

A STORY-DRIVEN CONTENT STRATEGY

A framework & guide for how your ministry can turn a single participant's story into a month's worth of content.



Introduction

- Zachary Leighton
- Founder and Principal Creative



Origin



Gary Vaynerchuk
VaynerX



IJM
“End Slavery in Our Lifetime”

“Great stories told well can inspire action and mobilize the Church”

Why Does this all Matter?

“**ATTENTION** IS THE SINGULAR IMPORTANT ASSET FOR ANYBODY TRYING TO ACHIEVE ANYTHING ... TO CREATE ANYTHING.”

- GARY VEE -

Let's Break it Down

Inform, Educate, and **INSPIRE**

THERE'S A BETTER WAY TO TELL STORIES!

THE PROBLEM



You don't have the time to spend on marketing, creating videos, and engaging with audiences online.



You don't have the financial resources available to constantly and regularly be creating content for your current audience, let alone new audiences.



You don't have the experience or expertise in marketing and storytelling to market your ministry well. It's difficult, and ever changing. Most "marketers" don't even know what they're doing, how are you supposed to get by?

How can we provide **VALUE** to partners on a consistent basis without some sort of financial ask?

THE SOLUTION

THERE IS INTRINSIC **VALUE** IN CONNECTING SOMEONE
TO THE STORY OF A TRANSFORMED LIFE.

- David Sudarma -

THE SOLUTION

“OUR HEARTS DON’T RESPOND TO DATA AND STATISTICS.
STORIES HAVE THE POWER TO MAKE US FEEL.”

Scott Harrison - Charity Water

You are not the hero!

Your **PARTNER** and your **PARTICIPANT** are the hero and your ministry is the mentor guiding them along in their journey.

Storytelling

God loves stories, and there are stories of how He's at work in your ministry that can inspire action and mobilize the Church to invest prayerfully and financially in your ministry.

SOCIAL MEDIA





A STORY-DRIVEN CONTENT STRATEGY



A STORY-DRIVEN CONTENT STRATEGY



DOCUMENT PARTICIPANT STORY

DOCUMENT PARTICIPANT STORY

A single participant story captured and told in long form pieces of content (i.e. Video, Podcast, Digital Event or Digital Summit)

ALL CONTENT WILL BE DERIVED FROM YOUR
SINGLE **PARTICIPANT** STORY.

A STORY-DRIVEN CONTENT STRATEGY



DOCUMENT PILLAR CONTENT

REPURPOSE INTO MICRO CONTENT

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A single participant story captured and told in long form pieces of content (i.e. Video, Podcast, Digital Event or Digital Summit)

REPURPOSE INTO MICRO-CONTENT

Take small pieces of content from your long-form story content and repurpose into micro content promotional content (i.e. articles, memes, images, quotes, stories, clips, remixes, GIFs, etc.)

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DISTRIBUTE ACROSS SOCIAL MEDIA

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Distribute all content on the relevant social platforms your ministry uses.





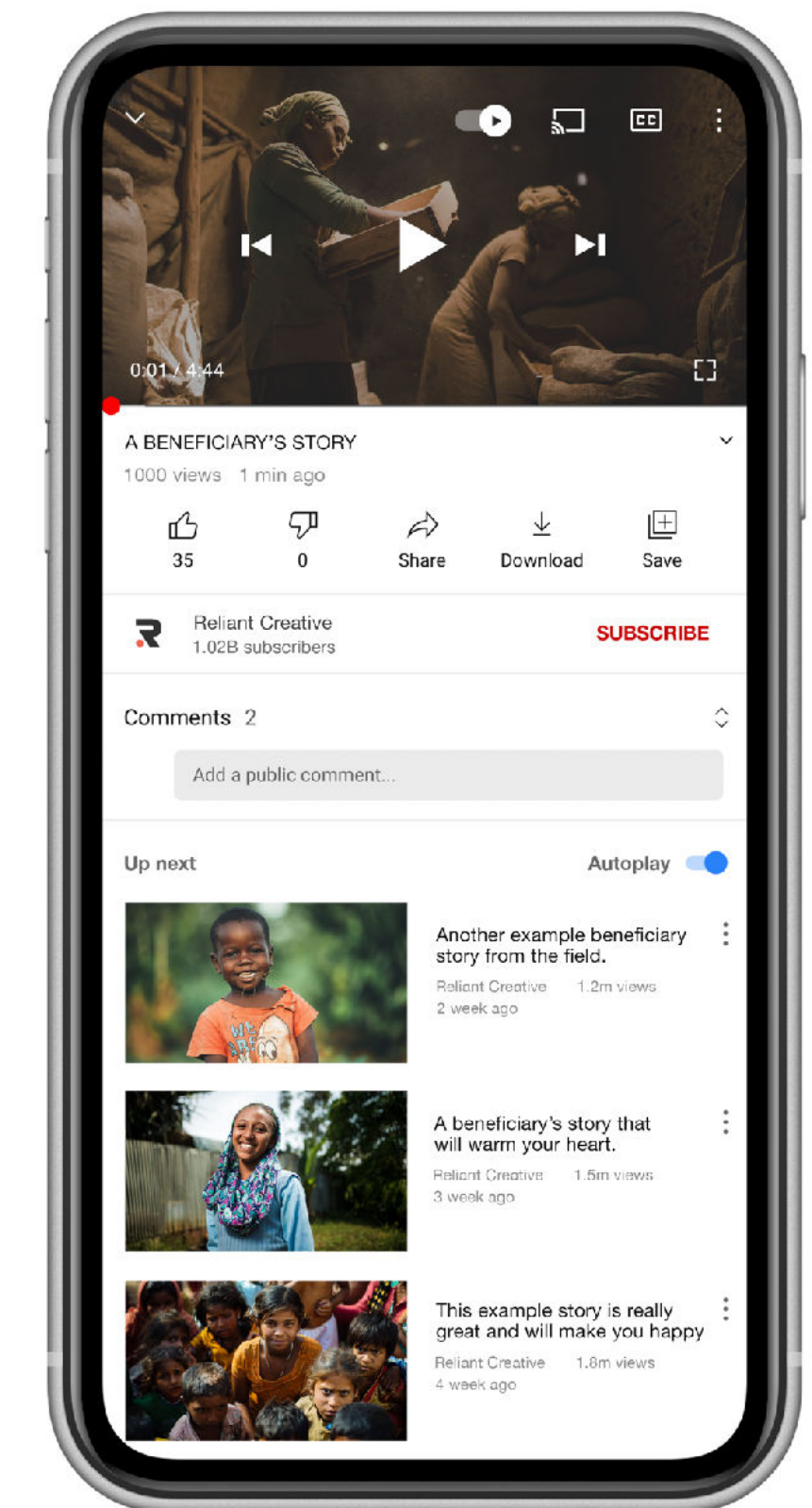
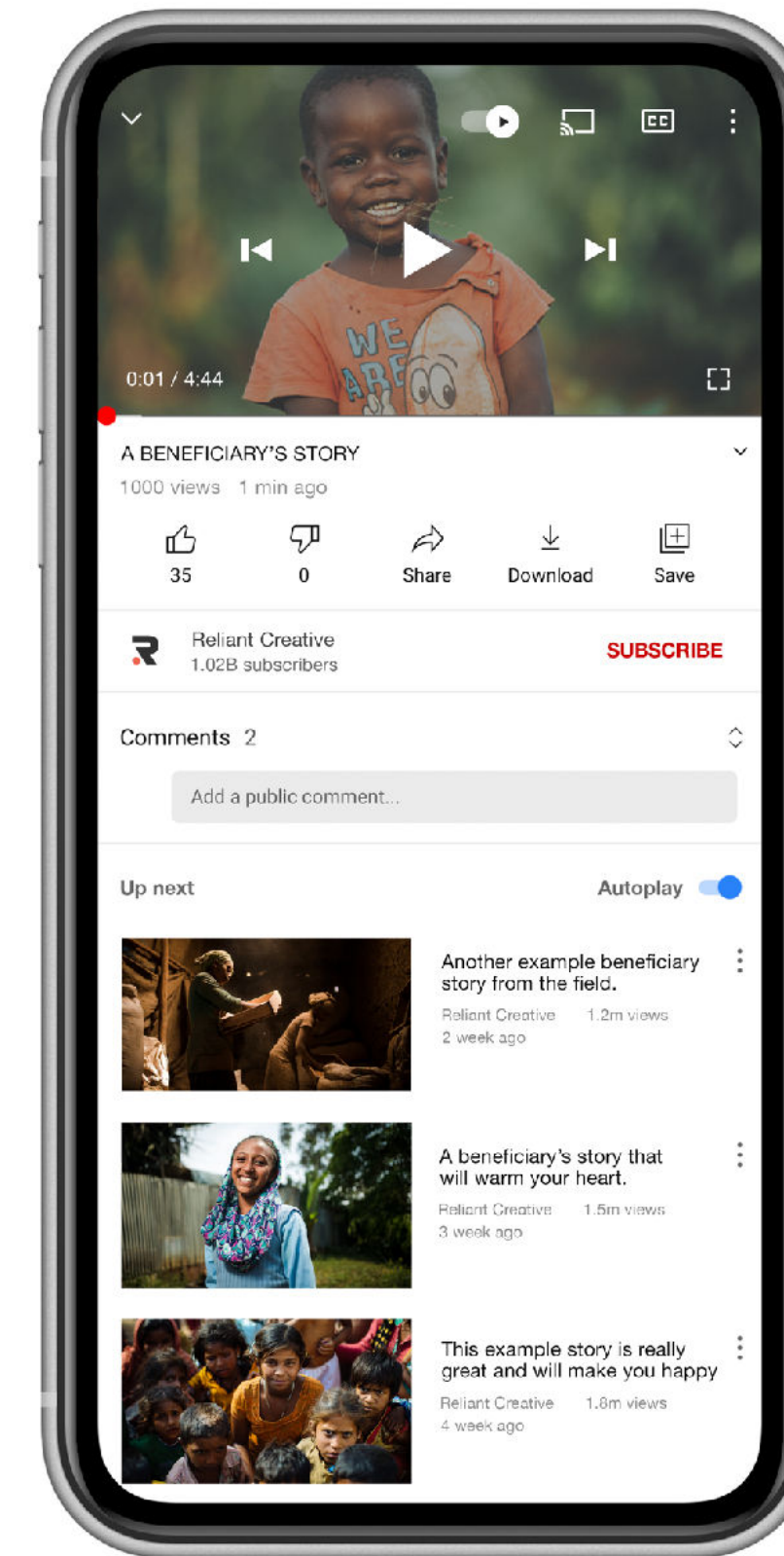
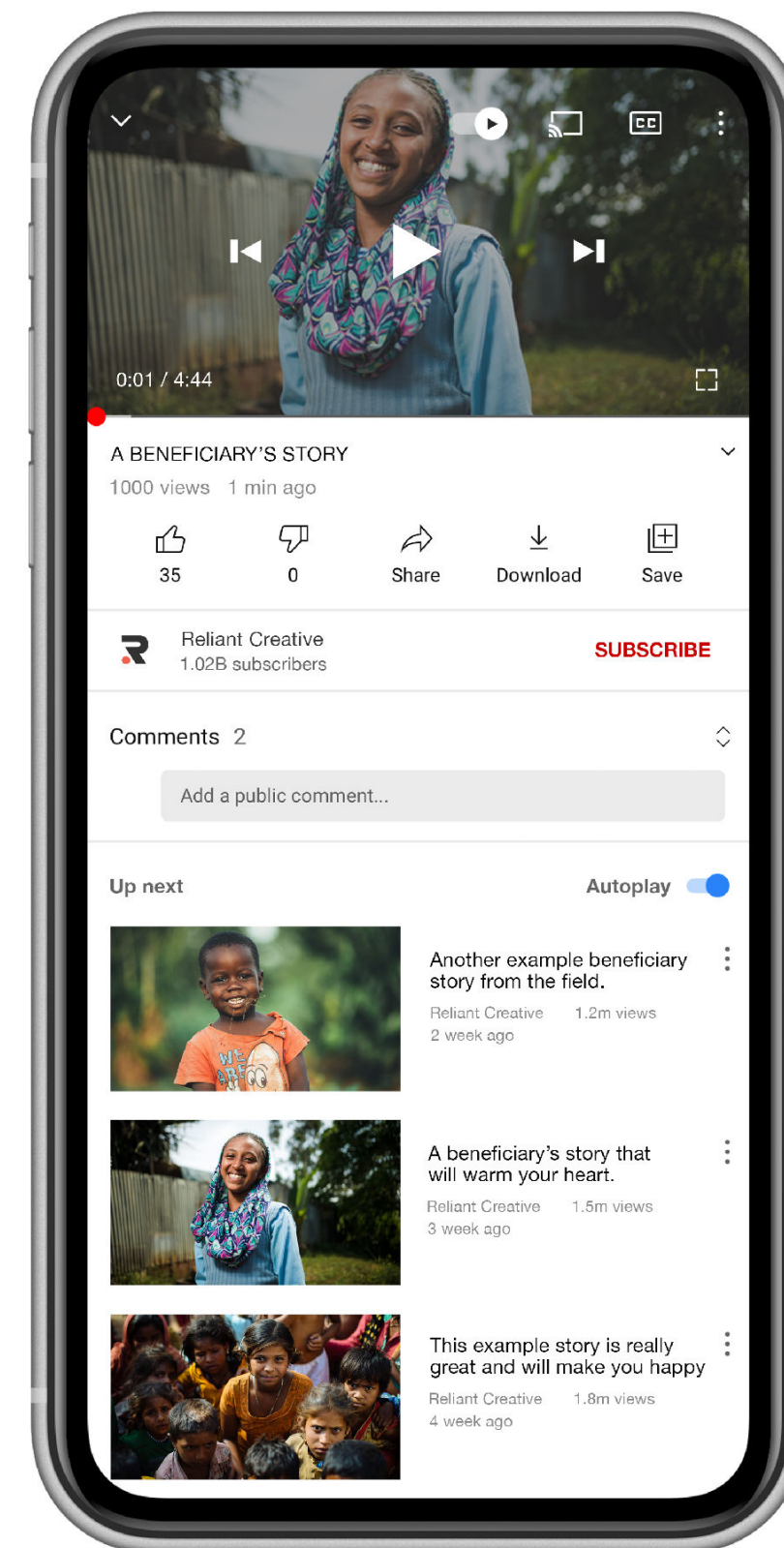
ESTABLISH THE PARTICIPANT'S STORY

