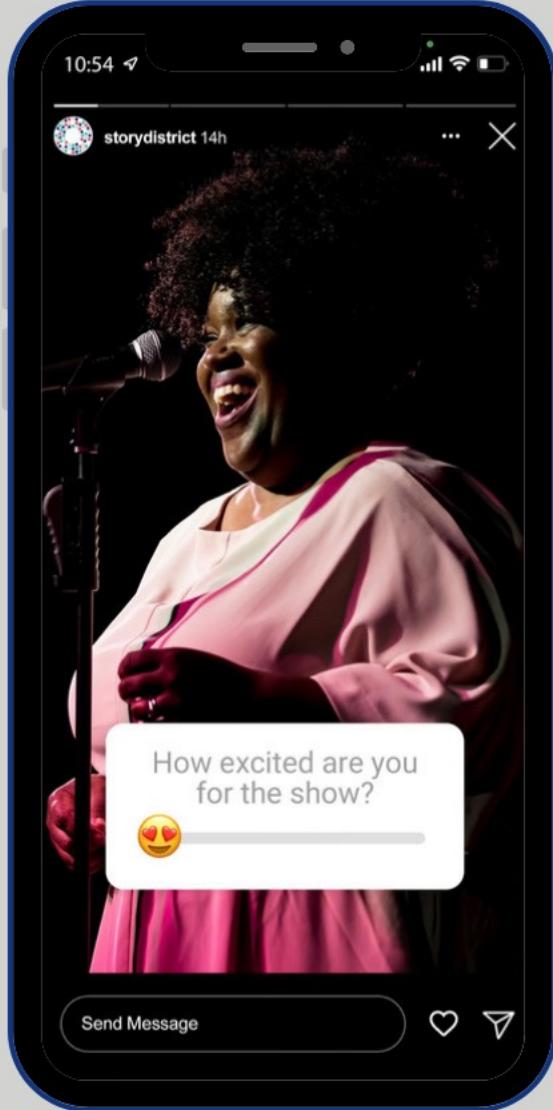
Instagram Reels – Event & Podcast Clip



[See Appendix 8 for more]

Instagram Stories – Interactive Content

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[See Appendix 8 for more]

Platform-Specific Strategies: Instagram | Strategic Marketing Playbook

TikTok: Profile Launch

-  Post everyday for a week
-  Use popular hashtags
-  Promote profile on all social media platforms
-  Post wide variety of videos



Use high-quality brand logo

Link website for tickets

Post consistent videos,
either live event or
podcast clips



TikTok: Content & Engagement Strategy

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- ✓ Short 1:1 interviews with frequent storytellers
- ✓ Caption your videos
- ✓ Create podcast clips with closed captions
- ✓ Post Youtube Shorts on TikTok

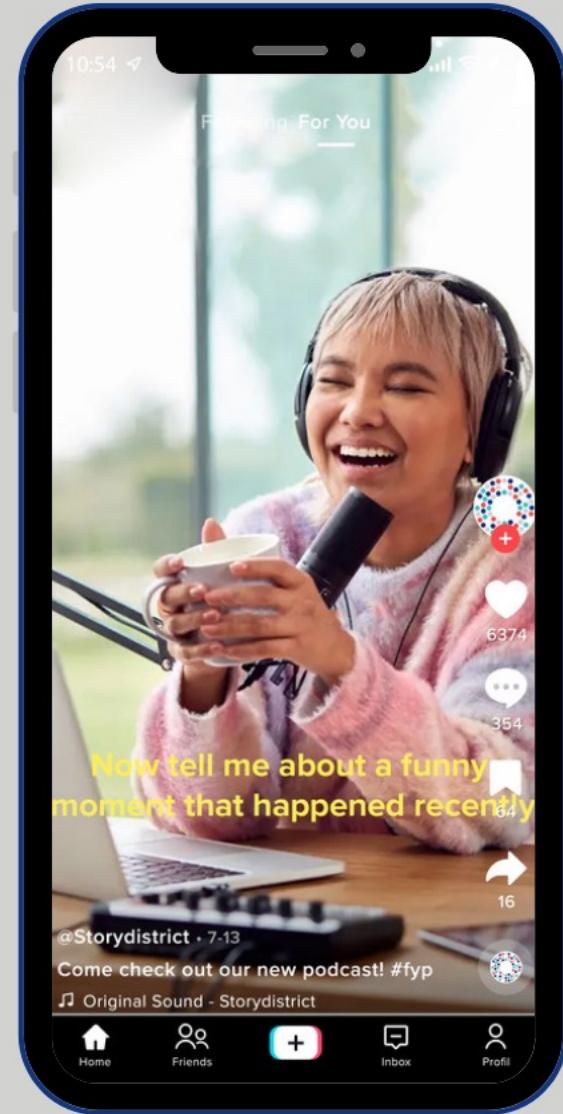


[See Appendix 16 for more]

Event
Short-Clip



Podcast
Short Clip



[See Appendix 16 for more]



YouTube: Review

32

Status

0.030%

Engagement Rate

No

Hashtag Use

Audience

Middle-Aged Audience

Active Users

Part of **storytelling** niche

Goals

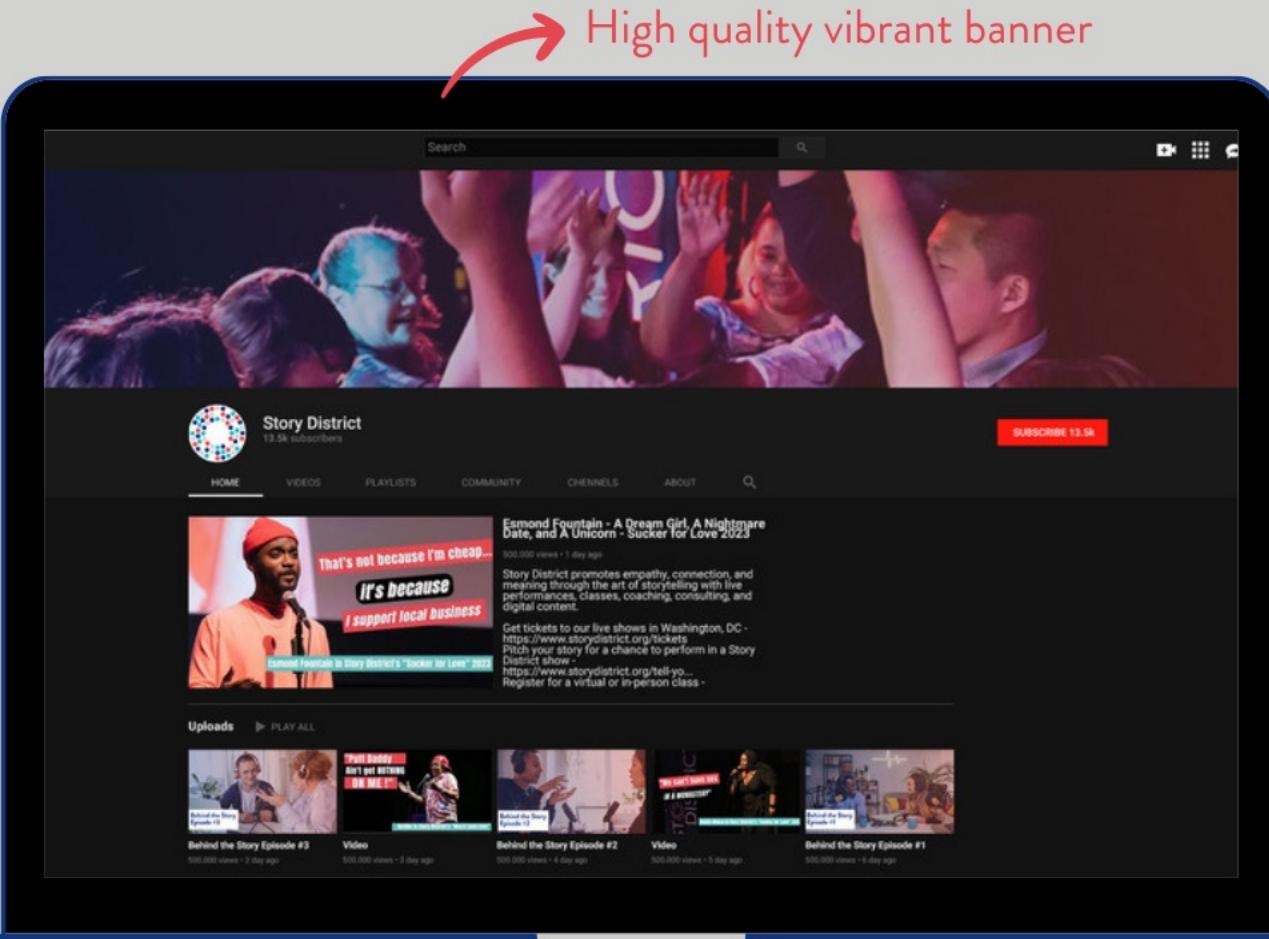
Increase number of
YouTube Shorts shared

Keep **consistent schedule**
Upload all recordings from
Podcast episodes



YouTube: Channel Optimization

-  Posting time: 2-6 PM
Weekdays
-  Consistent video upload
-  Boost Shorts uploads
-  Make playlist with most popular uploads



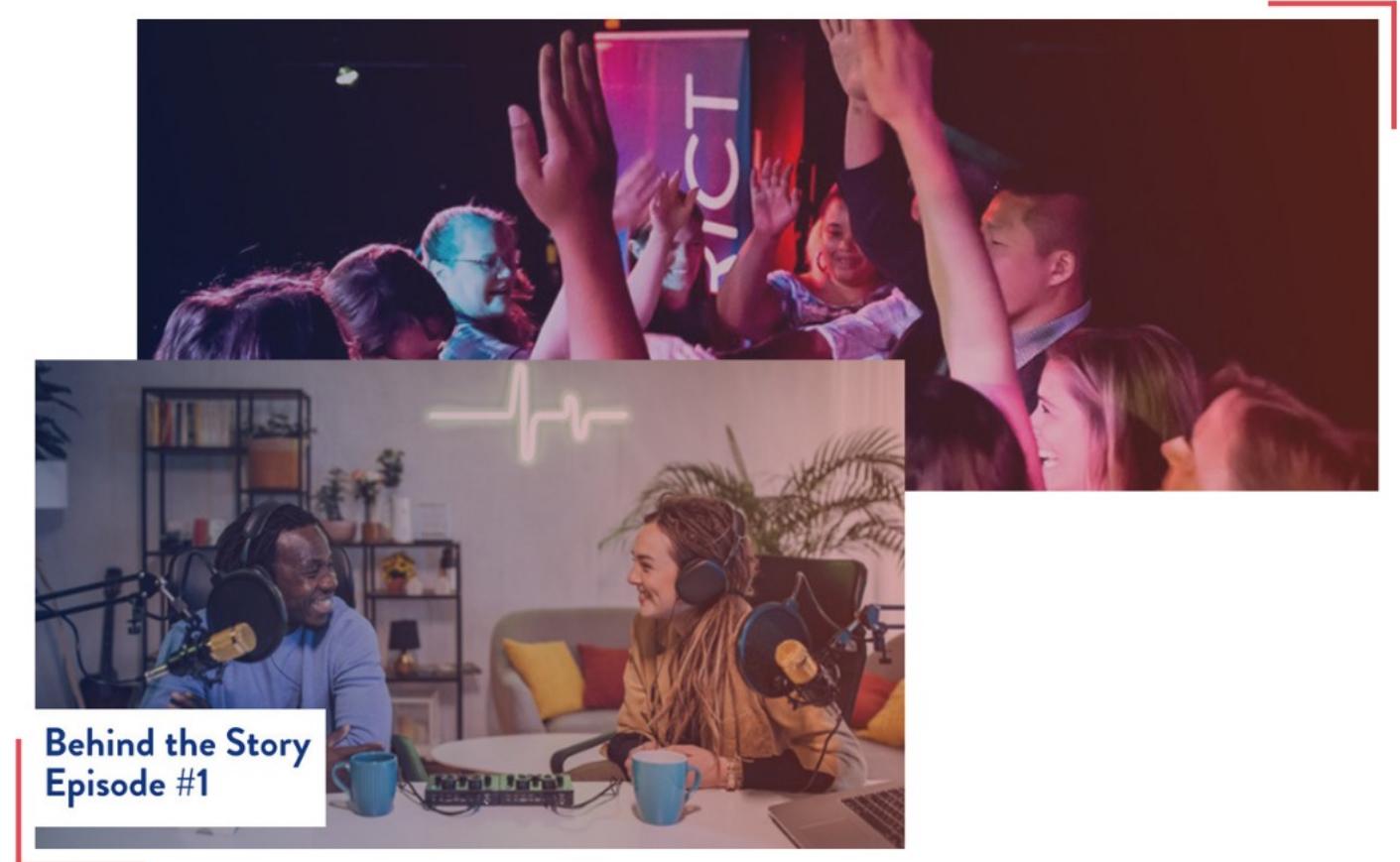
Add playlist



YouTube: Content & Engagement Strategy

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- Podcast video upload
- Propose questions for comment section
- Podcast clip Shorts upload
- Add visuals to videos to engage viewers



