STRATEGIC STORY CYCLE
planning, production, distribution, evaluation

Planning:
- Mapping content needs
- Defining desired audiences, actions
- Considering resources, capacity, limitations

Production:
- Collecting assets
- Revising story formats
- Creating stories

Evaluation:
- Measuring call-to-action
- Choosing appropriate benchmarks, KPIs
- Closing the loop
- Growing the culture

Distribution:
- Making channel choices
- Integrating across platforms
- Considering presentation