Document ➤ Create ➤ Distribute ➤ Listen ➤ Create ➤ Distribute

1. ESTABLISH THE PARTICIPANT'S STORY

“Pillar Content Examples”

1. 2 or 3 part Video
2. 4 or 5 part Podcast
3. Keynotes, interviews, digital events or speaking events, seminars, etc.



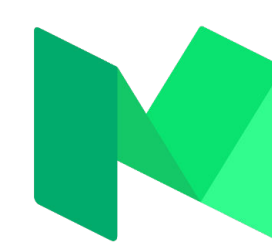
REPURPOSE & CREATE MICRO CONTENT

Document ➤ **Create** ➤ Distribute ➤ Listen ➤ Create ➤ Distribute

2. REPURPOSE & CREATE MICRO CONTENT

“MICRO-CONTENT IS SHORT-FORM PIECES OF CONTENT PULLED FROM YOUR PILLAR CONTENT.”

2. REPURPOSE & CREATE MICRO CONTENT

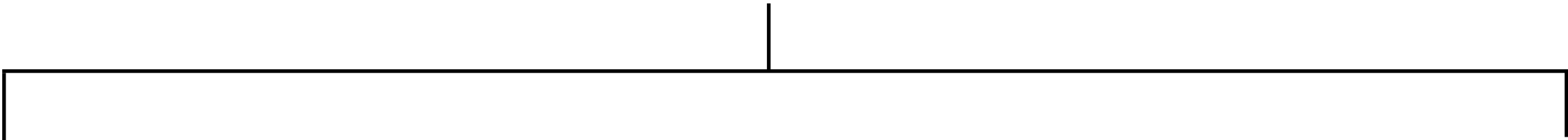
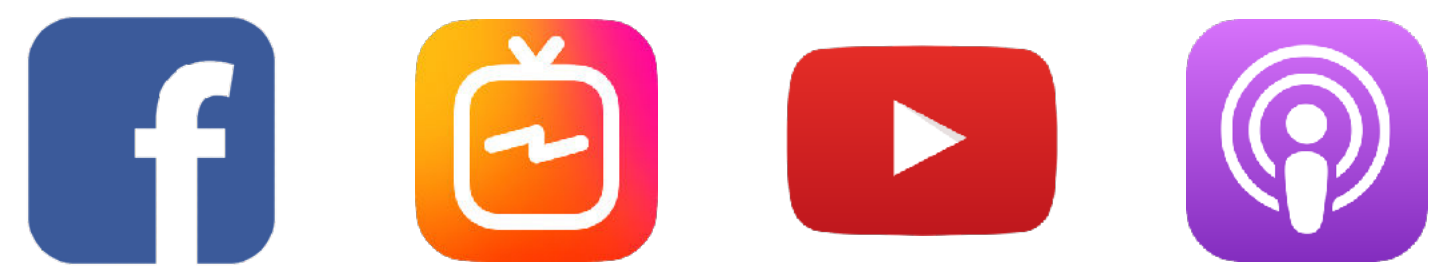


DISTRIBUTE PILLAR & MICRO CONTENT

Document ➤ Create ➤ **Distribute** ➤ Listen ➤ Create ➤ Distribute

3. DISTRIBUTE PILLAR & MICRO CONTENT

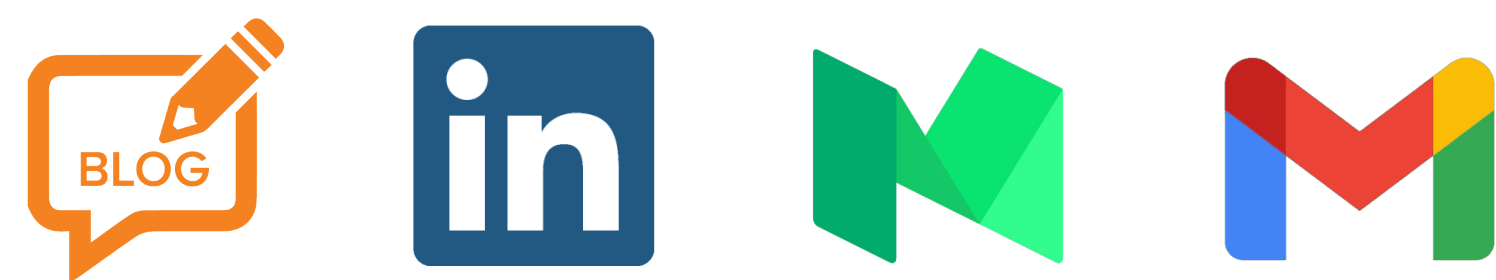
PILLAR CONTENT



MICRO CONTENT & STORIES

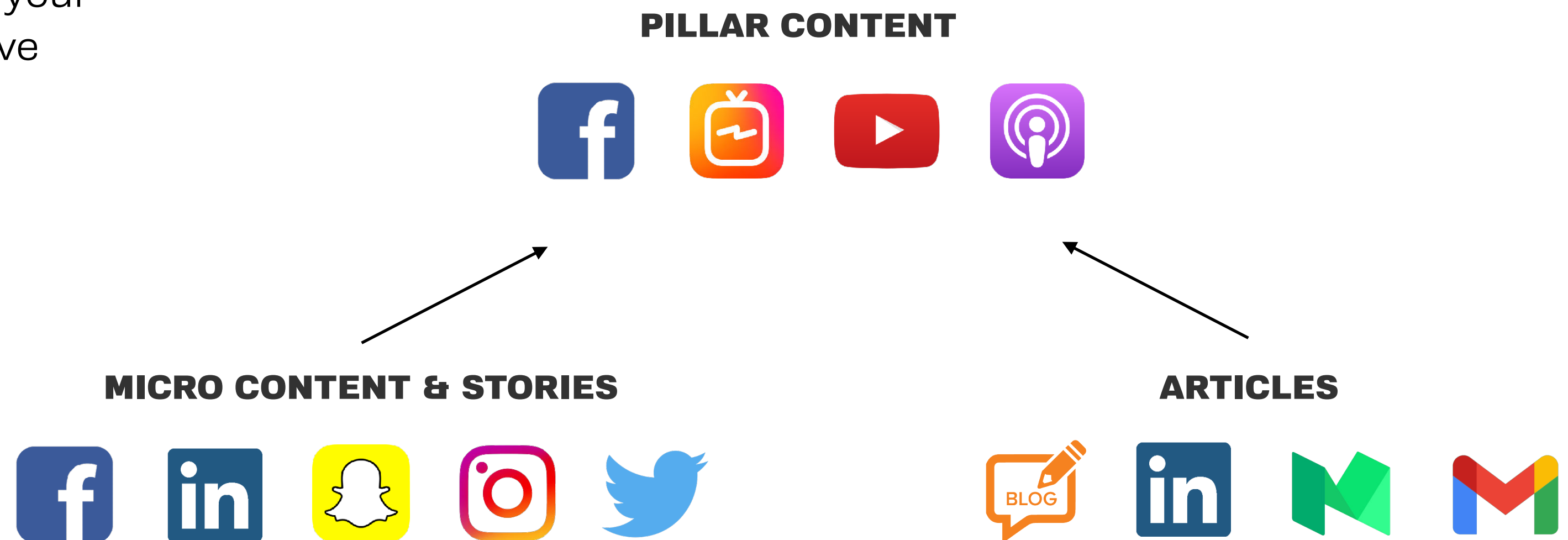


ARTICLES



3. DISTRIBUTE PILLAR & MICRO CONTENT

The first round of micro-content is ultimately used to drive views back to the pillar content you shared on YouTube, Facebook, and IGTV. The same goes for your pillar podcast content. Your micro-content will drive back to the podcast for listens and downloads.



LISTEN TO & ENGAGE WITH YOUR AUDIENCE

Document ➤ Create ➤ Distribute ➤ **Listen** ➤ Create ➤ Distribute

4. LISTEN TO & ENGAGE WITH YOUR AUDIENCE

Listen and engage with your audience. This is the part most often missed on social media in the ministry sector. We're not just broadcasting content like we're living in the broadcast era. This is your opportunity to have a conversation around the story and your cause.