[See Appendix 16 for more]



Twitter: Review

35

Status

3,051

Followers

0.079%

Engagement Rate

Audience

Growing Audience

82% of users say
they use the platform
for **entertainment**

Goals

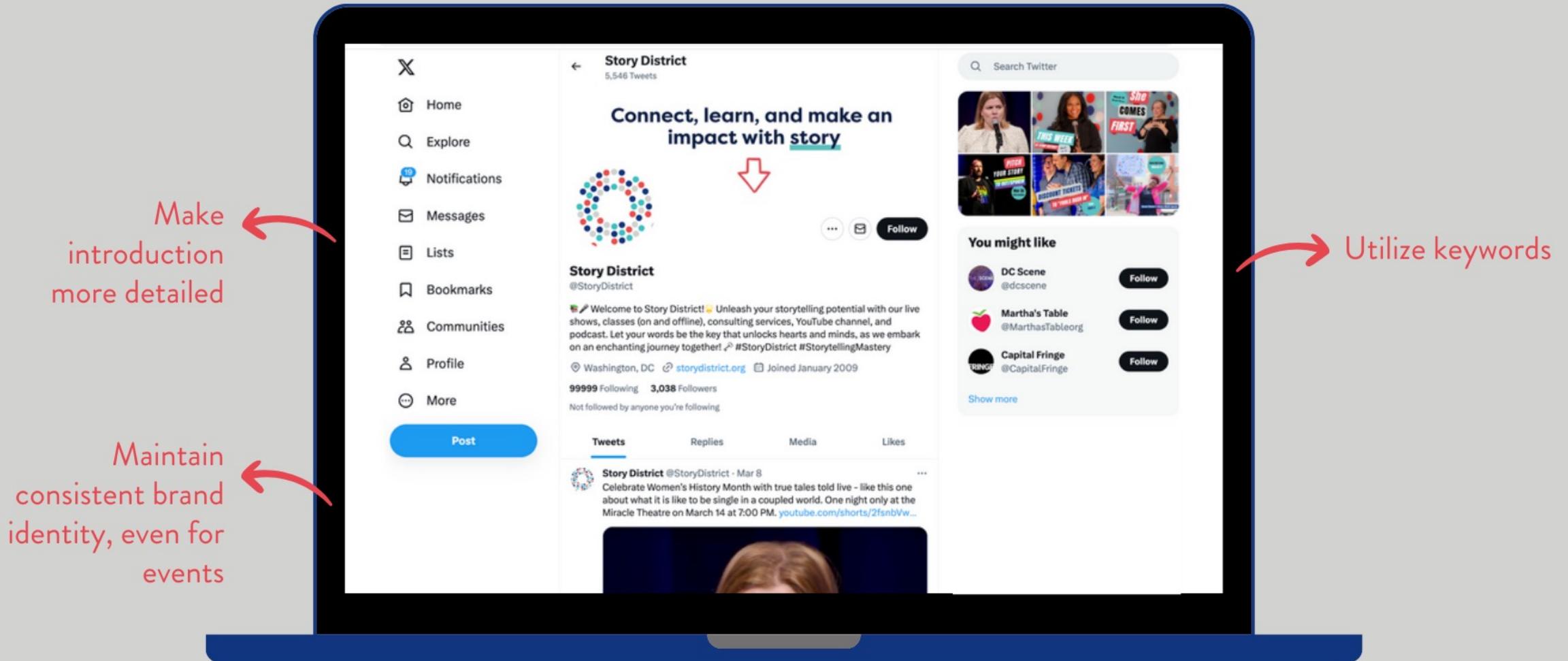
Enhance **brand visibility**

Increase **click-through rate**

Increase **engagement** rate



Twitter: Profile Optimization



[See Appendix 9 for more]

Twitter: Content & Engagement Strategy

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- ✓ Post on Wednesdays at 9AM
- ✓ Only 1 image or video per post
- ✓ Provide link to other platforms
- ✓ Include top trending hashtags
- ✓ Reply to followers

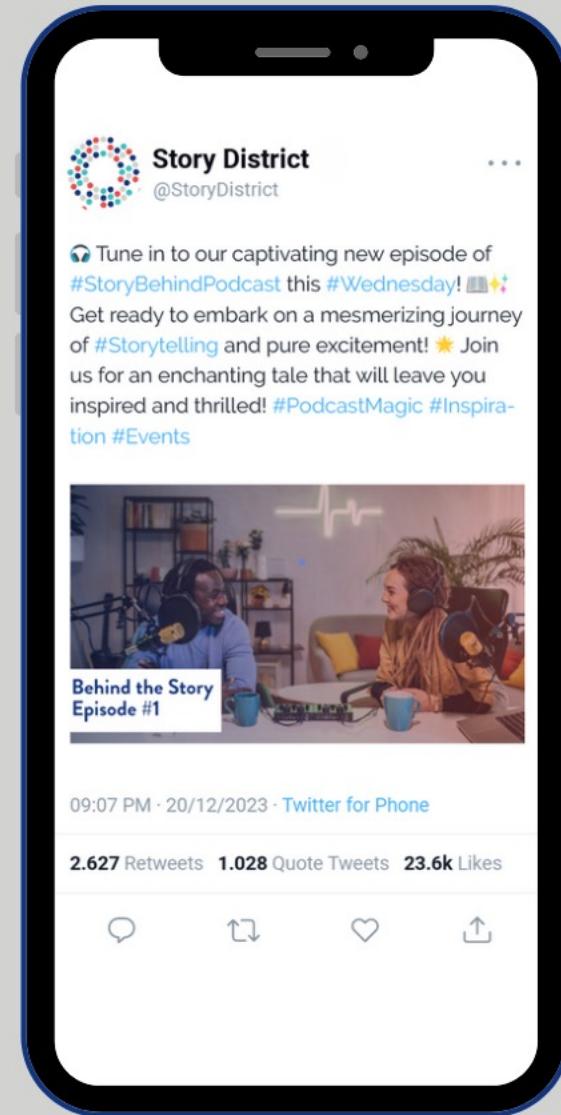
Proposed Ideas

- Live Tweeting Events
- Twitter Takeovers
- Q&A Sessions
- Event Content
- Retweet Others Content



[See Appendix 10 for more]

Podcast Content



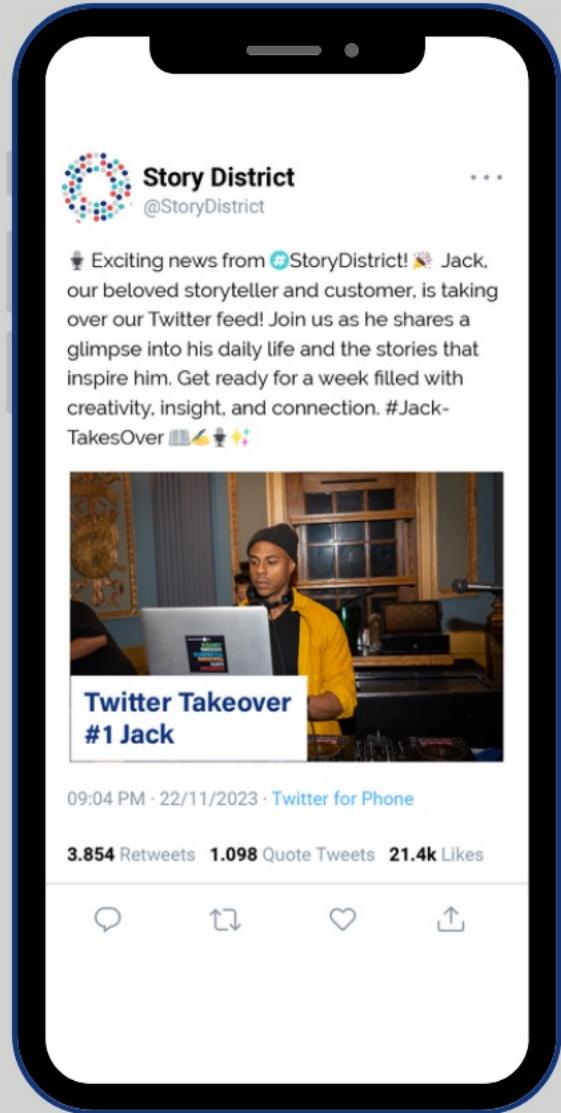
Content Announcement



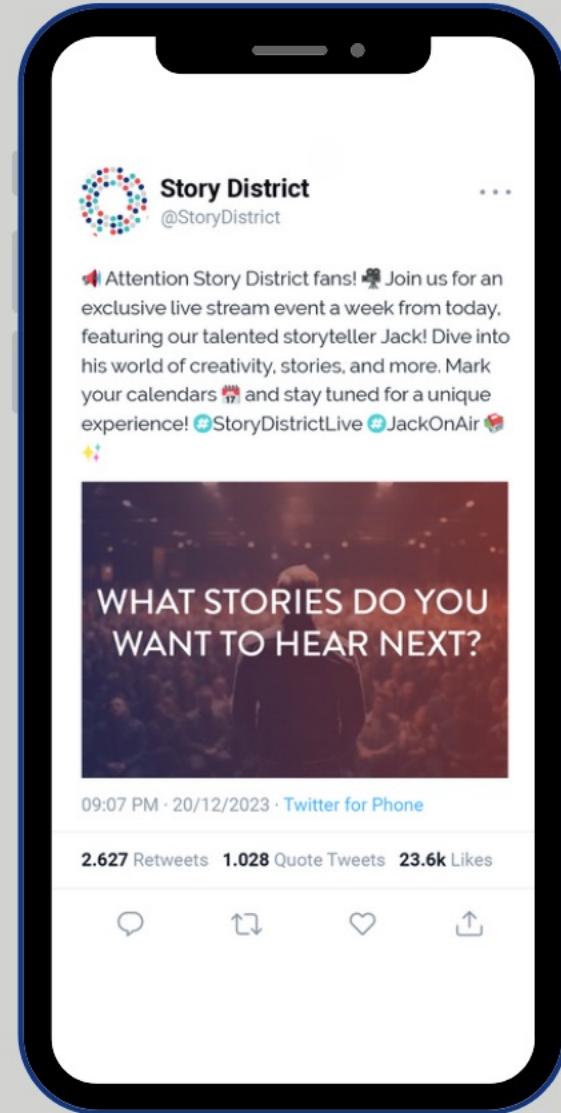
[See Appendix 10 for more]

Platform-Specific Strategies: Twitter | Strategic Marketing Playbook

Platform Takeover



Event Announcement



[See Appendix 10 for more]

Content Calendar – First Week

MONDAY	TUESDAY	WEDNESDAY
<ul style="list-style-type: none"> Monthly Event Agenda Past Event Short Clip Behind-the-Scenes (Shorts) 	<ul style="list-style-type: none"> Storyteller Tuesday Behind-the-Scenes Podcast Teaser 	<ul style="list-style-type: none"> About Podcast Guest (CEO Profile) Upcoming or Past Event Content Trend with Podcast Guest New Podcast Episode
THURSDAY	FRIDAY	SATURDAY
<ul style="list-style-type: none"> Event or Podcast Clip Class Information Past Class Short Clip Podcast Discussion Topic 	<ul style="list-style-type: none"> Opinion on News Trend (CEO Profile) Podcast Highlight Podcast Episode Recording 	<ul style="list-style-type: none"> Upcoming or Past Event Content Past Event Short Clip Member Spotlight

Canva

Adobe

Later

RIVERSIDE

[See Appendix 11 & 16 for more]



