***Retail store: H&M***

***Message: Sustainability***

***READ: Chapter 5, Social Media for Fashion Marketing from*** Social Media for Fashion Marketing (*1sted.) Bloomsbury*

Digital story telling has become a vital tool for content marketing that allows brands to take consumers on a journey that relays insights and forge strong connections.

A story's structure the reader to *experience* the story through written or visual content thus generating suspense, curiosity, and intrigue.

*Story Telling in the Digital Landscape-- Create, Develop, Retain Connections.*

- Know the brand's audience; listen to the audience

- Develop the story board with a CLEAR message (beginning, middle, end)

- Connect with trigger points to the emotional bond of the audience

- Create an authentic narrative to personalize the story

- Connect through all touch points

- Create empowerment through inspiration and gain knowledge

- Promote shareability of user-generated content

- Drive engagement through the story

**ASSIGNMENT:**

BRAND STORY

* What is the current story of your brand?
* How will you steer, guide or further the brand MESSAGES to accomplish the anticipated change that you want to execute as the new digital media manager? In this case, Sustainability.