THE CONTENT STRATEGY



DAY 1 OF THE MONTH

SUNDAY

SUNDAY

SUNDAY

SUNDAY

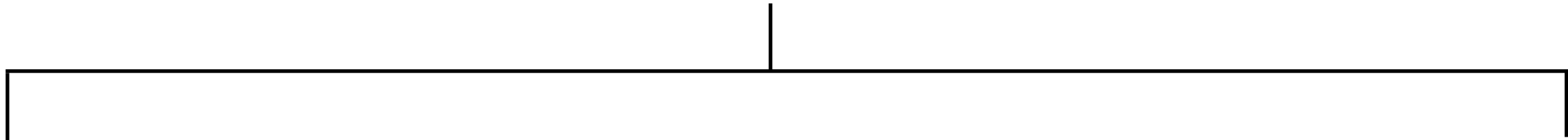
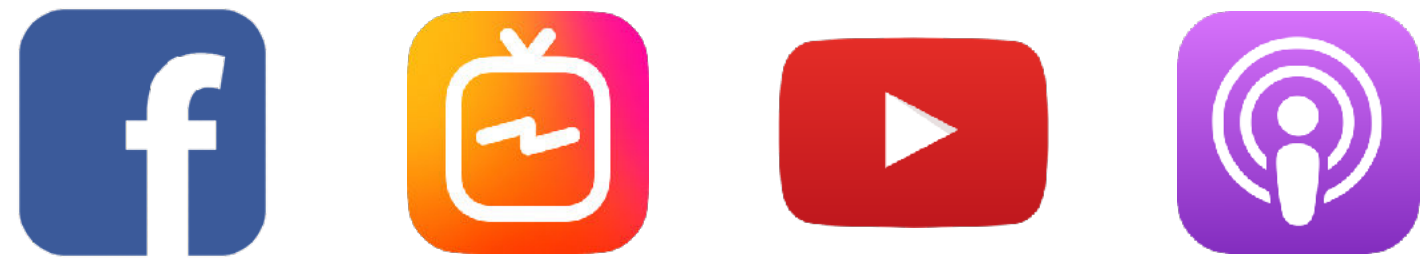
SATURDAY

SATURDAY

SATURDAY

SATURDAY

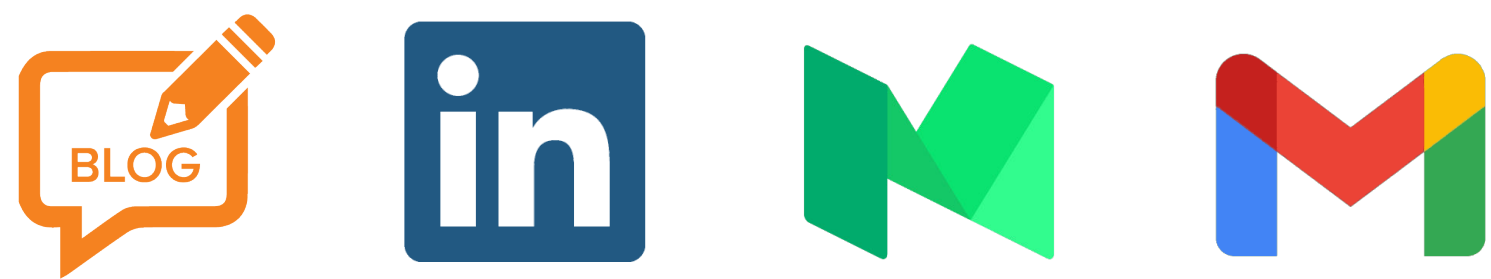
SINGLE PARTICIPANT STORY



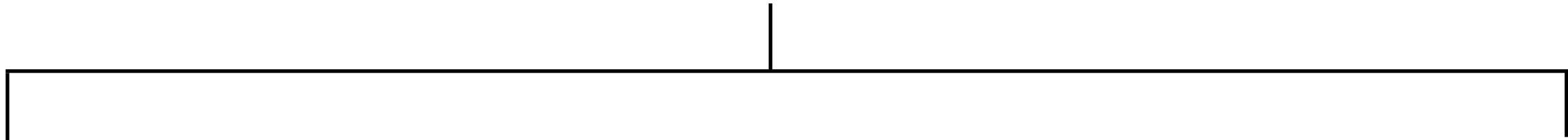
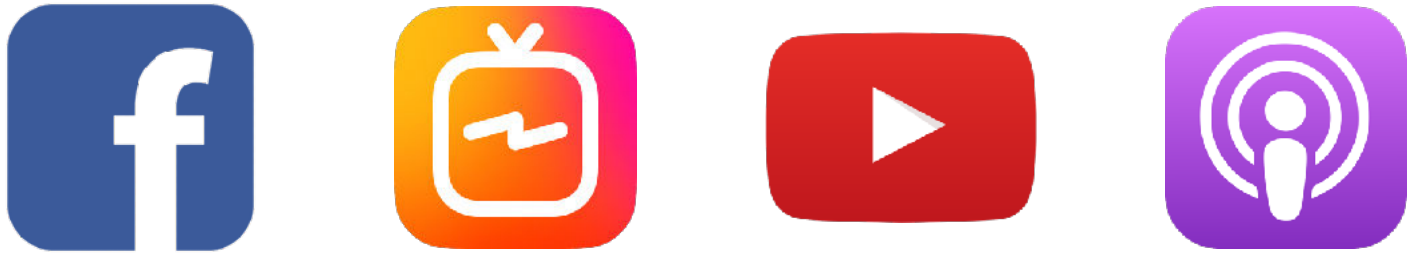
MICRO CONTENT, STORIES, AND CLIPS



ARTICLES



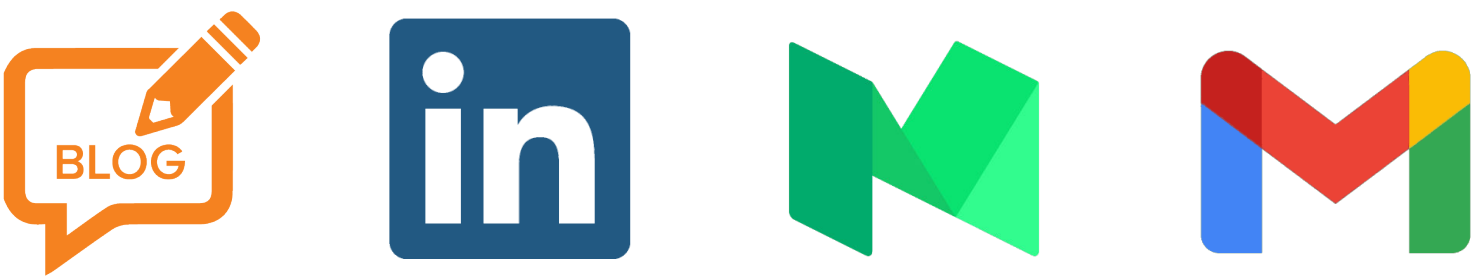
SPEAKING EVENT OR DIGITAL SUMMIT



MICRO CONTENT, STORIES, AND CLIPS



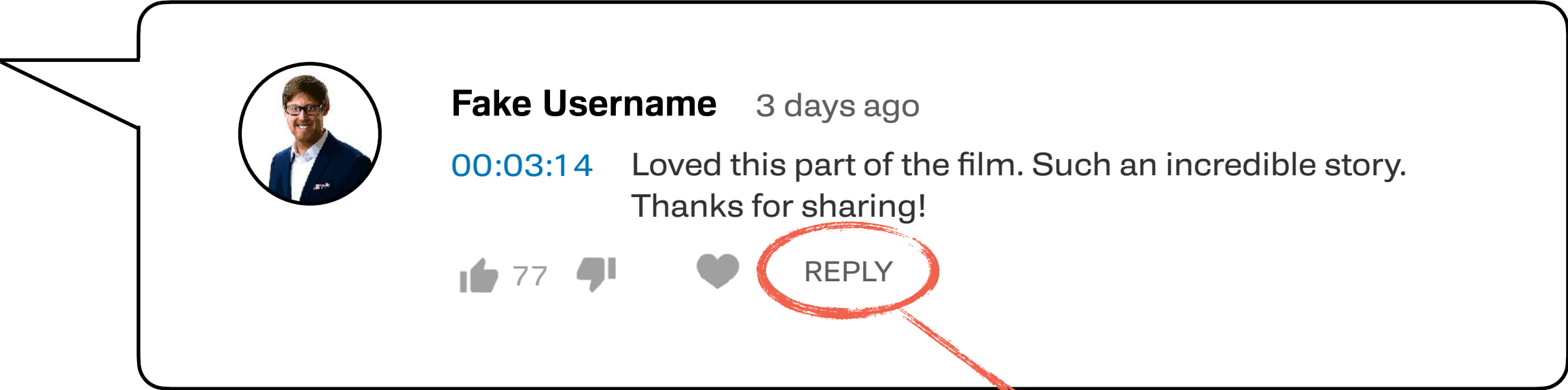
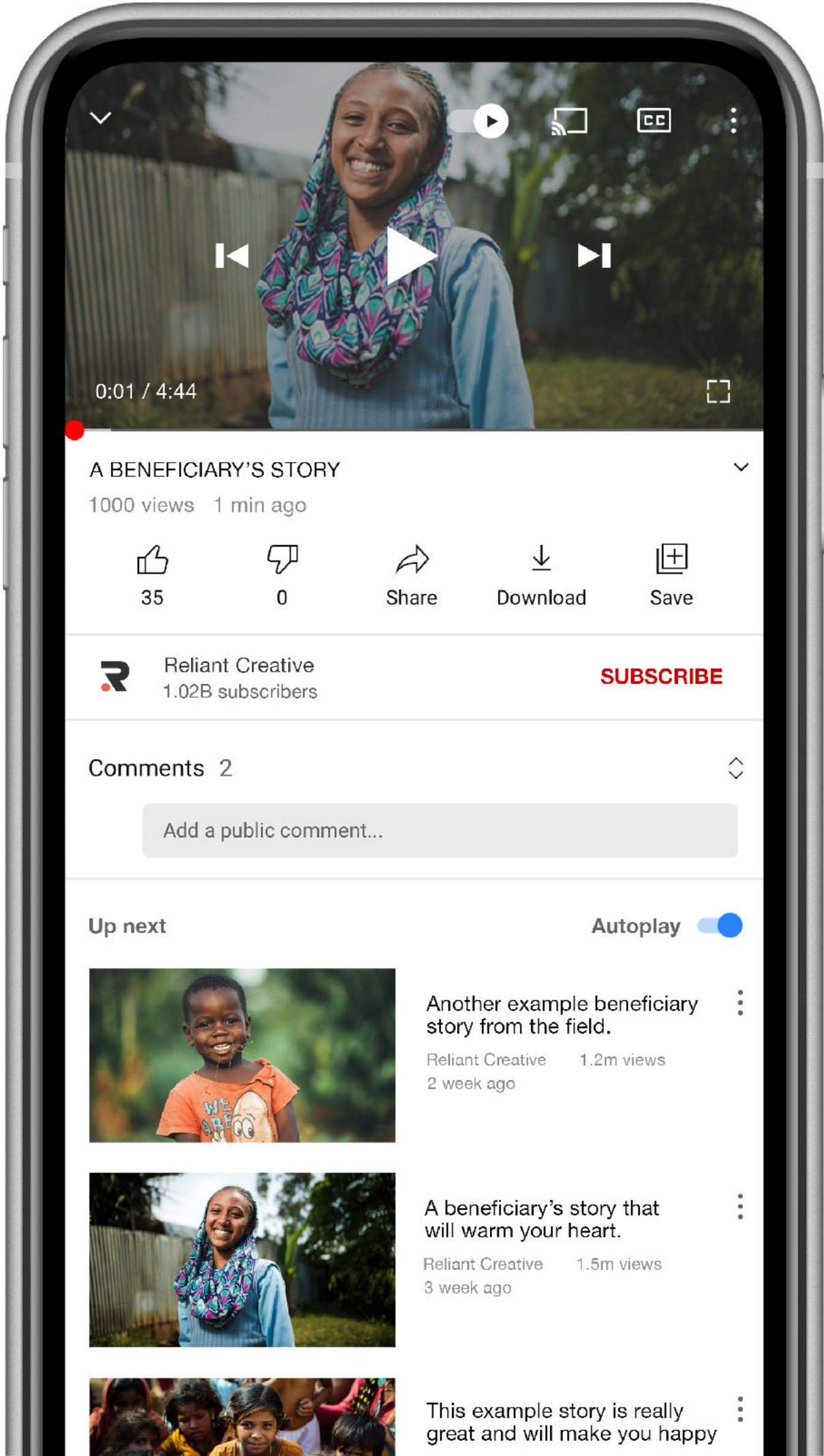
ARTICLES