Podcast Relaunch

Strategic Marketing Playbook

Objectives & Goals

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Rebrand



Optimize Podcast



Relaunch



Increase Engagement

Podcast series / storytelling

From sources across the web



The American Life



The Moth

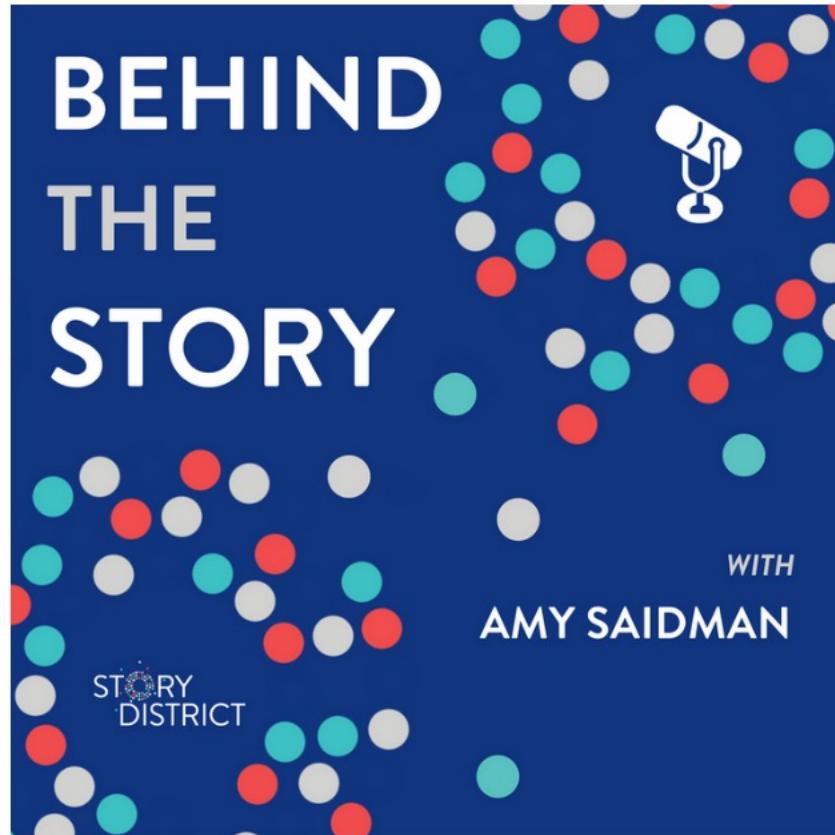


Behind the Story



The Truth





Title Objectives

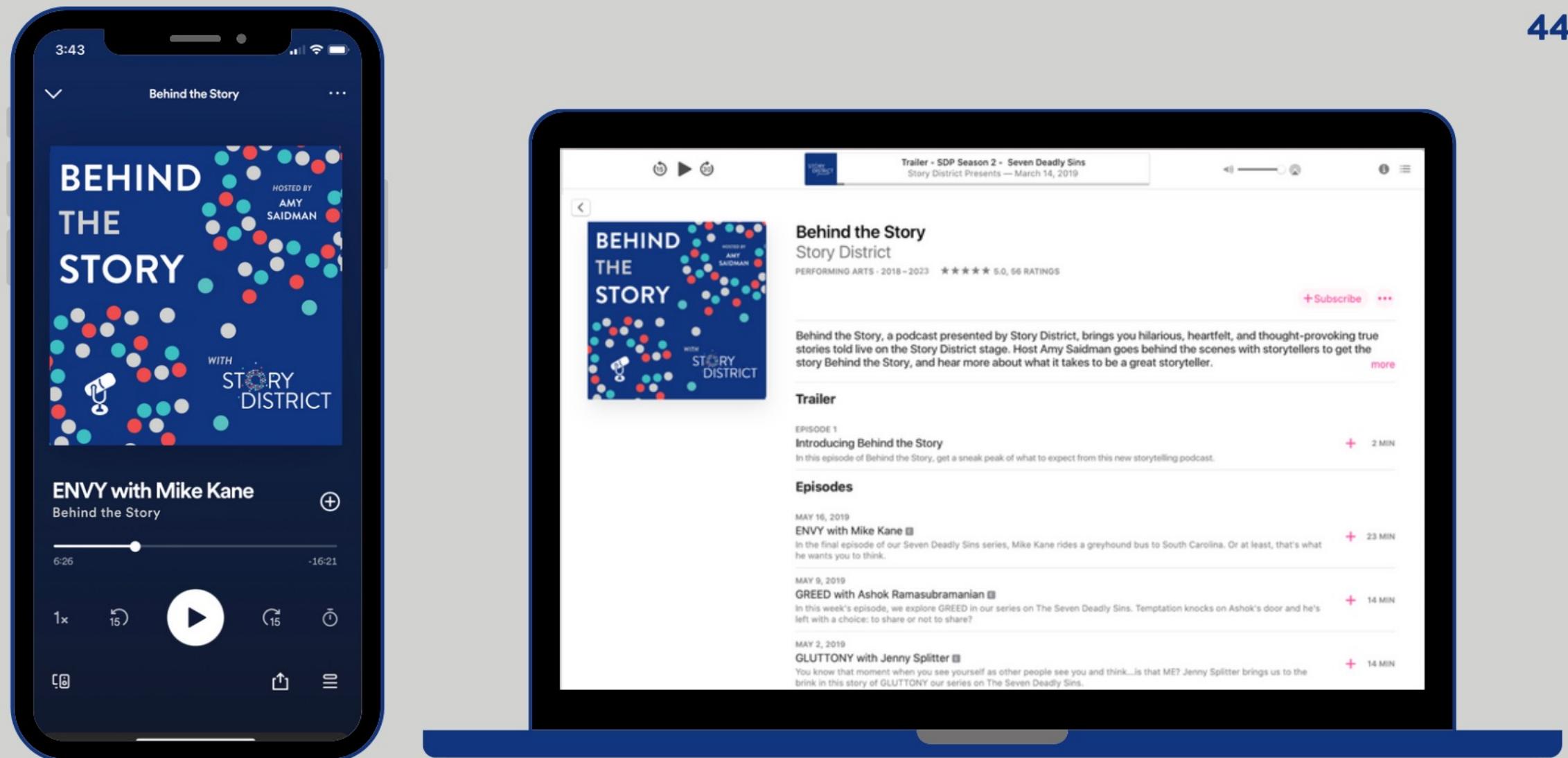
- Short, Catchy, and Memorable
- Highlights the Uniqueness: Interviews with Storytellers

Cover Objectives

- Consistent with brand guidelines
- Timeless design: no photographs



[See Appendix 12 for more]



[See Appendix 12 for more]

Format Optimization

45

- ✓ 30 to 50 minutes episodes
- ✓ Two-story podcast
- ✓ Upload on Wednesday at 5AM
- ✓ 2 episodes every month

Suggested Format

- Segment 1: Introduction
about 3-5 minutes
- Segment 2: Story #1
about 10 minutes
- Segment 3: Interview #1
about 10 minutes
- Segment 4: Story #2
about 10 minutes
- Segment 5: Interview #2
about 10 minutes



[See Appendix 13 for more]



Update pages with new podcast identity



Launch a new intro episode



Record video and share on social media



Start with a minimum of 3 episodes



Provide guests with sharable media



Inform the newsletter



Relaunch Campaign

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Week 1 – Pre-Launch

Teaser Content



Countdown Campaign



Podcast Teaser Trailer



Growth & Journey



Week 2 – Pre-Launch

Teaser Content



Guest Reveals



UGC Contest



Behind-the-Scenes



Week 3 – Launching

Announcement



Release Day Event



Live Engagement



Launch Day Giveaway



Week 4 – Post-launch

Episode Clips



Listener Reviews



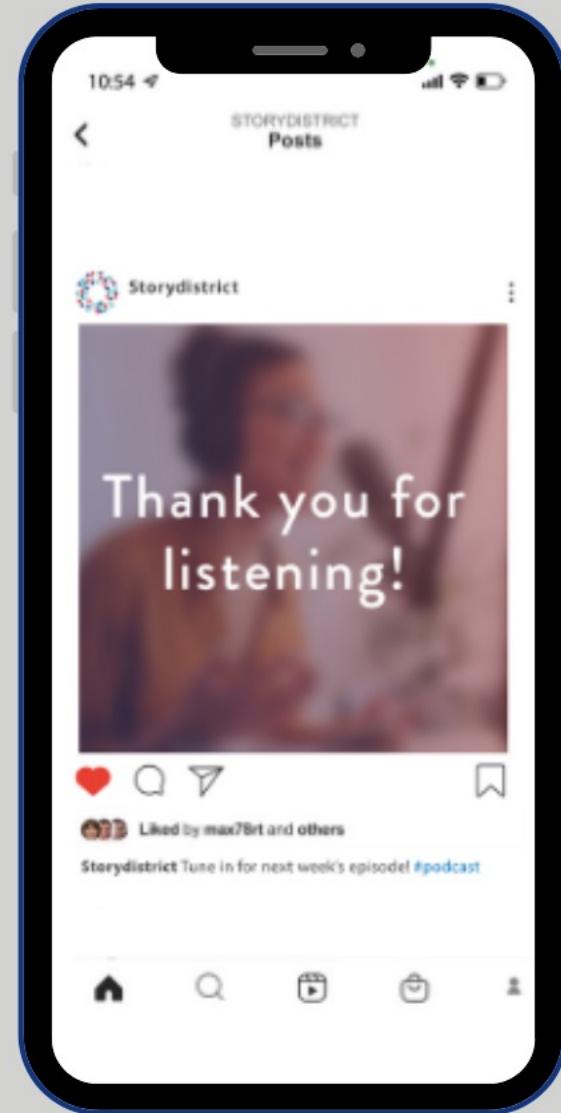
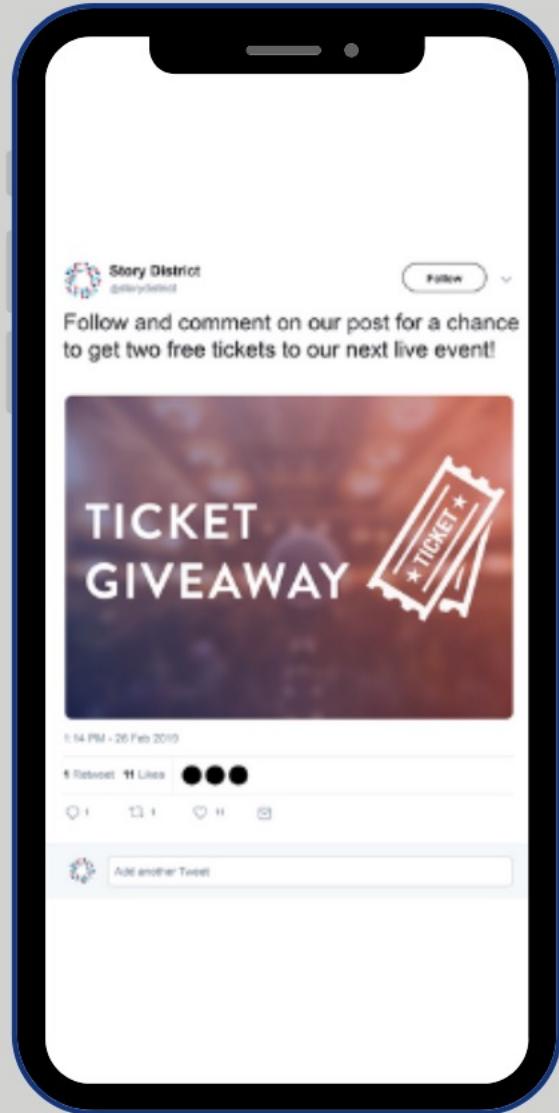
Q&A Session



