



DIGITAL STORYTELLING (DST) STEP 5: PUBLICATION AND ENGAGEMENT

DST5-2: TRACKING SUCCESS WITH ONE METRIC AT A TIME

Phase 1) Identify key performance indicators for your DST project

- **Recall the key objectives of your digital story** – What do you want to achieve and how do you want your audience to react and respond?
- Familiarize yourself with the idea of One Metric That Matters (OMTM), coined by [Alistair Croll](#) (2013), by reading this [Grow with Ward blog article about the One Metric that Matters](#).
- **Determine what your most important metric is** in relation to your goals. Choose **just one metric** to get started and set a target, preferably using ratios or percentages. Try to avoid likes, views, and visits as your key metrics, as they are considered vanity metrics which do not necessarily translate into meaningful results. Your most important metric could be, for example, the percentage of viewers that opens your video and watches it through.
- Investigate your current results in the light of your selected metric. Then decide how you want your metric to develop and **set a realistic target**.
- **Decide by when** you plan to reach your target, for example in 2-4 months. Keep in mind that it takes time to gain visibility in digital environments.

Phase 2) Start experimenting with your digital content

- **After deciding your one key metric**, create content and links inviting people to visit your DST materials. With these, you must trigger the audience to act in line with your key metric.
- **Make your goal clear to yourself** by describing the actions you want your target audience to take step by step. For example, **list the concrete path and clicks** that you want your audience to go through. In an ideal case, your audience would not need more than two clicks to reach the goal that you are measuring.
- **Make sure that your content attracts attention** by stating already in the heading of your post why your target audience should be interested. You need to convince your audience in 5 seconds, so your key point must be clear right from the start.
- **When experimenting, monitor your developments continuously**: build on your successes and if something is not working for you, make changes to the content, channels, or timing of your posts.

Phase 3) Track and report your results

- Be systematic and **create a weekly timetable** for your experiments and for tracking your performance in the light of the one metric that you chose.
- **Review all the data and highlight important issues**, identifying trends and patterns in the data.
- **Make a visual representation of the performance of your key metric**. When you reach your target, decide if you want to raise it. If you are happy with it as it is, **choose your second key metric** and repeat.