COMMUNITY INFORMED MICRO CONTENT

Document ➤ Create ➤ Distribute ➤ Listen ➤ **Create** ➤ Distribute

5. COMMUNITY INFORMED MICRO CONTENT

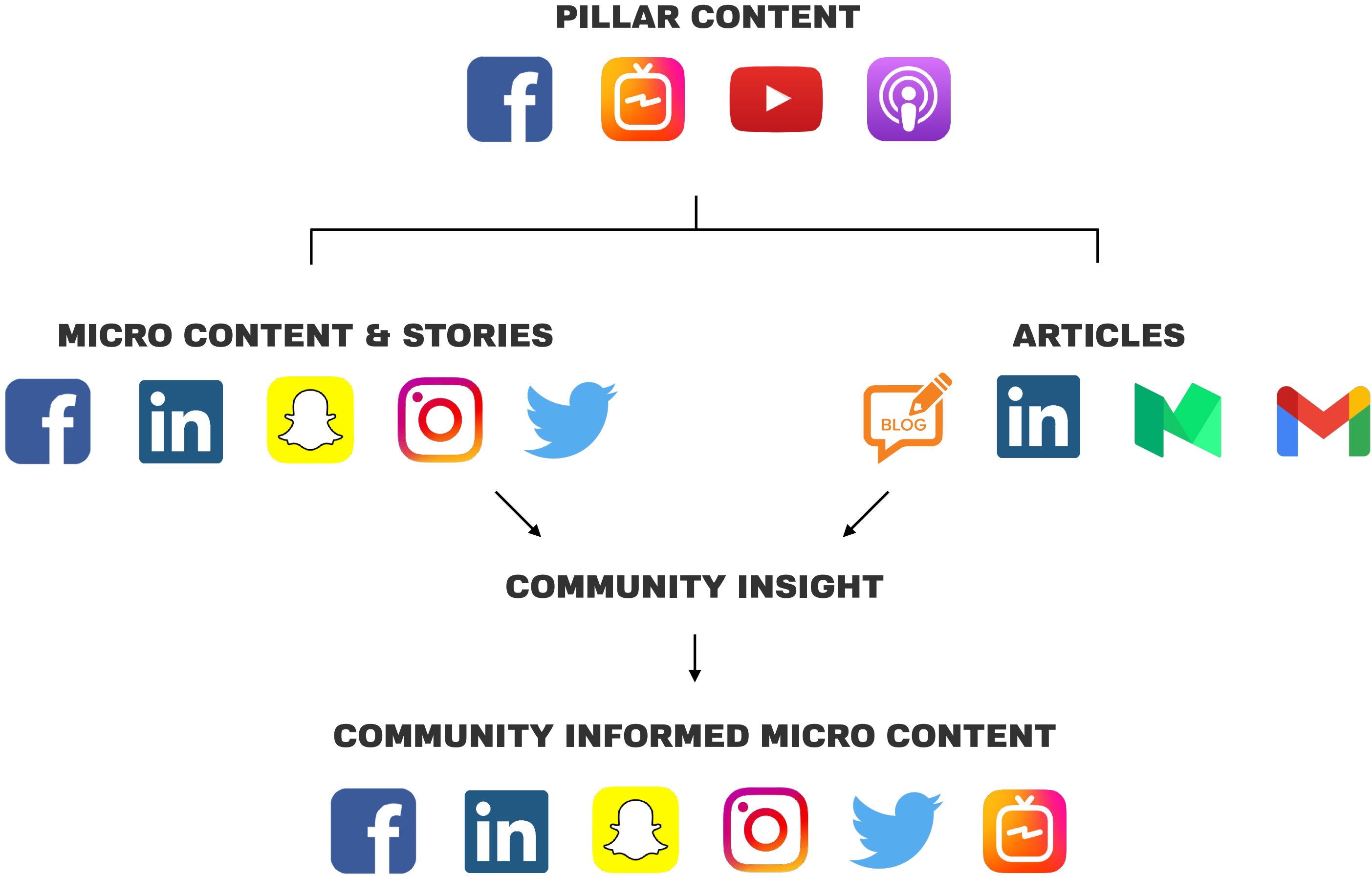


Listen & Engage!

DISTRIBUTE ROUND-TWO OF MICRO CONTENT

Document ➤ Create ➤ Distribute ➤ Listen ➤ Create ➤ **Distribute**

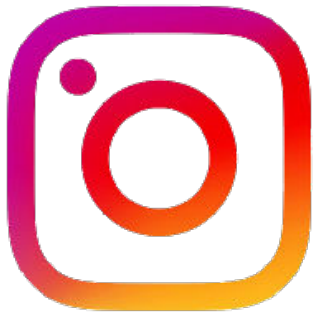
6. DISTRIBUTE ROUND-TWO OF MICRO CONTENT



Case Study #1

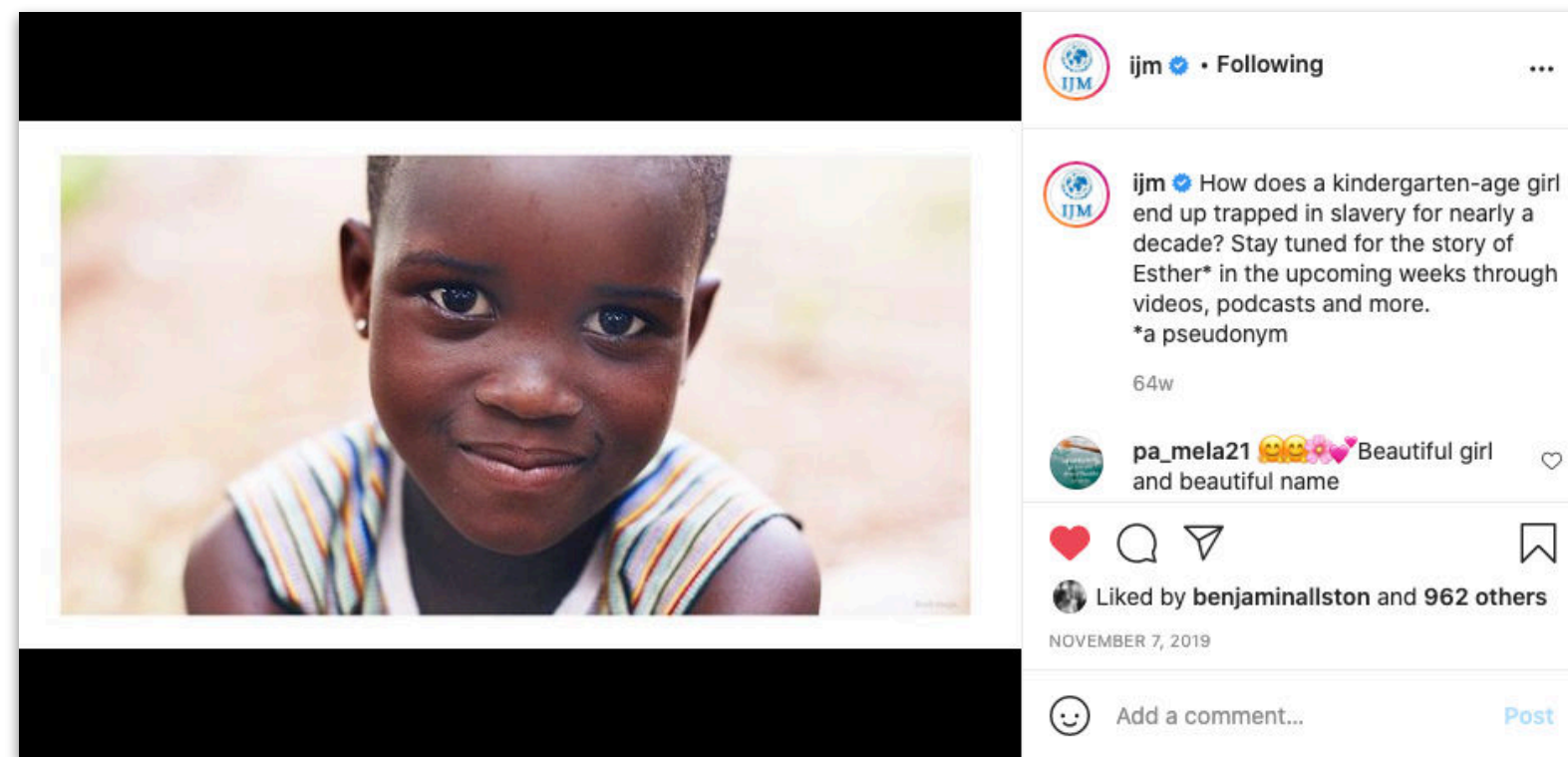


WWW.IJM.ORG



Teaser Image with Text

Nov. 7, 2019



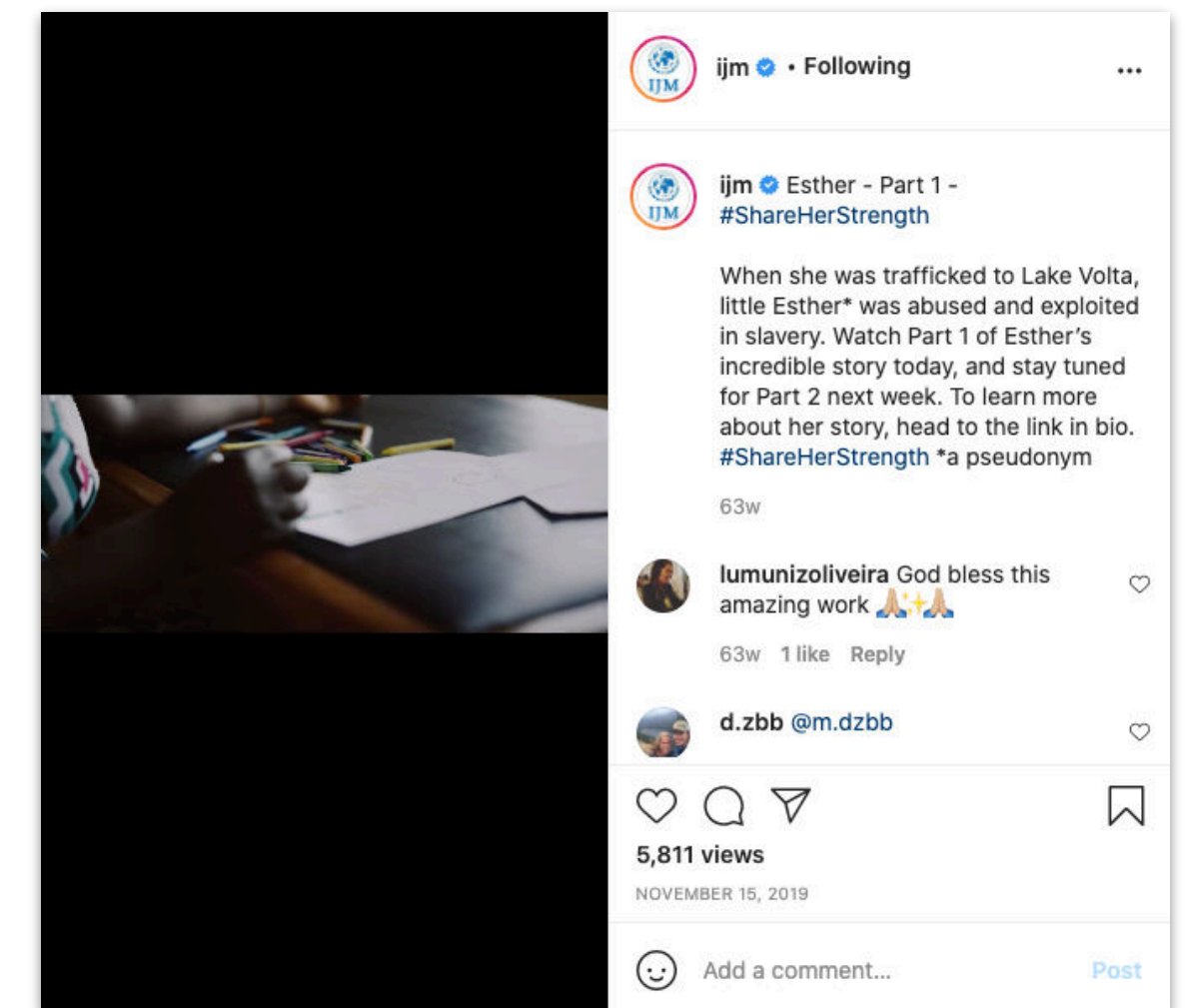
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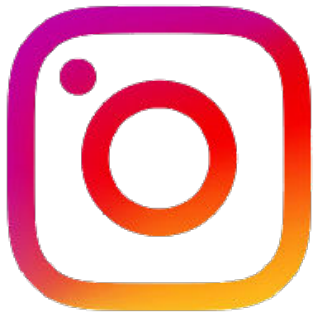
Nov. 12, 2019