Thank You Post



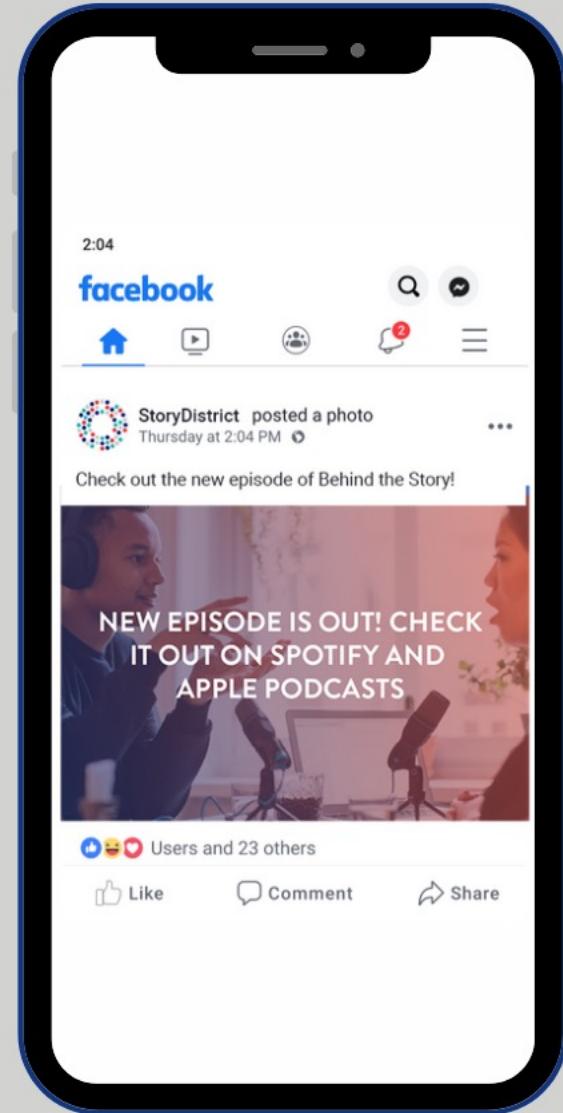
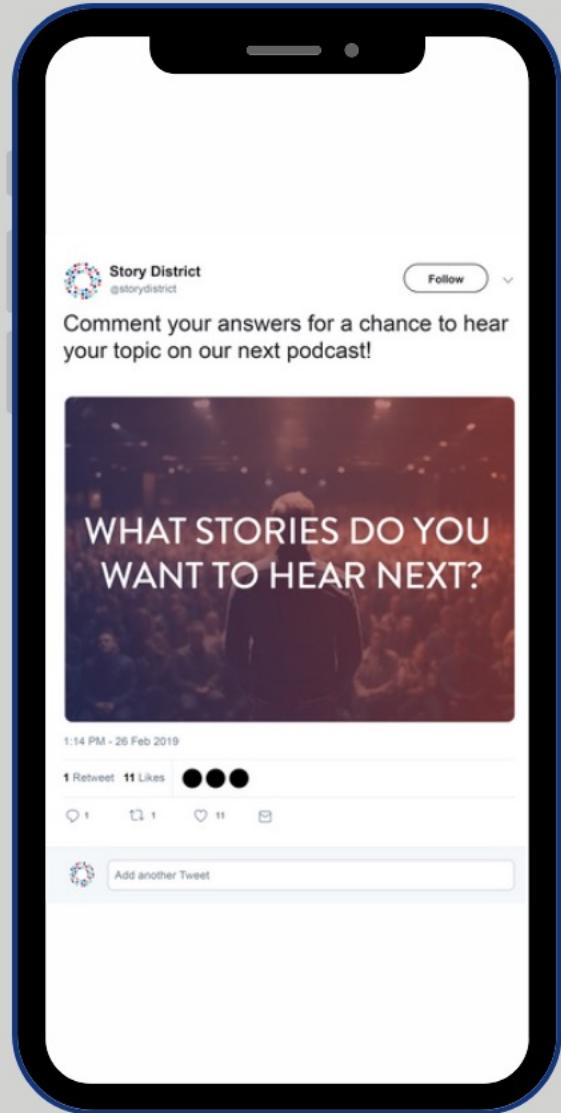
Launch Day Giveaway



Thank You Post



Q + A Session

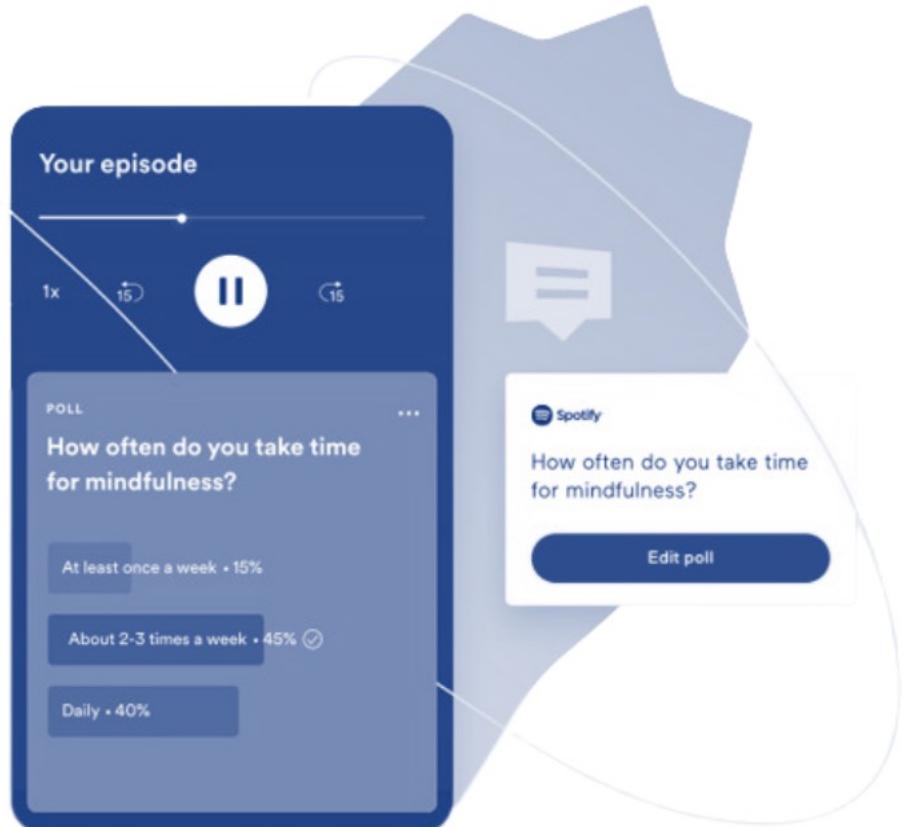


Relaunch Announcement



Engagement – Spotify

50



Q&A Suggestions

- What questions do you have for Story District + Guests?
- What types of stories would you like to hear next?
- Questions specific to the most recently published episode.

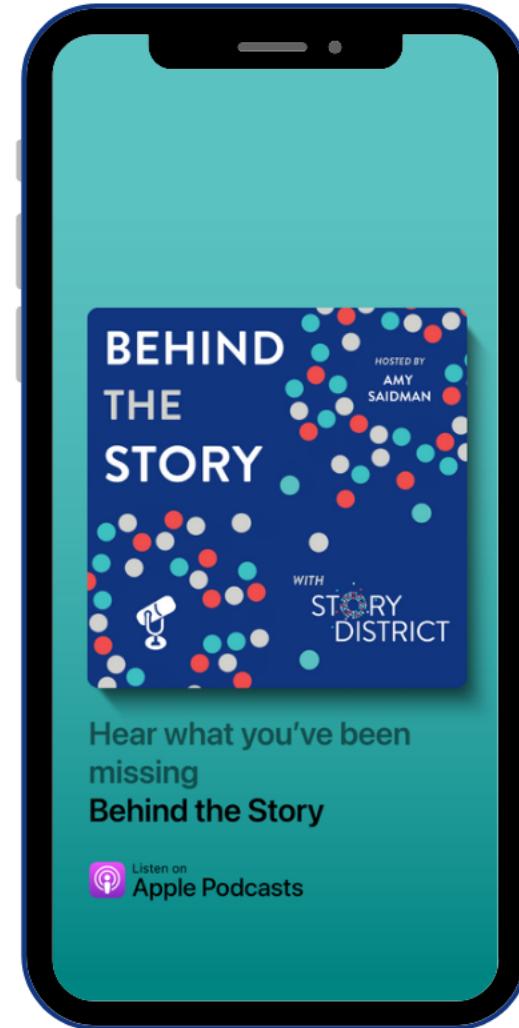


[See Appendix 13 for more]

Engagement – Apple Podcasts

51

- ✓ Utilize provided marketing materials
- ✓ Apply to Apple Podcasts Affiliate Program
- ✓ Customize social posts on Apple Podcasts for Creators



[See Appendix 13 for more]



●

Paid Advertising & Promotion

Strategic Marketing Playbook

Future Opportunities – Social Boosting

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Facebook & Instagram (Awareness)

- ✓ 10 Posts per Month
(4 on Events + 4 on Podcast + 2 extra)
- ✓ 5-day Boost per Post
- ✓ \$50 Boost per Post
- ✓ 1.24M-3.6M est. Total Reach

Targeting

Age: 25-55 Years Old

Region: DMV Area

Interests: Entertainment
& Hobby Related

Audience Size

6.4M – 7.5 M



[See Appendix 14 for more]

Future Opportunities – Spotify Ads

54

Main Objective: Reach

- ✓ \$500 One-Month Campaign
- ✓ 48.2K – 89.6K est. Total Reach

Targeting

Age: 25-54 Years Old
Country: USA
Interests: Comedy,
Culture & Society

**Possibility*

Target "lookalike" based
on similar podcasts.



[See Appendix 15 for more]

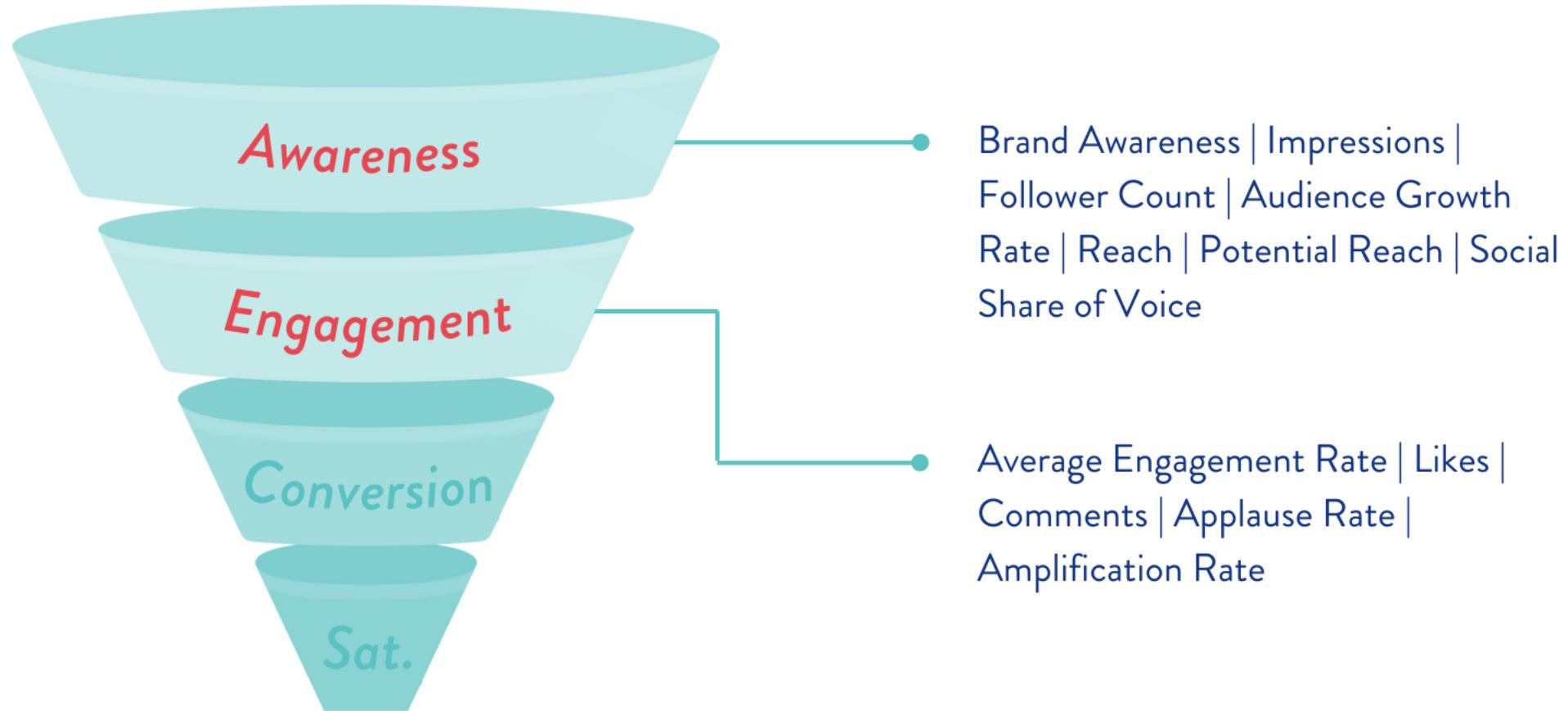


Analytics & Reporting

Strategic Marketing Playbook

Key Performance Indicators (KPIs)

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Next Steps & Budget

Strategic Marketing Playbook

Next Steps

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Daily

- Respond to inbound social messages.
- Monitor and respond to brand mentions and comments.
- Engage with potential customers (groups & communities).
- Work on content for the editorial calendar.
- Post to channels.



Weekly

- Find new customers online.
- Create conversations with brand advocates (storytellers).
- Engage with thought leaders (influencers).
- Discuss topics and tactics with Amy.
- Align upcoming events to editorial calendar.
- Run social media analytics.



Monthly

- Analyze performance.
- Augment the overall strategy.
- Align updates on classes, workshops, and corporate clients.
- Report success back to team.



Quarterly

- Review and adjust quarterly goals.
- Assess key performance indicators (KPIs).
- Gauge team capacity and needs.



Project Budget

59

	<u>Monthly</u>	<u>8-Months</u>
<u>Tools</u>		
Later	\$16.67	\$134
Riverside.fm	\$15.00	\$120
		\$254
<u>Advertisement</u>		
Social Boosting	\$500	\$4500
Spotify Ads	\$500	\$500
		Up to \$5,000





WHERE CREATIVITY DIVES DEEP

STORY
DISTRICT

The word "STORY" is stacked above "DISTRICT". The letter "O" in "STORY" is replaced by a circular graphic composed of numerous small, colored dots in red, green, and blue.

Thank you!

