

StoryHub

Telling your unique story

This document breaks down the components behind The SourceCode StoryHub. Work through each section as you build out your brands' stories and campaigns. In some cases, you'll use every component. In others, you'll cherry pick, using them as a lens to examine what you've come up with. Be creative and use this document to guide your development.

Ready to tell your story?

[Contact us »](#)

Create a narrative structuring requires:

Tension

Grab the audience and pull them in.

- What 2 words describe your story?
- Highlight tension with Juxtaposition

Emotion

The more intense your emotion, the more memorable it will be.

- What's the main emotion you want your audience to feel?
- Do you have or need an emotional multiplier?

Soul

Increase loyalty by humanizing your story.

- What senses can you use?
- Be authentic and honest

Seven Basic Plots

Plot tells us what happens in your story. Start with these archetypes to help focus your story:

- 1 Overcome the Monster
- 2 Voyage and Return
- 3 The Quest
- 4 Rebirth
- 5 Rags to Riches
- 6 Tragedy
- 7 Comedy

PROVIDE:

Desire – Clearly and literally state "want" early gets your audience rooting for success

➔ Look at purpose, mission/manifesto

➔ Obstacles retain interest

Logline – Distill your story and write it as a 6 word elevator pitch

➔ Hook the reader

➔ Fill with tension and emotion

Structure

Plot is what happens, structure is how you tell it. Align the communication funnel using the narrative structure as a guide:

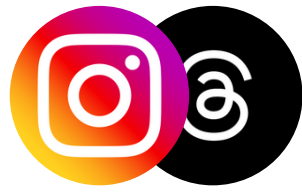
| | | | |
|-----------|---|--|--|
| NARRATIVE | Act One <ul style="list-style-type: none"> • Grabs attention • A problem arises • Desire stated • What's at stake? • What are we rooting for? | Act Two <ul style="list-style-type: none"> • Keep attention • Overcome hurdles • Mid-point twist • Low point / bleak | Act Three <ul style="list-style-type: none"> • Satisfying and logical end • Success or not • How are they changed? • Final takeaway |
| | Awareness <ul style="list-style-type: none"> • This is what we do • Changing perception • Problem identified | Consideration <ul style="list-style-type: none"> • Evidence we're good at it • Convert into leads • Facilitates evaluation | Conversion <ul style="list-style-type: none"> • We should do it together • Learn more • Take action |
| | Content <ul style="list-style-type: none"> • Media hits • Influencer content • Owned content • Blog posts, infographics • Research studies, e-book • Hero content, microsite | Content <ul style="list-style-type: none"> • Social posts • Influencer demos & reviews • Owned content, testimonials • Case studies, podcasts • Downloads, quizzes • Webinars, events, videos | Content <ul style="list-style-type: none"> • Owned content • Gated content • Newsletters, how-to's • Surveys, events |
| FUNNEL | | | |
| OUTPUT | | | |

Channel selection

When you've determined your story, what you want your audience to do and the content you're going to produce, you need to think about distribution. Beyond earned and live activations, consider how your story will play out and which channels will drive the best distribution and engagement.



Facebook
Good for scale, immersive formats, targeting options



Instagram / Threads
Good for integration with Facebook (targeting and scale), high engagement



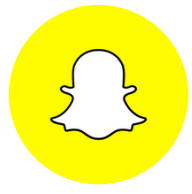
X
Good for real-time engagement, can be hostile to brands



LinkedIn
Good for business audience and organic reach - can be expensive



YouTube
Good for video and influencers reliant on subscribers or paid amplification



Snapchat
Home to the kids but largely a messaging platform



Pinterest
Re-emerging as a platform to watch, and reach consumers



Reddit
Communities for every topic imaginable - now a better place for brands



Slack
Great place to establish specialist groups that don't belong on Facebook or LinkedIn



TikTok
Up for a challenge? Brand opportunities are open only to the select few as at early 2020



WhatsApp / Messenger
Be aware of rather than include in your plans for domination

Pay-to-play

Since 2012, organic reach on social networks has been in decline. Social today is a **pay-to-play world** so if your social strategy doesn't include a paid component, you don't really have a social strategy. There are opportunities outside the major networks, too.

Tip: If you're looking for new opportunities, don't be afraid to think laterally and test a new channel - even some you might not consider to be social networks.