Esther Video - Part 1

Nov. 15, 2019





30 Sec. Excerpt from Podcast

(Linking to Podcast Ep. 2)

Nov. 17, 2019



30 Sec. Excerpt from Podcast

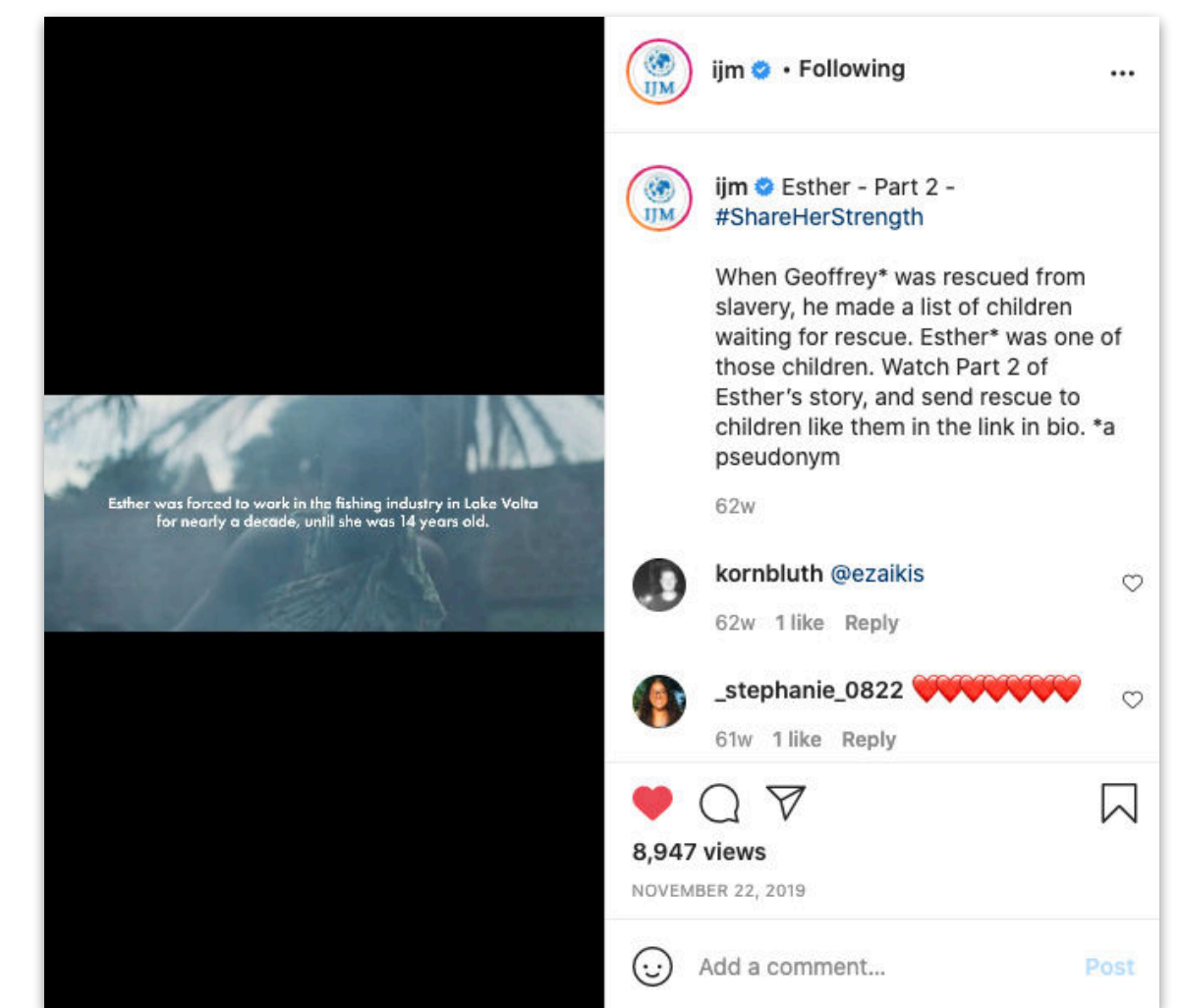
(Linking to Podcast Ep. 3)

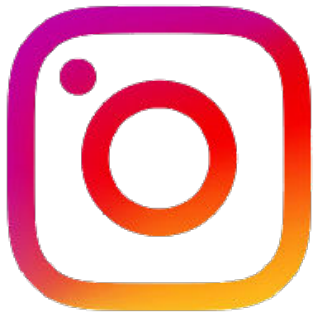
Nov. 21, 2019



Esther Video - Part 2

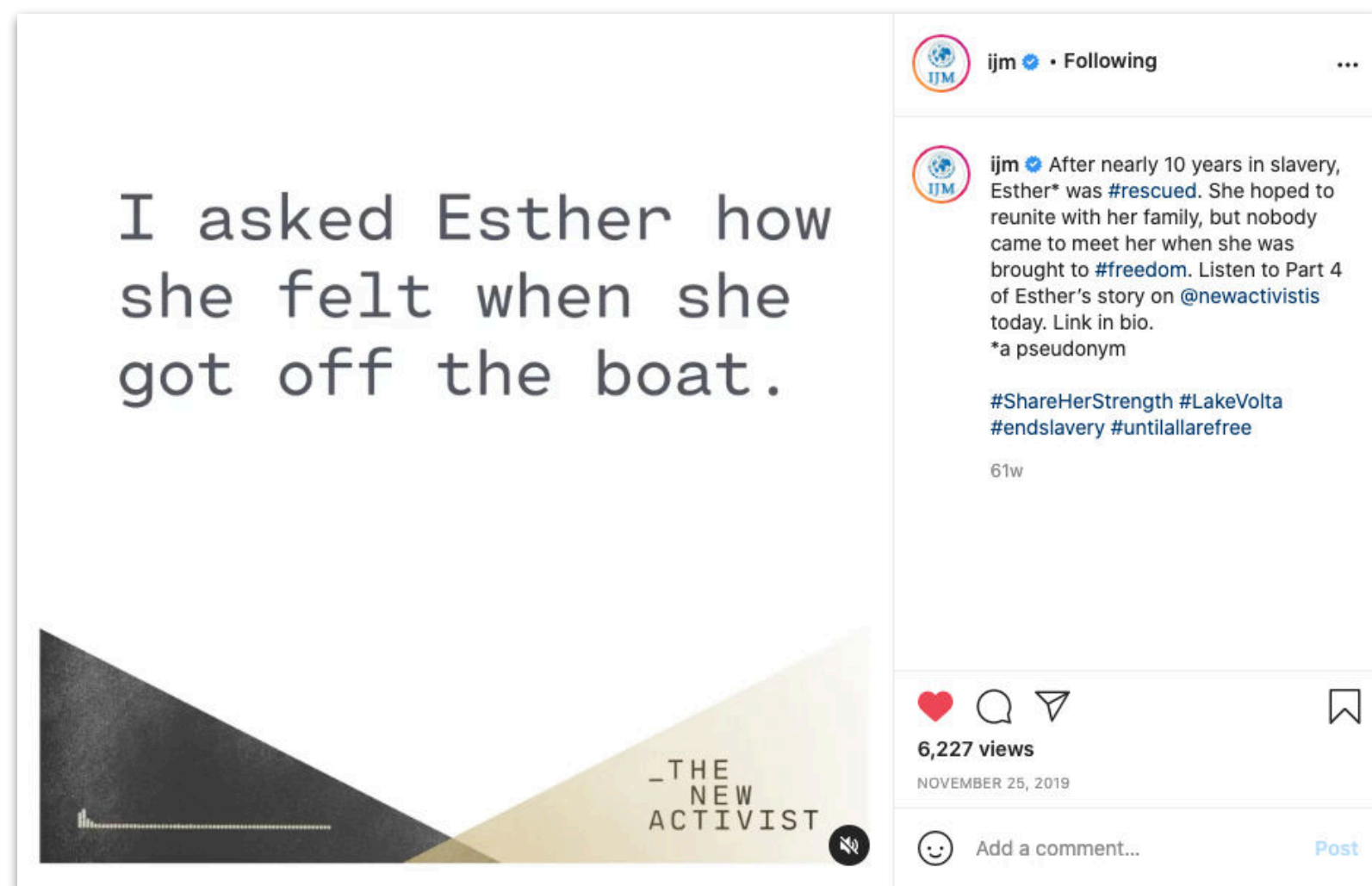
Nov. 22, 2019





30 Sec. Excerpt from Podcast (Linking to Podcast Ep. 4)

Nov. 25, 2019



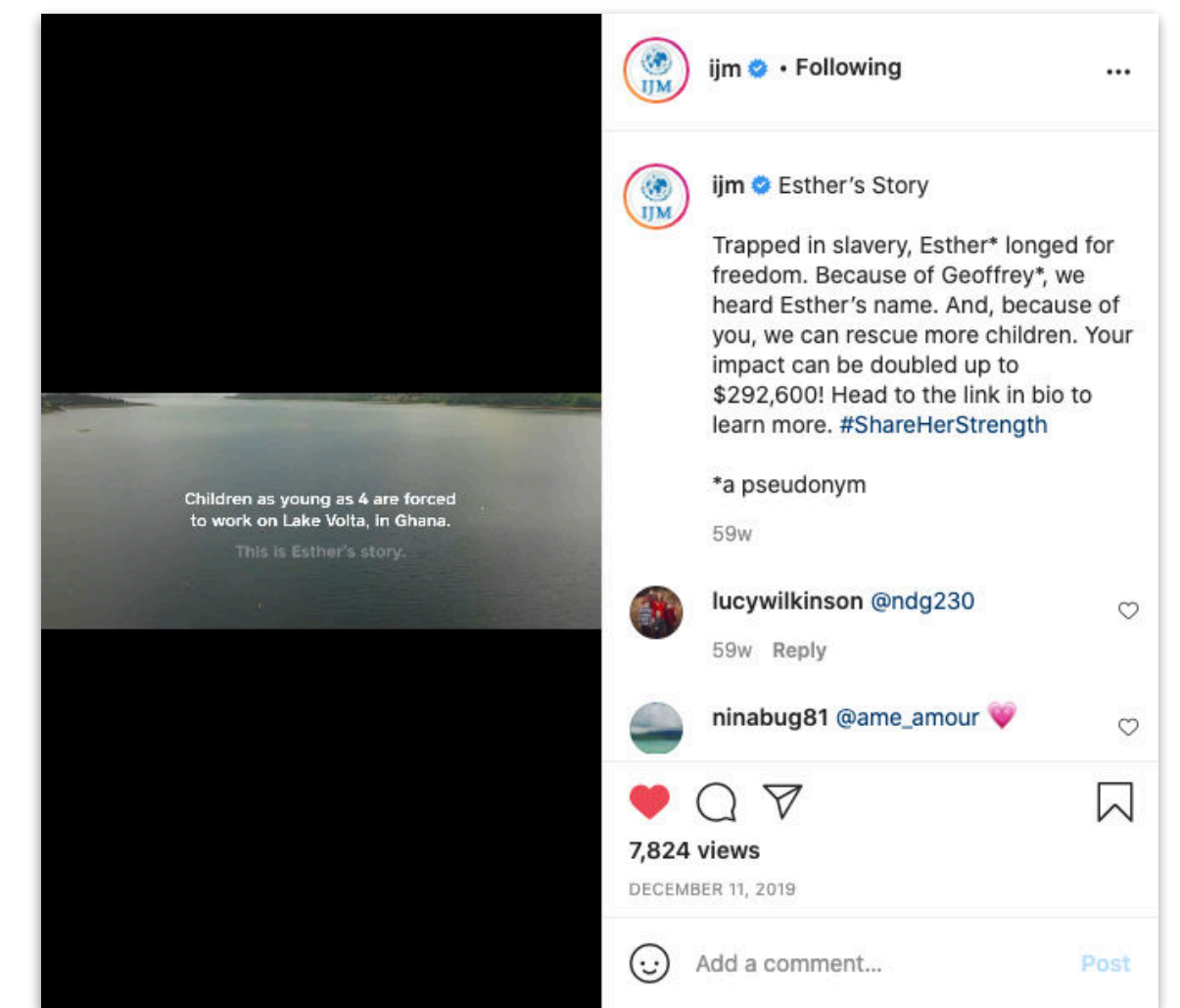
30 Sec. Excerpt from Podcast (Linking to Podcast Ep. 5)