Appendix Index

1 Objectives & Goals

5 F: Optimization

9 TW: Optimization

13 PC: Optimization

2 SM Assessment

6 F: Community

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14 Ad: Assessment

3 Website Assessment

7 L: Optimization

11 Content Calendar

15 Ad: Opportunities

4 Competitors

8 I: Content

12 PC: Rebrand

16 Tools

17 Public Relations



The objectives and goals of Story District's social media and storytelling initiatives are focused on boosting online presence, rebranding/relaunching the podcast, and driving sales of event tickets, classes, and business workshops. These objectives are aligned with the mission of teaching storytelling and engaging with individuals, businesses, and the broader community. The following are the specific objectives and goals we aim to achieve:

Boost Social Media Presence

- Increase brand visibility and awareness on social media platforms, including Facebook, Instagram, Twitter, LinkedIn, YouTube, and TikTok.
- Expand social media following and reach a broader audience interested in storytelling and Story District's offerings.
- Foster meaningful engagement and interaction with the target audience by sharing valuable content, facilitating discussions, and responding to inquiries or feedback.
- Position Story District as a trusted resource and industry leader in storytelling through thought-provoking and informative social media content.



Rebrand/Relaunch Podcast

- Develop a refreshed and compelling brand identity for the podcast, including a new logo, podcast artwork, and an engaging description.
- Enhance the overall production quality and format of the podcast episodes to provide an immersive and valuable listening experience.
- Increase the podcast's listenership and audience engagement by promoting episodes through social media and strategic partnerships.
- Establish Story District's podcast as a go-to resource for storytelling insights, industry trends, and inspiring interviews with thought leaders.

Drive Sales of Event Tickets, Classes, and Business Workshops

- Promote and sell event tickets, including storytelling conferences, workshops, and networking events, through various marketing channels and strategic partnerships.
- Increase enrollment in storytelling classes by effectively showcasing their value, benefits, and testimonials from past participants.
- Expand the reach and demand for the business workshops by highlighting their practical applications and success stories from previous clients.



The following data highlights key metrics and trends from May 2023 to June 2023.

Facebook

- Followers: As of June 2023, the Facebook page has grown to 8.27k followers, representing a notable increase in audience reach and potential.
- Posts: During this period, a total of 8 posts were published on the Facebook page, indicating a 50% increase in content output compared to the previous two months. This increased frequency allows for more consistent engagement with the audience.
- Total Engagement: The total engagement on the Facebook page witnessed a surge, increasing by 400% from the previous two months. However, the number adds up to 27 engagements which indicates a lack of participation from the followers.
- Interaction Rate: The interaction rate, measuring the percentage of followers who actively engage with our content, currently stands at 0.04%. This metric helps us understand the proportion of the audience that actively interacts with the posts.
- Engagement Rate: The engagement rate, which measures the level of interaction relative to the total reach, experienced a noteworthy increase of 233%, but only reaching a rate of 0.05%; which is below the market average.
- Hashtag Use: The use of hashtags on Facebook has been at a rate of 16.7%, indicating an effort to increase discoverability and reach by utilizing relevant keywords and trending topics.
- URL Engagement Rate: The engagement rate for URLs shared on the Facebook page is currently at 0.11%, indicating a lack of effectiveness of the content in driving traffic and engagement through external links.



Instagram

- Followers: As of June 2023, the Instagram account has accumulated a total of 4.70k followers, representing our audience on this platform.
- Posts: During this period, a total of 5 posts were shared on the Instagram account, indicating a non-consistent level of content output to engage.
- Total Engagement: The total engagement on the Instagram account amounted to 149 interactions during this period, experiencing a decrease of 22% compared to the previous two months. This metric measures the overall level of interaction and interest from our followers.
- Interaction Rate: The interaction rate, which measures the percentage of followers who actively engage with our content, currently stands at 0.57%.
- Engagement Rate: The engagement rate by followers witnessed a decrease resulting in an engagement rate of 0.63%.
- Hashtag Use: Our use of hashtags on Instagram during this period was at a rate of 60%, indicating a proactive effort to maximize discoverability and reach by utilizing relevant and popular hashtags.



Twitter

- Followers: As of June 2023, the Twitter account has accumulated a total of 3.06k followers, representing our audience on this platform.
- Posts: During this period, no new posts were published on the Twitter account. The absence of new posts impacts engagement directly, but it presents an opportunity for strategic content planning and optimization.
- Mentions: The Twitter account received a total of 5 mentions during this period. Mentions indicate direct engagement, interactions, and discussions related to Story district.
- Potential Reach: The potential reach of the Twitter account reached 9.08k, representing the estimated number of Twitter users who could have been exposed to content through retweets, mentions, and followers.



YouTube

- Followers: As of June 2023, the YouTube channel has amassed a total of 13.5k followers, indicating a steady growth in our subscriber base.
- Posts: During this period, a total of 6 videos were uploaded to the YouTube channel, representing a 50% increase in content output compared to the previous two months. This increased frequency allows for more consistent engagement with our audience.
- Total Engagement: The total engagement on the YouTube channel reached 72 interactions during this period, marking a 46.9% increase compared to the previous two months.
- Engagement Rate: The engagement rate experienced a slight decrease of 2.04%, resulting in an engagement rate of 0.089%. This suggests a lower engagement level from the audience.
- Total Views: The total views on the YouTube channel reached 4.20k, demonstrating a significant increase of 29.2% compared to the previous two months. This metric indicates the number of times the videos have been watched.
- Engagement Rate by View: The engagement rate by view, which calculates the proportion of interactions relative to the total number of views, is at 1.72%.
- Interaction Rate: The interaction rate, measuring the percentage of viewers who actively engage with the videos, currently stands at 0.056%. This metric helps us understand the proportion of the audience that actively interacts with the content.
- Hashtag Use: During this period, no hashtags were utilized in the YouTube page. Incorporating relevant hashtags can enhance discoverability and reach on the platform.



This section provides an assessment of Story District's current website performance, covering the period from March 2023 to June 2023.

Website Data

- Total Visits: The website received a total of 33,841 visits during this period. It experienced a significant decline of 50.93% in visitation compared to the previous month, indicating a drop in overall traffic.
- Traffic Share by Device: 11.12% of the traffic came from desktop devices. The majority of the traffic, accounting for 88.88%, originated from mobile web devices, indicating the importance of optimizing the website for mobile users.
- Unique Visitors: On average, the website attracted around 5,000 unique visitors per month.
- Average Visit Duration: The average visit duration was recorded as 3 minutes and 20 seconds, slightly higher than the industry average of 2-3 minutes. However, it has been steadily decreasing, indicating a potential need to enhance user engagement and website content.
- Pages per Visit: Users, on average, viewed 3 pages per visit. However, this metric has been steadily decreasing over time, suggesting the need to improve website navigation and encourage exploration of additional pages.
- Bounce Rate: The bounce rate, measuring the percentage of visitors who leave the website after viewing only one page, was recorded at 51.7%. Although lower than the industry average of 56.04%, it has been steadily increasing. Reducing the bounce rate can improve user engagement and encourage further interaction with the website.



- Search Traffic by Engines: Google accounted for the majority of search traffic, with a share of 98.47%. Brave, a privacy-oriented browser, contributed to 1.53% of the search traffic.
- Channels Overview: The largest source of traffic was paid search, accounting for 62.83% of website visits. Direct traffic represented 19.53% of website visits, indicating users accessing the website directly by typing the URL. Organic search accounted for 9.42% of website visits, indicating the effectiveness of search engine optimization efforts. Referral traffic constituted 6.44% of website visits, indicating visitors arriving from other websites. Social media channels contributed to 1.61% of website visits. Lastly, display ads generated 0.17% of website visits.
- Search Branded Traffic: Branded searches accounted for 28.42% of search traffic, indicating users specifically searching for the Story District brand. Non-branded searches represented 71.58% of search traffic, indicating users searching for general industry or topic-related keywords.
- Desktop PPC Spend: The average monthly spend on desktop pay-per-click (PPC) advertising was recorded as \$637.

Website Performance

- Page Size: The average page size of the website is 2.6MB. It is recommended to optimize page sizes to improve loading speed and overall user experience. Remove any unnecessary images or elements that contribute to large page sizes.



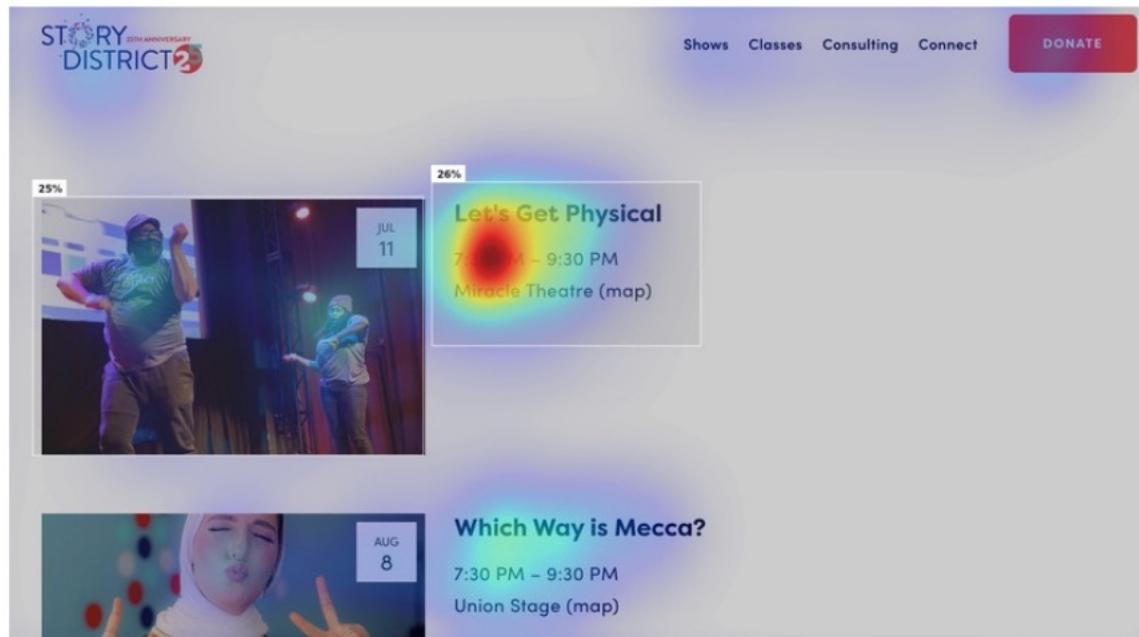
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- Page Requests (HTTP): The website generates 62 HTTP requests. Reducing the number of requests can enhance page loading speed and performance. Review and minimize unnecessary requests, such as removing redundant or unused images.
- The average page speed is 2.13 seconds for the main pages, which is considered acceptable. However, the longest-loading page takes 8.7 seconds to load, indicating room for improvement. Compress images and videos to reduce file sizes and optimize page speed. This can be achieved by utilizing efficient compression techniques without compromising quality.
- JavaScript Libraries: Outdated JavaScript libraries pose security risks. It is crucial to use the latest versions of each library and regularly update them to ensure website security. Contact the web host to ensure JavaScript is minified and consider removing or updating JavaScript libraries with security patches.
- Low Word Count: 12 pages on the website have low word count, which can negatively impact search engine optimization efforts. Increasing the content length on these pages is recommended.
- Duplicate Meta Descriptions: 6 pages have duplicate meta descriptions, which can confuse search engines and affect SEO. Each page should have unique and relevant meta descriptions.
- Duplicate <Title> Tags: 6 pages have duplicate <title> tags, which can lead to indexing and ranking issues. Each page should have a unique and descriptive title tag.
- Missing H1 Heading: 10 pages do not have an H1 heading, which is important for search engine optimization and providing structure to the page.



User Behavior

Understanding user behavior is a critical aspect of optimizing website performance and user experience. One effective method for analyzing user behavior is through the use of heatmaps. Heatmaps provide visual representations of user interactions on a webpage, allowing us to gain valuable insights into how users engage with different elements and areas of the site.



[\[See mobile heatmaps here\]](#)

[\[See desktop heatmaps here\]](#)



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Top Landing Pages

This section provides an assessment of Story District's top landing pages based on the data from May 2023 to June 2023. The analysis focuses on desktop and mobile web traffic shares for each landing page, indicating the most popular entry points for website visitors.

Desktop:

- /classes: This landing page accounts for the majority of desktop traffic share at 68.97%. It suggests that visitors are primarily interested in accessing information related to classes offered by Story District.
- /"event": The "event" landing page captures 15.41% of desktop traffic share. It is a combination of all landing pages related to events. This indicates that a significant portion of visitors are directed to these pages for event-related information or registrations.
- /Storytelling-101-virtual: With a traffic share of 2.08%, this landing page attracts a smaller portion of desktop visitors. It is specifically related to the virtual offering of the Storytelling 101 course.
- Main: The main page accounts for only 1.49% of desktop traffic share. This suggests that a smaller percentage of visitors access the website directly without navigating through specific landing pages.

