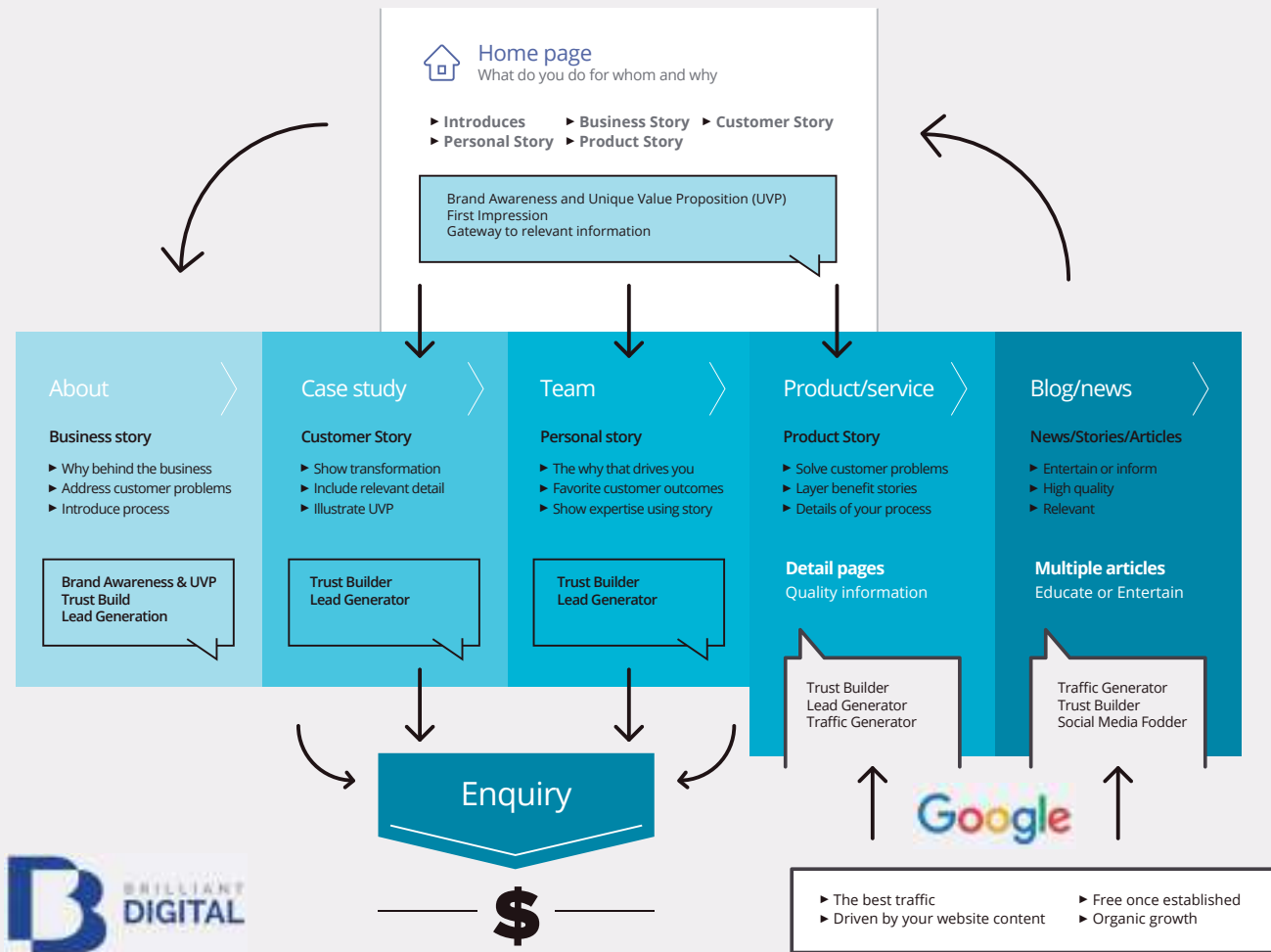


# Brilliant Digital Strategic Storytelling Framework

Your website - your property - under your control



Other digital Assets

Rented space - Less control

SOCIAL MEDIA



Channel specific excerpts from blog/news

Brand awareness  
Build trust  
Generate traffic

Newsletter

- Story excerpts
- 80% information
- 20% soft sell

Traffic Generator  
Trust Builder  
Lead Generator