Dec. 7, 2019



Full Video Story (Linking to Matching Grant)

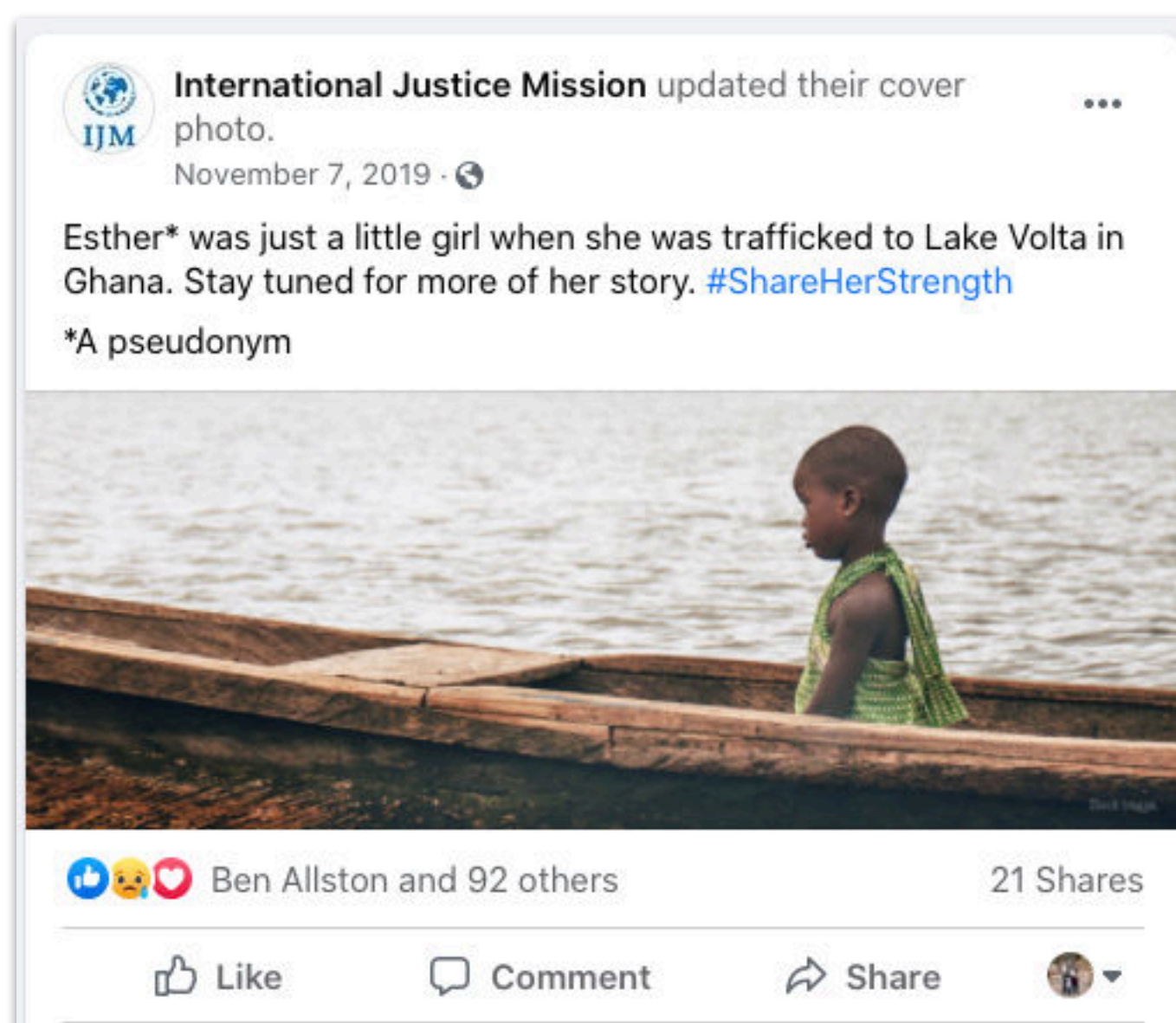
Dec. 11, 2019





Cover Image (Stay Tuned)

Nov. 7, 2019



Teaser Image with Text

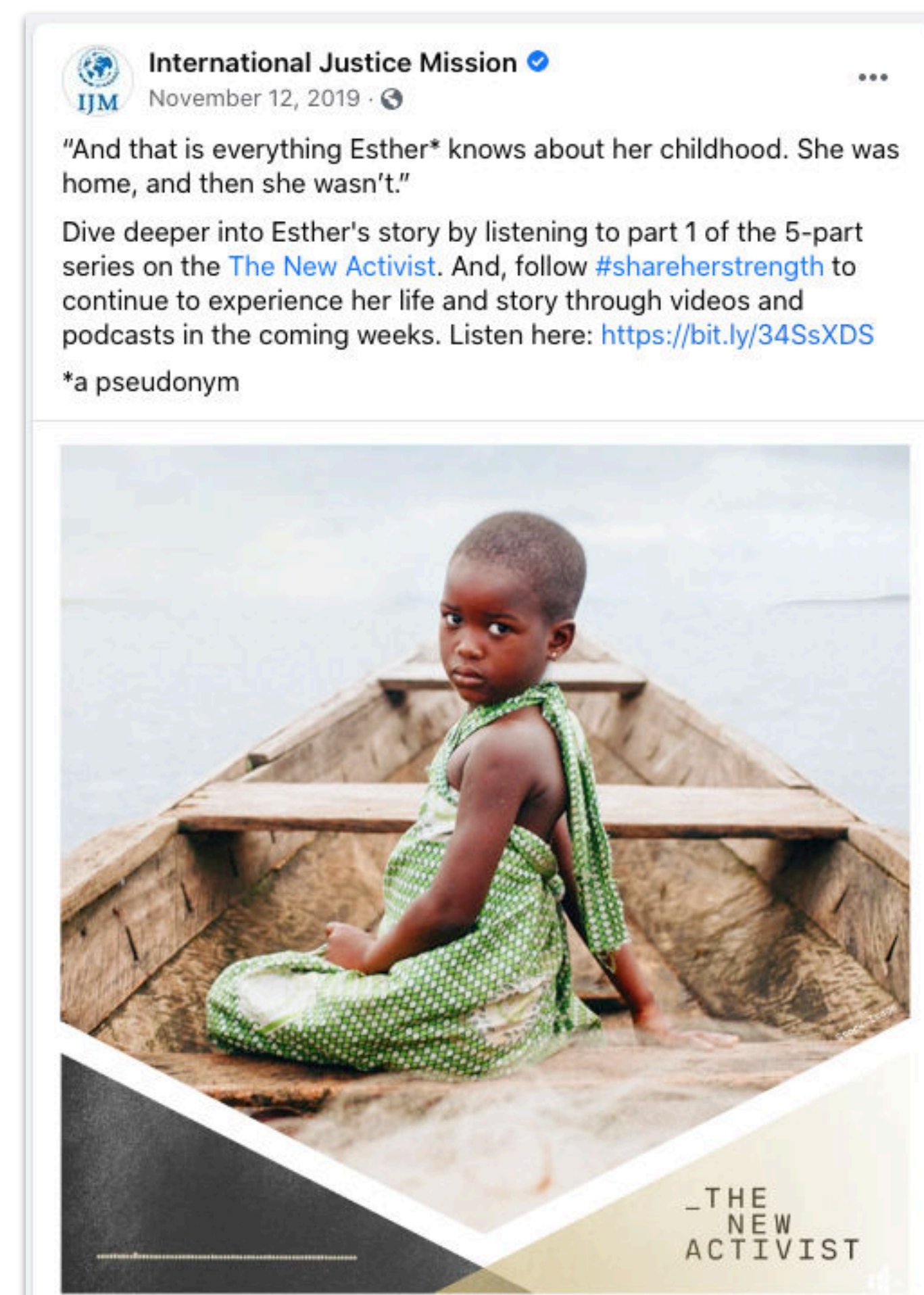
Nov. 12, 2019



30 Sec. Excerpt from Podcast

(Linking to Podcast Ep. 1)

Nov. 15, 2019




RELIANT.



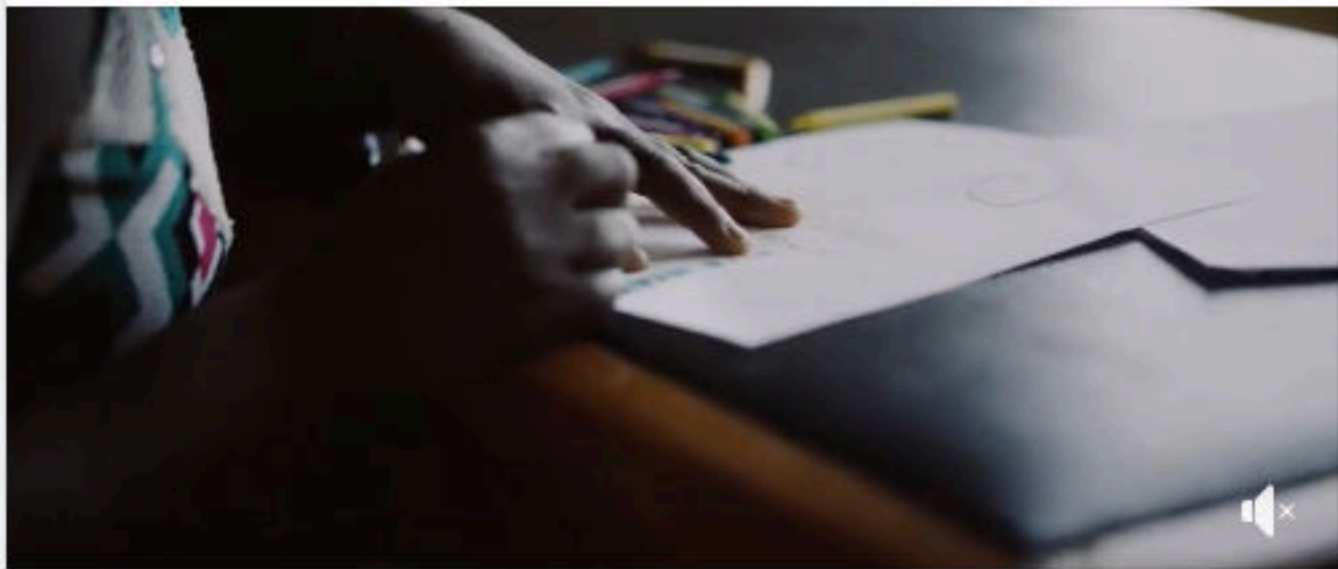
Esther Video - Part 1





Nov. 15, 2019

**International Justice Mission** ✓
November 15, 2019 · 🌐

When she was trafficked to Lake Volta, little Esther* was abused and exploited in slavery. Watch Part 1 of Esther's incredible story today, and stay tuned for Part 2 next week. <http://bit.ly/2pqodq4> [#ShareHerStrength](#)




*a pseudonym





Ben Allston and 54 others


1 Comment 50 Shares

 Like  Comment  Share 

RELIANT.