Mobile Web:

- /"event": The "event" landing page dominates mobile web traffic share with an overwhelming 98.35%. This indicates that the majority of mobile users access the website specifically for event-related information or registration.
- Main: The main page represents 1.20% of mobile web traffic share. Similar to the desktop data, it suggests that a smaller percentage of mobile users access the website directly without navigating through specific landing pages.



Main Recommendations

It is evident that the website has experienced a decline in overall traffic during the analyzed period. User engagement metrics, such as average visit duration and pages per visit, have been steadily decreasing. Additionally, the increasing bounce rate indicates a need for improved user experience and website content. Efforts should be focused on optimizing the website for mobile users, as the majority of traffic originates from mobile devices. Strategies should be implemented to enhance user engagement, improve website navigation, and reduce the bounce rate. We recommend Story District focuses on implementing the following actions to improve website performance:

- Enhance mobile optimization to provide a seamless browsing experience for mobile users.
- Develop engaging and informative website content to increase average visit duration and pages per visit.
- Improve website navigation and user interface to reduce the bounce rate and encourage exploration of multiple pages.
- Explore opportunities in organic search and referrals to diversify traffic sources and reduce reliance on paid search.
- Strengthen search engine optimization strategies to capture a larger share of non-branded search traffic.
- Continuously monitor and optimize desktop PPC spend to ensure cost-effectiveness and maximize return on investment.
- Address these SEO issues by increasing word count, ensuring unique meta descriptions and title tags, unblocking pages from search engines when appropriate, and adding H1 headings to relevant pages.
- Focus on optimizing the landing pages previously mentioned, ensuring they provide clear and compelling information about classes and events.
- Efforts should be made to enhance the overall user experience of the main landing page to effectively capture direct traffic.



This competitive analysis aims to provide insights into the positioning and performance of Story District Inc. in comparison to its competitors in the storytelling industry. The analysis will be based on key factors such as location, assets, revenue, target audience, and online presence. By understanding the competitive landscape, Story District Inc. can identify strengths, weaknesses, and potential areas for improvement to enhance its market position.

Competitor Overview

- Storytellers Project (Storytellers Brand Studio): Registered in Arizona, this competitor operates in 17 locations and boasts extended corporate experience. While revenue and asset information is undisclosed, the company is owned by USA Today, positioning itself as a strong player in the industry. Moreover, it caters to both B2C with the Project and B2B markets with the Studio. The potential weekly number of impressions for this brand is 2.7M.
- StoryCenter: Based in California, StoryCenter focuses on online events and runs a popular podcast called "The Shortest Distance." With substantial assets amounting to \$606,929.00 and revenue amounting to \$874,415.00, it engages both B2C and B2B markets effectively. All storytelling has a mission-focused purpose. Additionally, the potential weekly number of impressions for this brand is 89K.

[See provided
spreadsheet for
reference]



- StoryMatters LLC: This competitor, located in Connecticut, primarily serves B2B clients, leveraging the brand name of Bridget K. Brown – well-known in the storytelling world. Although asset and revenue information is undisclosed, StoryMatters LLC targets similar audience segments as Story District. The potential weekly number of impressions for this brand is only 36K since client acquisition is done mostly through consulting firms.
- Northeast Storytelling Inc: Operating in Maine, this competitor follows a membership-based model and offers a diverse range of events. With assets amounting to \$99,082.00 and revenue amounting to \$31,479.00, it engages only in B2C markets. It is mostly known for its yearly global wide online event.
- National Storytelling Membership Association (National Storytelling Network): Based in Missouri, this competitor operates on a membership-based model and has a national reach. With assets amounting to \$154,499.00 and revenue amounting to \$204,868.00, it engages only in B2C markets. Their main offer is events that are shared in a community calendar, which can include events from other non-profit organizations. The potential weekly number of impressions for this brand is only 1.8K.
- Story Collider: With a focus on science storytelling, Story Collider is registered in New York but operates 12 locations. They also run a successful podcast under the same name. With assets amounting to \$515,725.00 and revenue amounting to \$292,164.00, it operates in both B2C and B2B markets, however, it has limited corporate experience. The potential weekly number of impressions for this brand is 406K.

[See provided spreadsheet for reference]



- The Moth: Located in New York, The Moth stands out with significant assets amounting to \$12,362,100.00 and revenue amounting to \$12,256,751.00. It operates in over 50 locations, hosts events as their main offer, and runs a popular podcast. The Moth has extensive corporate experience and targets both B2C and B2B markets. The potential weekly number of impressions for this brand is 1.1B.
- The Story Studio: Also based in New York, The Story Studio primarily offers workshops and has extended corporate experience. Specific financial information is not disclosed, but it caters to both B2C and B2B markets. The potential weekly number of impressions for this brand is 8.6M.
- Speak Up Storytelling: This competitor, focused on B2B clients, is represented by Matthew Dicks in New York. Although financial information is undisclosed, Speak Up Storytelling also operates through its podcast "Speak Up Storytelling."
- National Storytelling Association (International Storytelling Center): Based in Tennessee, this competitor offers a festival as its main offer and has an extensive range of story topics. With substantial assets amounting to \$1,305,721.00 and revenue amounting to \$1,394,176.00, it caters only to the B2C market. The potential weekly number of impressions for this brand is 1.1B.
- This Is My Brave Inc: Located in Virginia, this competitor focuses on mental health stories. With substantial assets amounting to \$426,770.00 and revenue amounting to \$592,421.00, it caters only to the B2C market. The potential weekly number of impressions for this brand is 5K.

[See provided
spreadsheet for
reference]



Competitive Strengths and Weaknesses

- Story District stands out with its diverse social media presence and a well-established recurring event. However, compared to competitors, it could improve its reach and engagement metrics on all social media. Story District has extended corporate experience working with various industries and organizations, including healthcare, legal, development, government, environmental, and architecture. The company should also consider increasing its investment in public relations to enhance brand awareness and reputation.

Opportunities and Threats

- Leverage the podcast to boost brand visibility and attract a wider audience. Explore partnerships with companies and organizations to expand consultancy services. Capitalize on the local market in DC, Maryland, and Virginia by strengthening community connections.
- Intense competition in the storytelling industry may make it challenging to differentiate from competitors. Changing market trends and audience preferences require constant adaptation and innovation. Economic fluctuations could impact the willingness of individuals and businesses to invest in storytelling classes and events.



Profile Picture & Cover Photo

- Replace the current profile picture and cover photo with a high-quality logo and high-quality event photo that showcases the excitement and energy of Story District's live storytelling events.

About Section

- Craft a concise and compelling description of Story District's mission, emphasizing its expertise in live storytelling events, classes, and consultancy services.
- Utilize the "Additional Information" section to expand on the specific offerings.

Open Graph tags

- Open Graph tags provide specific metadata that Facebook uses to generate a preview of the shared content, including the title, description, and thumbnail image. Make sure to edit the OGP tags to enhance the visibility of the shared content on Facebook.
- When the shared content appears visually appealing and provides an accurate description, it increases the likelihood of users clicking on the post to explore the full content. This can lead to higher click-through rates, increased website traffic, and engagement with Story District.



Price Range

- Given that pricing is not a competitive advantage of Story District, it is recommended that Story District removes “price range” from the Facebook page.
- Instead of focusing solely on pricing, Story District can emphasize the unique storytelling experiences, the quality of performances, the expertise of instructors, and the overall value that attendees gain from participating in events or classes. This shift in focus can help potential attendees see the offerings in terms of the experiences and benefits they provide, rather than solely as a monetary transaction.
- It will encourage potential attendees to inquire directly or visit the website for detailed pricing information. This can lead to increased engagement, as interested individuals may be more likely to reach out, ask questions, or explore the website to gather more information. This engagement can provide opportunities for Story District to build relationships, address concerns, and convert interested individuals into attendees.
- The price can be perceived as low by part of the audience which could indicate lower quality to them, while, to others, it can be perceived as high causing avoidance by that part of the audience.



Call-To-Action

- A CTA button provides a clear and visible way for visitors to take action on the Facebook page. It streamlines the user experience by guiding visitors towards a specific action, such as booking tickets, registering for events, or exploring class offerings.
- With a mobile-optimized CTA button, Story District can cater to the growing number of users accessing Facebook via mobile devices. By providing a convenient and prominent CTA button, it becomes easier for mobile users to take action without the need for extensive scrolling or searching.

Facebook Insights

- Facebook Insights allows Story District to track the amount of traffic driven to its website from Facebook. This data helps evaluate the effectiveness of Facebook as a referral source and provides insights into the audience's interest in learning more about Story District's offerings.

[\[Find Facebook templates here\]](#)



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Groups

Join relevant storytelling groups and communities on Facebook to share valuable resources, storytelling tips, and relevant articles. This establishes Story District as a trusted source of information and fosters collaboration within the storytelling community.

- Storytelling Workshops (675)
- Storyworthy: Storytelling for Business and Professionals (1534)
- Storytelling Bulletin Board (1992)
- Storytelling for Fun (987)
- Virtual Storytelling Shows (1095)

Cross-Promotion

- Collaborate with other storytelling organizations, artists, or influencers by cross promoting their content or events. This mutually beneficial strategy helps expand the reach of Story District's Facebook page and encourages reciprocity.

Community Sentiment

- Monitor, measure, and analyze community sentiment by tracking feedback, reviews, and comments on the Facebook page. Adjust community management strategies based on audience reactions and sentiment to maintain a positive online reputation.



Profile Picture & Banner Image

- Replace the current profile picture with a high-quality logo.
- Utilize a visually appealing banner image that reflects the essence of storytelling and Story District's unique offerings. Consider using high-quality images from past consultancy services.
- The current banner image can be added to the tagline.

Company Description

- Craft a compelling company description that highlights Story District's mission, storytelling expertise, and the value it provides to business clients.
- The focus should not be the live performances and classes, but the consultancy services provided to corporations.

LinkedIn Analytics

- Utilize LinkedIn's analytics tools to monitor the performance of the Story District's profile. Pay attention to metrics such as post engagement, follower growth, and content reach to assess the effectiveness of the content strategy and make data-driven optimizations.
- Set a goal for Story District's Page posts to reach the targeted audience organically. Select a region, language, company size, or industry, among other targeting options, and LinkedIn will direct our content to the appropriate people.



Headline

- Craft a compelling and concise headline that highlights Amy's expertise, role, and the value she brings to Story District.
- Incorporate relevant keywords to optimize visibility in LinkedIn searches.

Endorsements

- Although Amy has worked with innumerable individuals and corporations, she has only one written endorsement.
- Encourage your network to share details on their experience working with Amy.

Content Creation

- Amy should regularly share original content on LinkedIn, such as articles, blog posts, or insights related to storytelling, leadership, or industry trends. This helps establish Amy as a thought leader and generates engagement with the LinkedIn community.

Engage in Discussions

- Actively participate in industry-related discussions, comment on relevant posts, and engage with connections to foster meaningful conversations and expand professional networks.
- It creates authority which helps in fostering public relations initiatives.



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About Section Description

"Amy Saidman is the driving force behind the growth of storytelling as a performance genre in the Washington, DC area. Under her leadership, Story District's audiences and programs have grown exponentially, from 1,200 to 12,000 people a year enjoying more than 25 live shows. She has also expanded the range of classes and trainings that Story District offers for individuals as well as corporate, government, and nonprofit entities.

Story District's growing client list includes the Sierra Club, Seabury Resources for Aging, University of Maryland School of Business, and the National Women's Law Center, National Public Radio, National Institutes of Health, Smithsonian Institution, Environmental Protection Agency, and the Inter-American Development Bank, and many more."

