

DIGITAL STORYTELLING (DST) STEP 5: PUBLICATION AND ENGAGEMENT

DST5-1: SCORING AND RANKING POTENTIAL CHANNELS

Phase 1) Read background information on how to reach audiences quickly and effectively

- As there are so many potential channels, it is important to choose them carefully to be able to reach and attract audiences for your digital storytelling content.
- One way to prioritize ideas is to score potential channels with the help of the so-called [BRASS model by Growth Tribe](#). The model helps you rank channels according to your target audience needs.
- To orient yourself, read more about how to reach audiences and gain exposure fast by visiting this [Grow with Ward blog on the growth hacking process by Growth Tribe](#).

Phase 2) Search for potential channels and rank them using the BRASS model

- **Step 1: BLINK** – Brainstorm **freely** about your audience's preferred channels, trust your instincts, be quick.
- **Step 2: RELEVANCE** – Determine what makes the selected channels relevant to your audience and suitable for your digital storytelling content: Why would target audiences use this channel to access your content?
- **Step 3: AVAILABILITY** – Determine how realistic it is for you to use this channel. Do you have the skills and resources required to use this channel?
- **Step 4: SCALABILITY** – Create your digital storytelling content in such a way that it is timeless, reusable, and scalable. Does this channel provide opportunities for content repetition and content variation?
- **Step 5: SCORE** – Calculate the score for each selected channel by grading Steps 1-4 (B, R, A, S) on the scale of 1 to 5. At the end, multiply the grades to get to your final score for the channel.
- **For example: B=3, R=4, A=5, S=3** results in **SCORE** (3 x 4 x 5 x 3) **180** (the highest score is 625)

Phase 3) Start experimenting with the highest ranking channel

- After analysing and scoring a few selected channels, you will see which ones rank at the top of your list. **Start experimenting with top channels.**
- Create attractive ways to promote links to your digital content through the most potential channels.
- Come up with a simple way to test the efficiency of your channel choices: determine a [SMART goal as explained by MindTools](#) for promoting your digital storytelling content and measure its success both quantitatively (e.g. [OMTM as described by Grow with Ward](#)) and qualitatively (e.g. interviews).