30 Sec. Excerpt from Podcast (Linking to Podcast Ep. 2)


Nov. 16, 2019

**International Justice Mission** ✓
November 16, 2019 · 🌐

Esther* was kindergarten-age when she was trafficked and trapped in slavery. Listen to Part 2 of 5-part series on [The New Activist](#) to visit the island where Esther was enslaved and dive deeper into her plight. <https://bit.ly/32RS88i> [#ShareHerStrength](#)


*a pseudonym

Who would want
to go through and
relive that, but
she did say this.



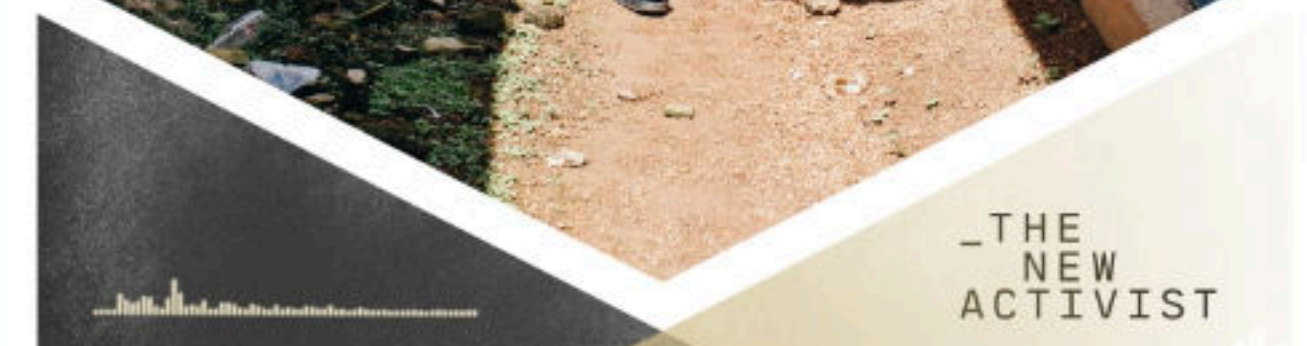

30 Sec. Excerpt from Podcast (Linking to Podcast Ep. 3)

Nov. 21, 2019

**International Justice Mission** ✓
November 21, 2019 · 🌐

Geoffrey* was rescued. He was free. But the day after his rescue, he was back on a boat in Lake Volta, leading the charge to find his friends and bring them out of slavery. Listen to his story to see how it led to Esther* on the [The New Activist](#). <https://bit.ly/2XBOA8U> [#ShareHerStrength](#)


*a pseudonym





30 Sec. Excerpt from Podcast (Linking to Podcast Ep. 4)

Nov. 25, 2019

**International Justice Mission** ✓
November 25, 2019 · 🌐

After nearly 10 years in slavery, Esther* was rescued. She hoped to reunite with her family, but nobody came to meet her when she was brought to freedom. Listen to Part 4 of Esther's story on [The New Activist](https://bit.ly/2KUKCbn) today. <https://bit.ly/2KUKCbn>


*a pseudonym

When you got off the boat, what happened there?

THE NEW ACTIVIST

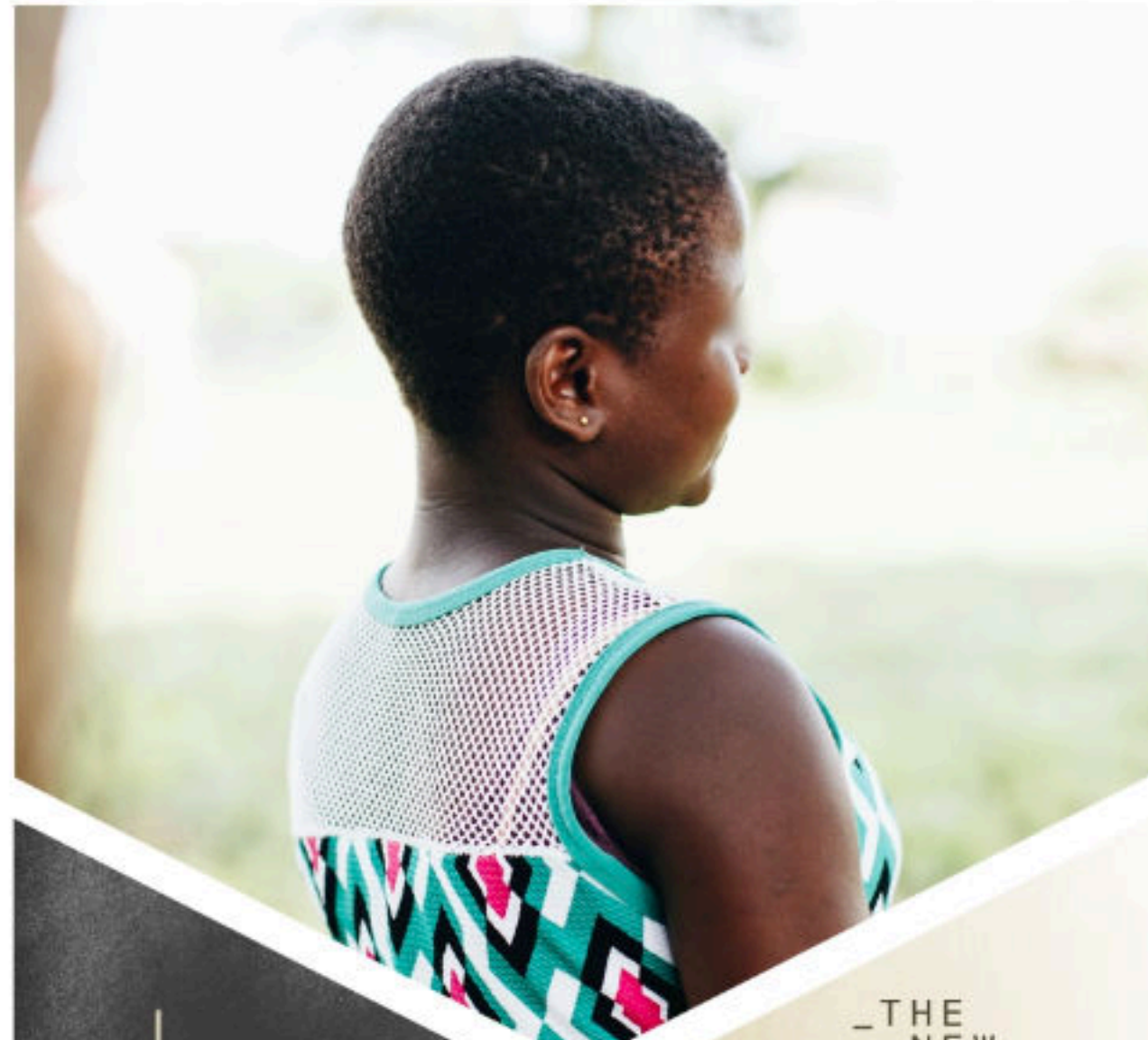
30 Sec. Excerpt from Podcast (Linking to Podcast Ep. 5)

Dec. 7, 2019

**International Justice Mission** ✓
December 7, 2019 · 🌐

Esther* wants every child in slavery to have what she has: freedom. Listen to the final episode of Esther's story on [The New Activist](https://bit.ly/2OOTZqF) today. <https://bit.ly/2OOTZqF>

*a pseudonym



THE NEW ACTIVIST

Full Video Story (Linking to Matching Grant)

Dec. 11, 2019

**International Justice Mission** ✓
December 11, 2019 · 🌐

Because of Geoffrey*, we heard Esther's* name. And, because of you, we can rescue more children. Your impact can be doubled up to \$292,600! <http://bit.ly/37uftAw> [#ShareHerStrength](https://twitter.com/ShareHerStrength)

*a pseudonym



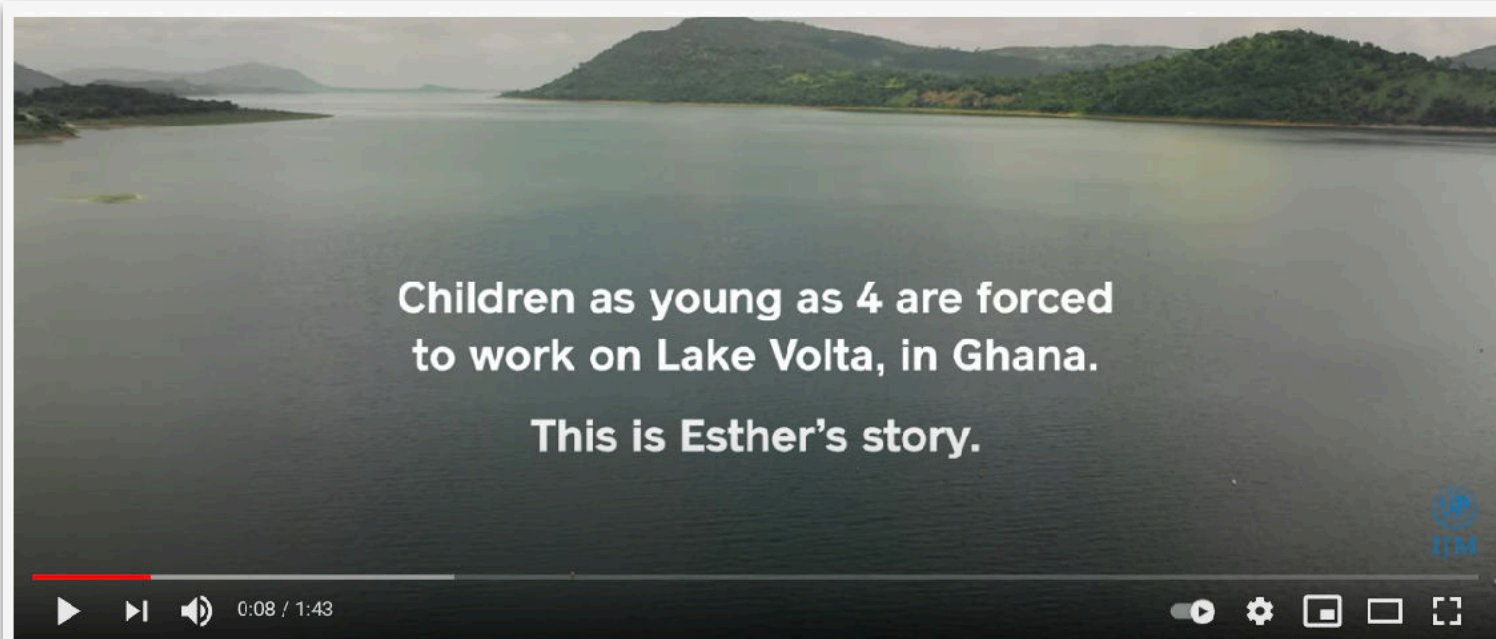
52 2 Comments 18 Shares

Like Comment Share




Esther’s Story - Trailer

Nov. 20, 2019



Esther's Story (Trailer): Featuring "Ooh Child" by MILCK
1,368 views • Nov 20, 2019