Title

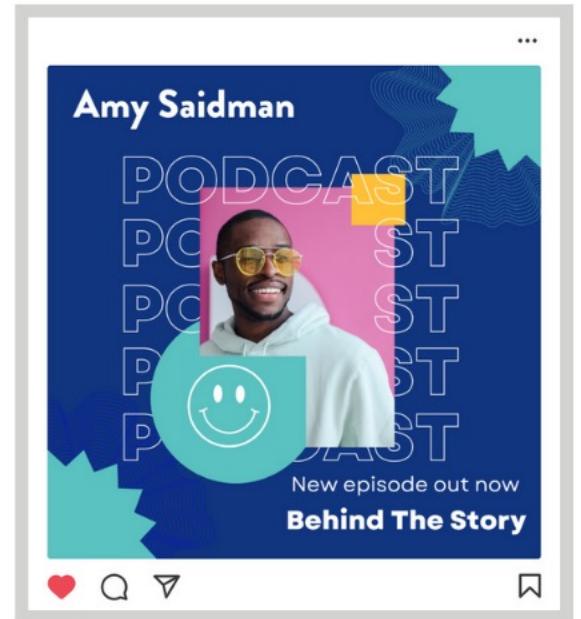
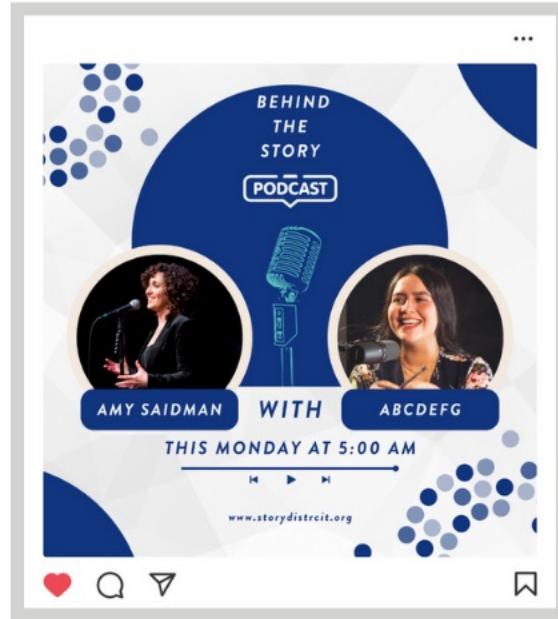
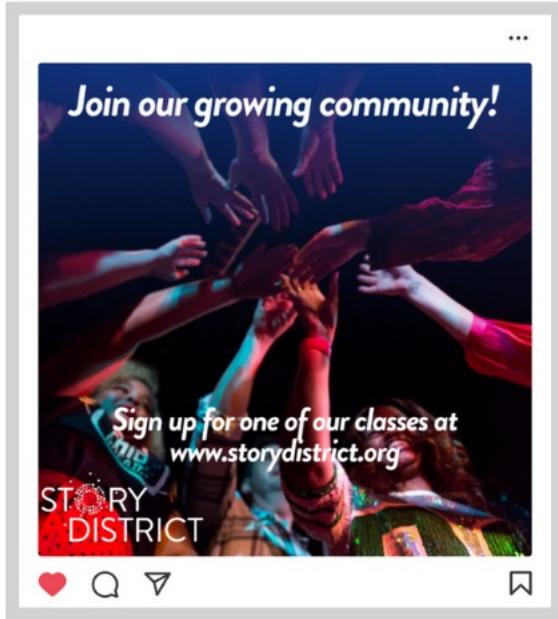
"Artistic Executive Director at Story District | Storytelling"

[\[Find LinkedIn templates here\]](#)



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Appendix | Strategic Marketing Playbook



[[Find Instagram templates here](#)]



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- Our goal is to enhance brand visibility and recognition among its target audience, increase followers, brand awareness, and followers' interactions. This can be done by creating engaging posts with relevant event details, dates. Using eye-catching visuals, compelling captions, and relevant hashtags can attract more attention to these events.
- Cross-platform Promotion: In order to attract more attention on Twitter, Story District can simultaneously publish event content and ticket information on other platforms such as Facebook, Instagram, and their official website. By cross-promoting across multiple platforms, Story District can reach a wider audience and generate more interest in their storytelling events. This can be done by sharing teasers, behind-the-scenes content, and compelling visuals on Twitter that direct followers to other platforms for detailed event information or ticket purchases.
- Linking Other Platforms: As a secondary promotional platform, Story District can enhance their Twitter profile by attaching links to other social media platforms such as Twitter and Instagram. This approach helps guide traffic and allows followers to access a variety of content across different channels. For example, including the Instagram handle in the Twitter bio or linking to specific Instagram posts that showcase memorable storytelling moments can encourage followers to explore Story District's content on different platforms.
- Hashtag Strategy: Develop a strategic hashtag strategy to increase the visibility and discoverability of Story District's content on Twitter. Research popular hashtags in the storytelling or performance arts industry, as well as trending hashtags related to relevant topics or events. Incorporate these hashtags into tweets and use them consistently to increase the chances of being discovered by Twitter users who are interested in similar content.



- Engage with Influencers and Community: Actively engage with influencers, industry experts, and relevant communities on Twitter. Follow and interact with influencers who are associated with storytelling, performance arts, or related fields. Retweet their content, reply to their tweets, and participate in conversations to establish connections and gain visibility within these communities. This engagement can attract their followers' attention and potentially expand Story District's own follower base.
- Live Tweeting Events: During Story District's live performances or events, engage followers by live-tweeting highlights, key moments, or memorable quotes. This real-time engagement creates excitement and allows followers who are unable to attend the event in person to feel involved. Encourage followers to join the conversation using event-specific hashtags, fostering a sense of community and increasing overall engagement.
- Twitter Chats and Q&A Sessions: Host regular Twitter chats or Q&A sessions where followers can interact directly with storytellers, performers, or members of the Story District team. Choose relevant topics, announce the sessions in advance, and encourage followers to participate by asking questions or sharing their own experiences. This interactive approach helps strengthen the connection between Story District and its audience while also providing valuable insights and content for future promotion.
- Share more behind the scenes. This can provide followers with a glimpse behind the scenes of Story District's storytelling process, workshops, rehearsals, and rehearsals. This can collaborate with podcasts.

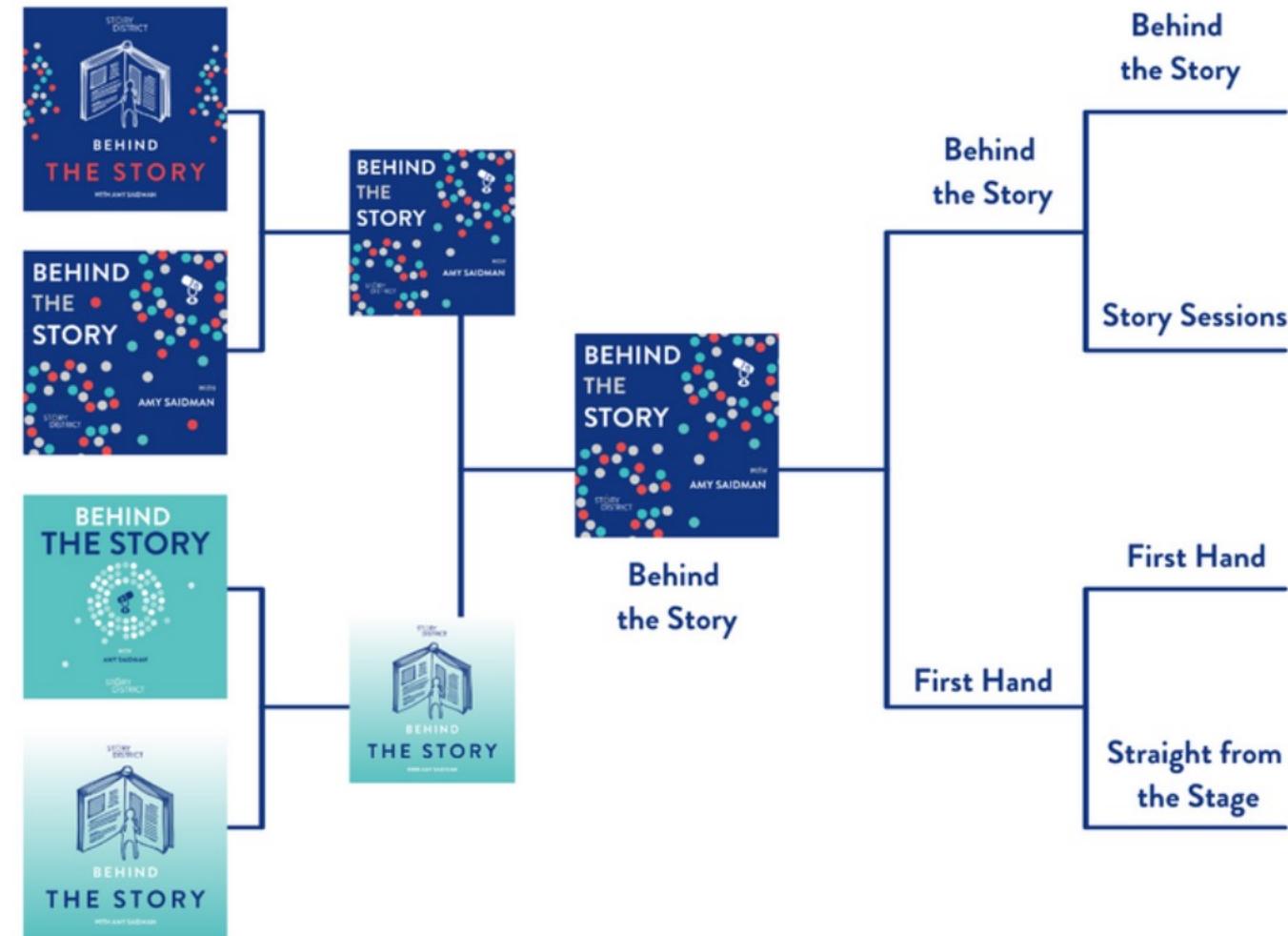


MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
8:00 AM 2:00 PM 7:00 PM	5:00 AM 8:00 AM 2:00 PM	5:00 AM 8:00 AM 9:00 AM 10:00 AM 2:00 PM	8:00 AM 10:00 AM 2:00 PM 5:00 PM	10:00 AM 2:00 PM 7:00 PM	8:00 AM 8:00 AM 2:00 PM
8:00 AM 7:00 PM	4:00 PM 9:00 PM	8:00 AM 9:00 AM 10:00 AM	8:00 AM 10:00 AM 4:00 PM 9:00 PM	10:00 AM 7:00 PM	8:00 AM 8:00 AM
8:00 AM 7:00 PM	5:00 AM 8:00 AM 2:00 PM	5:00 AM 8:00 AM 9:00 AM 10:00 AM	8:00 AM 10:00 AM 2:00 PM 5:00 PM	10:00 AM 7:00 PM	8:00 AM 8:00 AM
8:00 AM 7:00 PM	4:00 PM 9:00 PM	8:00 AM 9:00 AM 10:00 AM	8:00 AM 10:00 AM 4:00 PM 9:00 PM	10:00 AM 7:00 PM	8:00 AM 8:00 AM



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Rebrand Process



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Spotify + Apple Podcasts: About Section Copy

“Behind the Story, a podcast presented by Story District, brings you hilarious, heartfelt, and thought-provoking true stories told live on the Story District stage. Host Amy Saidman goes behind the scenes with storytellers to get the story Behind the Story, and hear more about what it takes to be a great storyteller... [insert rest of existing credits]”

Spotify + Apple Podcasts: Intro Episode Copy

“Welcome to Behind the Story! In this first episode, get a sneak peek of what to expect from this new Story District podcast. We will introduce you to our host, Amy Saidman, as well as all of the incredible people that make this podcast possible. Tune into our upcoming episodes to hear true stories told live from the Story District stage in Washington, DC, followed by in-person interviews with storytellers where we dig deeper into the story Behind the Story. Do you want to know what it takes to tell a great story? Then keep listening.”



Timing Matters

The most popular day for Spotify Podcasts to be streamed is Wednesday, with 5 AM being the most successful upload time. Uploading episodes at the time increases the likelihood that your podcast will show at the top of listeners' feeds when they open Spotify. Additionally, 81% of podcast streams happen during the week, and 35% during commuting hours.¹ Story District's current audience is primarily working adults on the East coast between the ages of 30-40. Many of them may prefer to stream the podcast during their commute. Considering this information, we recommend that each episode of Behind the Story be uploaded on Wednesday at 5 am EST. This updated upload time, coupled with the suggested episode length will enable listeners to incorporate the podcast into any part of their day, even if it starts with a 6AM commute.

Upload Regularly

We also suggest that episodes be uploaded at this time every other week (2x/month). The majority of Spotify podcasts upload every 8-14 days (40%), so posting episodes every two weeks will be both the most manageable schedule for Story District, and the most popular schedule for listeners.² This will also ensure new content is consistently delivered to the audience to maintain interest and loyalty.

¹ Source: Spotify, 2020, "Podcasts and the Attention Sweet Spot"

² Source: Buzzsprout, 2023, "Podcast Statistics and Data [March 2023]"



Consistency within the length and format of the podcast is essential.

Listeners want to know how much time the episode will take up often so that they can listen while commuting, cleaning, or completing other tasks. Listeners also want to know what components will happen during the episode and when, so they can easily skip to their favorite parts. According to a 2023 study from Riverside, 55% of podcasts are over 30 minutes long, and the most popular entertainment and storytelling episodes between 30 to 50 minutes.¹

A two story podcast is most optimal.

We suggest that Behind the Story formats new episodes to 45 minutes, including either one longer story and extended interview, or optimally, two short stories with similar topics accompanied by interviews with the storytellers (once a format is chosen it should stay consistent). This will give the listener the opportunity to gain more from the episode, give Story District more content to utilize on Youtube and social media, and give storytellers more time to fully communicate their message or interact with a Spotify Q+A.

¹ Source: Riverside, 2023, "How Long Should a Podcast Be? - Ideal Podcast Length for 2023"



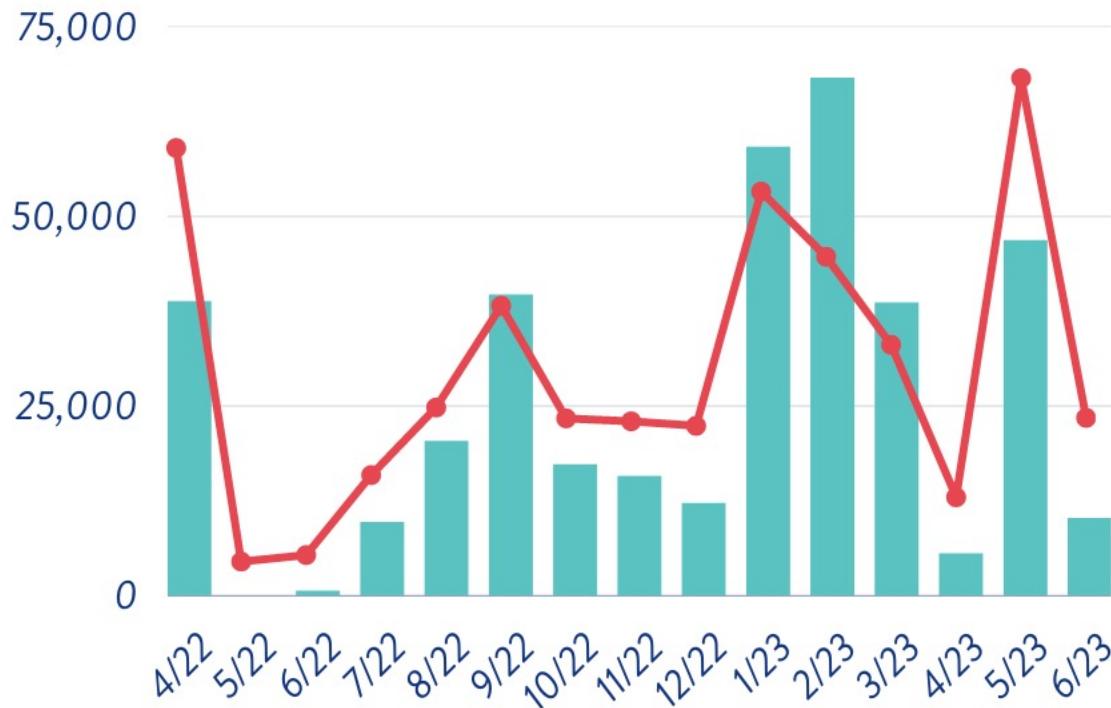
This section presents the analysis of Story District's main keyword, "storytelling," using data from Google.com, focusing on the Washington DC area in the United States and in English language (EN). The analysis includes an examination of the top 98 ranked pages for this keyword, with the objective of assessing Story District's visibility and competitiveness within the search results. It was determined that the company's website did not appear in the top 98 search results for the keyword "storytelling." However, 16 of its direct and indirect competitors were present in the search results, indicating their strong online presence and potential competition in the storytelling domain.

Recommendations

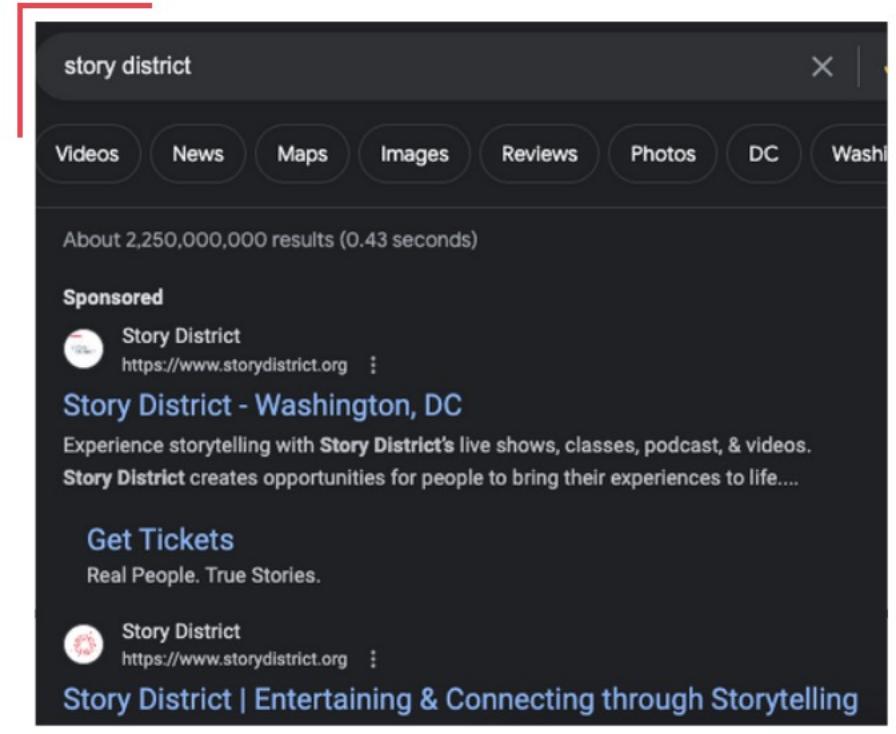
- Improve On-Page Optimization: Enhance the website's content and meta tags to specifically target the keyword "storytelling." This includes incorporating the keyword into page titles, headings, meta descriptions, and relevant content.
- Backlink Acquisition: Establish relationships with influential websites, bloggers, and online publications in the storytelling industry to acquire quality backlinks. These backlinks will not only enhance the website's authority but also improve its visibility in search engine rankings. [See Public Relations section for more]
- Social Media Engagement: Leverage social media platforms to share compelling storytelling-related content, engage with the target audience, and build brand awareness. This can help drive traffic to the website and improve search engine rankings. [See Platform-Specific Strategies & Best Practices section for more]
- A compiled list of potential organic and paid search keywords can be found on the provided spreadsheet.

[See provided
spreadsheet for
reference]





🔍 36% of impressions are from non unique users

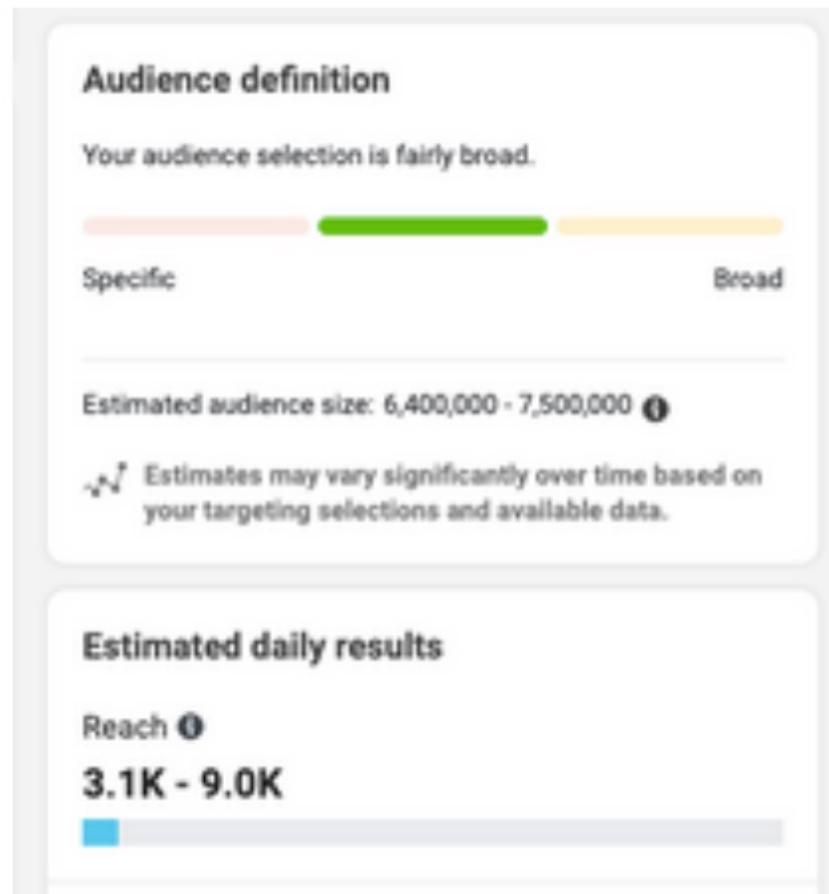


🔍 14 of 30 "paid keywords" rank organically



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Social Boosting



Interests > Hobbies and activities > Politics and social issues (politics)

Charity and causes (social causes)

Volunteering (social causes)

Interests > Business and industry

Advertising (marketing)

Interests > Entertainment (leisure) > Live events (entertainment)

Bars (bars, clubs & nightlife)

Nightclubs (bars, clubs & nightlife)

Theatre (performing arts)

Interests > Family and relationships

Family (social concept)

Friendship (relationships)

Interests > Hobbies and activities > Arts and music (art)

Performing arts (performing arts)

Writing (communication)



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Spotify Ads

Interests (7)

Reach people based on their podcast and playlist preferences, as well as listening habits.

Select all | Clear all

- Books
- Comedy
- Cooking
- DIY Hobbies & Crafts
- Fitness
- Health & Lifestyle
- In-Car Listening
- News
- Partying
- Running
- Sports & Recreation
- TV & Film
- Theater

- Business
- Commuting
- Culture & Society
- Education
- Gaming
- History
- Love & Dating
- Parenting
- Podcasts ⓘ
- Science & Medicine
- Studying or Focusing
- Tech
- Travel

Recommendations

Bid cap

Based on similar audiences in the last 7 days, we recommend a bid cap of **\$10.80 - \$13.20 CPM**

Budget delivery likelihood

ⓘ It seems likely you'll spend most of the budget

Estimated results

Based on your budget of \$500 over 30 days and your bid cap

Impressions ⓘ

48.2K - 89.6K

Reach ⓘ

48.0K - 89.2K

Frequency ⓘ

1.0 - 1.9



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Appendix | Strategic Marketing Playbook

Analytics & Measurement



Content Creation & Strategy

 Creating and editing posts

 Advanced design editing and photo editing

 Social media management and strategy

 Podcast recording, editing, and repurposing

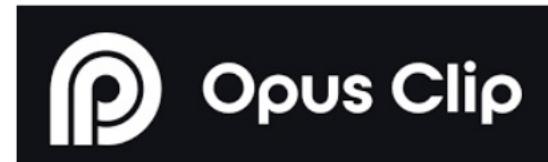
 Long form video repurposing

 Canva

 Adobe

 Later

 RIVERSIDE

 Opus Clip



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Media Landscape

In this section, we provide an assessment of Story District's current top 60 backlinks driving the audience to Facebook, Instagram, Twitter, and YouTube, covering the period from May 2016 to June 2023. These were chosen based on page authority, domain authority, and spam score. The following data highlights key numbers regarding the used anchor text, the broad interpretation of the anchor texts, and the context of the publication.

- 40.35% of the backlinks analyzed have "Story District" as the anchor text to our social media pages.
- 66.67% of the backlinks analyzed have the anchor text directly related to the brand name.
- 17.54% of the backlinks analyzed have the anchor text directly related to an event name.
- 15.79% of the backlinks analyzed have the anchor text as a CTA.
- 29.82 % of the backlinks analyzed have a specific Story District event as the context of the publication.
- 19.30% of the backlinks analyzed have Story District's overall brand as the context of the publication.
- 17.54% of the backlinks analyzed have Story District's podcast as the context of the publication.
- 17.54% of the backlinks analyzed have broad event searches as the context of the publication.
- 8.77% of the backlinks analyzed have broad organization directories as the context of the publication.
- 5.26% of the backlinks analyzed have the CEO Amy Saidman as the context of the publication.
- 1.75% of the backlinks analyzed have Story District's YouTube channel as the context of the publication.

[See provided
spreadsheet for
reference]



Opportunities

After analyzing the previously mentioned competitors' and Story District's press releases, publications, and other mediums, we selected 20 media outlets to assist in expanding brand awareness to increase our audience.

- Newspapers: The Boston Globe, The New York Times, The Washington Post
- Magazines: Ms. Magazine, Poets & Writers, Smithsonian
- Online publications: Code Switch, Medium, Planet Circulate
- Radio stations: NPR, KGNU
- Television stations: NBC Washington
- Digital media outlets: DC Theater Arts, Dcist, Galaxy Concerns, Illuminati Press, MD Theater Guide, Training Magazine, Wabe
- Local news outlets: Washington Blade, Washington City Paper, Washingtonian

[See provided
spreadsheet for
reference]





Contact Us!



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