International Justice Mission
7.03K subscribers

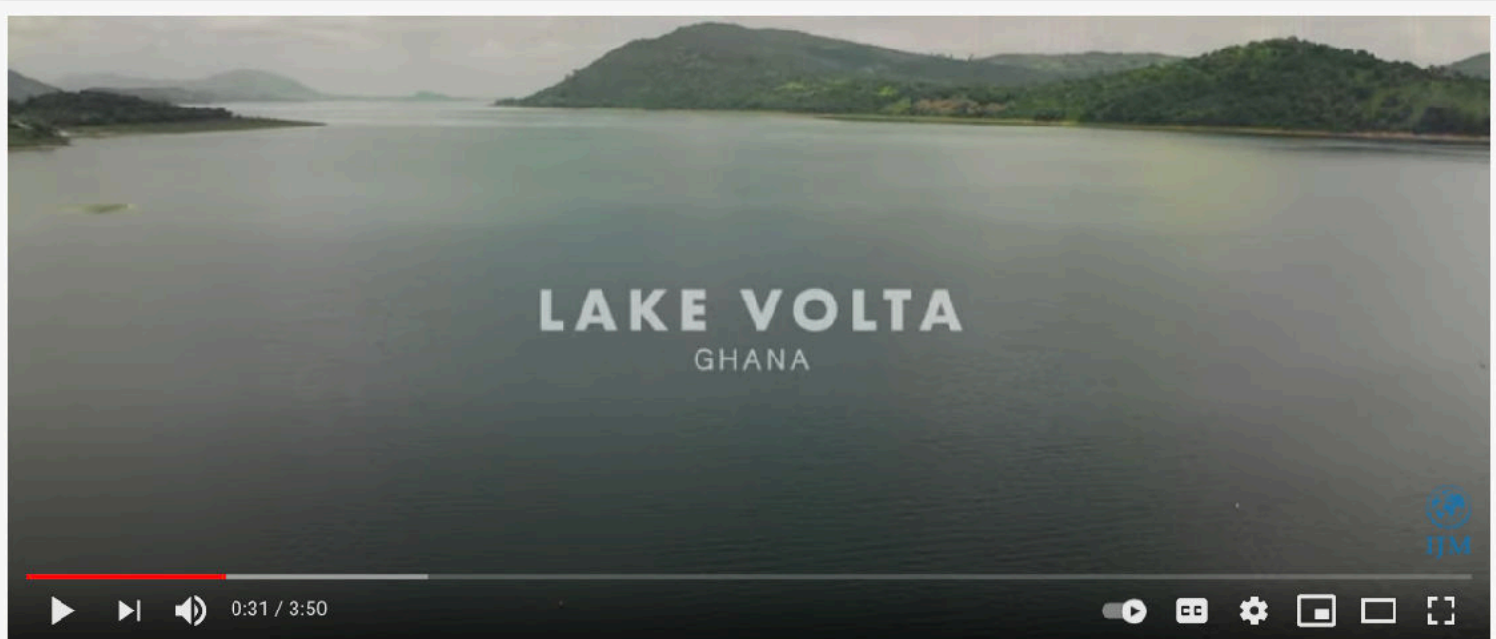
SUBSCRIBE

When Esther was a child, she was taken from her family and forced to work as a slave on Lake Volta, in Ghana. For nearly a decade she labored, suffered, and was held captive by people profiting from the illegal fishing industry. Yet in a place where so many were lost, the bravery of a few would


SHOW MORE

Esther - Part 1

Nov. 18, 2019



Esther - Part 1
1,721 views • Nov 18, 2019



International Justice Mission
7.03K subscribers

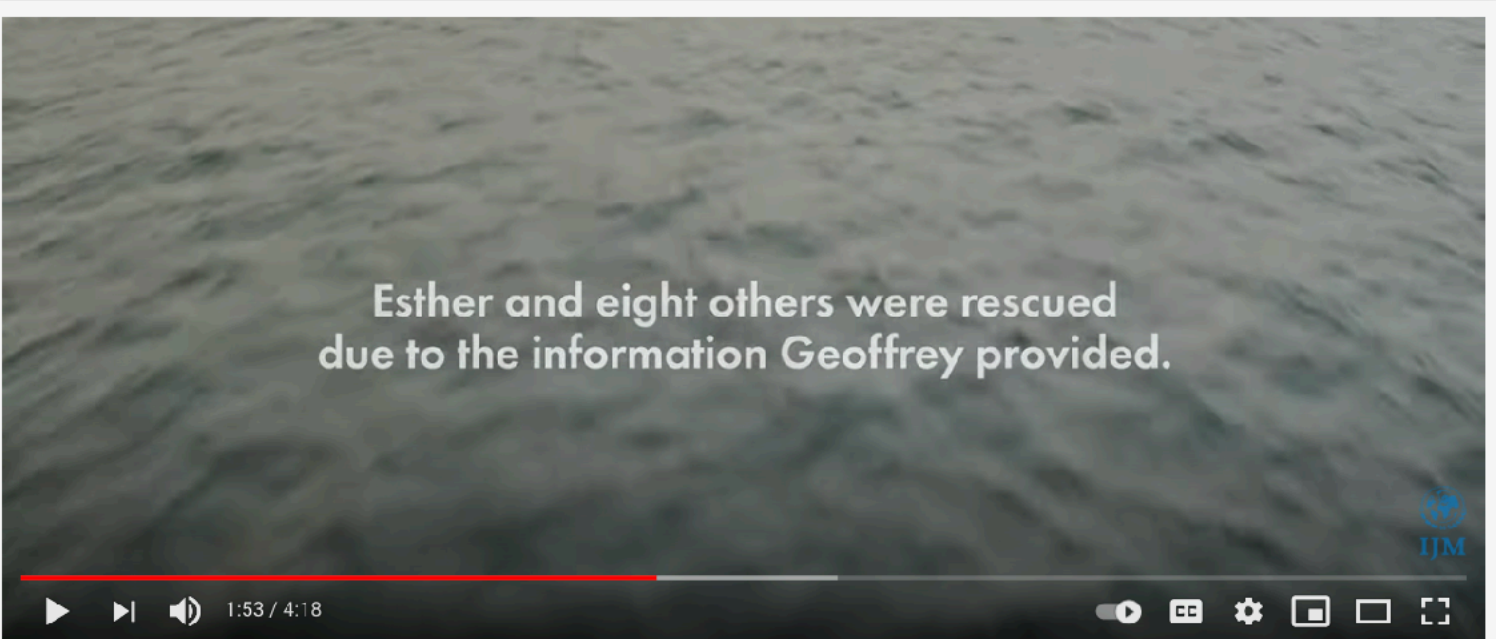
SUBSCRIBE

When Esther was a child, she was taken from her family and forced to work as a slave on Lake Volta, in Ghana. For nearly a decade she labored, suffered, and was held captive by people profiting from the illegal fishing industry. Yet in a place where so many were lost, the bravery of a few would


SHOW MORE

Esther - Part 2

Dec. 5, 2019



Esther - Part 2
1,267 views • Dec 5, 2019



International Justice Mission
7.03K subscribers

SUBSCRIBE

When Esther was a child, she was taken from her family and forced to work as a slave on Lake Volta, in Ghana. For nearly a decade she labored, suffered, and was held captive by people profiting from the illegal fishing industry. Yet even in a place where the future seemed hopeless, Esther

SHOW MORE

Case Study #2

FAI PUBLISHING

FAI TRAINING



FAI STUDIOS



WWW.FAIMISSION.ORG

THE STORY CONTENT MAP

THE RELIANT CREATIVE STORY CONTENT MAP

A framework and guide for how your ministry can turn a single beneficiary's story into a month's worth of content.

STEP 1: Find a beneficiary story.

STEP 2: Decide on the format or medium and create the pillar content. (Video, Podcast or Both)

STEP 3: Develop the short-form content. (Articles, Quotes, Images, Stories, Clips)

DAY 1 OF THE MONTH	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram Post: Image with text sharing what's coming Facebook Post: Image with text sharing what's coming Email List: Image with text sharing what's coming	YouTube: Post Video Highlight/Trailer IGTV: Post Video Highlight/Trailer	Facebook: Post Video Highlight/Trailer Facebook: Change Facebook Cover Photo for Campaign	YouTube: Post Video Part 1 Facebook: Post Video Part 1 Email List: Send Email List Video Part 1	IGTV: Post Video Part 1 on IGTV Instagram Post: Post Image Sharing IGTV Post Instagram Story: Link to IGTV Video in Insta Story	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Instagram Post: Post 30 sec. Podcast Excerpt/Highlight Ep. 1 Facebook: Facebook Story with Short Video Part 1 (BEST Clip) Podcast: Post Episode 1 on Website and Push to All Apps	Facebook: Facebook 30 sec. Podcast Excerpt/Highlight	Email List: Send Email List Podcast: Episode 1 Instagram Story: Instagram Story with Short Video Part 1 (BEST Clip)	Podcast: Post Episode 2 on Website and Push to All Apps Facebook: Facebook 30 sec. Podcast Excerpt/Highlight	Instagram Post: Post 30 sec. Podcast Excerpt/Highlight Ep. 2 Blog Article: Post Part 1 of Story on Blog with Images Instagram Post: Insta post linking to blog article Part 1	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	IGTV: Post Video Part 2 on IGTV Facebook: Post Video Part 2 Instagram Post: Post Image Sharing IGTV Post Instagram Story: Link to IGTV Video in Insta Story	YouTube: Post Video Part 2 Email List: Send Email List Podcast: Episode 2 Facebook: Facebook post linking to Blog Article Part 1	Email List: Send Email List Video Part 2 Instagram Story: Instagram Story with Short Video Part 2 (BEST Clip) Facebook: Image with Quote from Video or Podcast	Podcast: Post Episode 3 on Website and Push to All Apps Instagram: Image with Quote from Video or Podcast Blog Article: Post Part 2 of Story on Blog with Images	Instagram Post: Post 30 sec. Podcast Excerpt/Highlight Ep. 3 Facebook: Facebook 30 sec. Podcast Excerpt/Highlight Ep. 3 Facebook: Facebook Story with Short Video Part 2 (BEST Clip) Instagram Post: Insta post linking to blog article Part 2	
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Facebook: Image with Quote from Video or Podcast Instagram Post: Image with Quote from Video or Podcast Email List: Send Email List Podcast: Episode 3	Podcast: Post Episode 4 on Website and push to all Apps Instagram Post: Post 30 sec. Podcast Excerpt/Highlight Ep. 4 Facebook: Facebook post linking to blog Article Part 2	Facebook Story: Live Facebook Story Q&A about the Story (BTS) Instagram Story: Live Insta Story Q&A about the Story (BTS)	Facebook: Facebook 30 sec. Podcast Excerpt/Highlight Ep. 4 Facebook: Image with Quote from Video or Podcast Blog Article: Post Part 3 of Story on Blog with Images	Email List: Send Email List Podcast: Episode 4 Instagram Post: Insta post linking to blog article Part 3 Podcast: Post Episode 5 on Website and Push to All Apps Instagram Post: Post 30 sec. Podcast Excerpt/Highlight Ep. 5	
SUNDAY	MONDAY	DAY 31 OF THE MONTH	<p>* The social channels and post-types used in this framework are examples. Feel free to customize this content strategy map to fit your ministry's needs.</p> <p>LET'S INSPIRE & MOBILIZE THE CHURCH TOGETHER!</p> <p>RELIANT. www.reliantcreative.org</p>			
	Facebook: Facebook 30 sec. Podcast Excerpt/Highlight Ep. 5 Instagram Post: Image with Quote from Video or Podcast Facebook: Facebook post linking to blog Article Part 3	Email List: Send Email List Podcast: Episode 5 Facebook: Image with Quote from Video or Podcast Instagram Post: Image with Quote from Video or Podcast				

We have put together a month long content strategy map that will provide guidance and direction for your content distribution. The map provides an example plan for the types of pillar and micro content you could create throughout the course of a month from a single participant's story.

reliantcreative.org

Helping the Church testify of all that Jesus is doing.



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Thank You!