



BUILDING COMMUNITY AROUND YOUR BRAND

PUBLIC RELATIONS · MARKETING · WEB DEVELOPMENT · BRANDING · STRATEGY · VIDEO

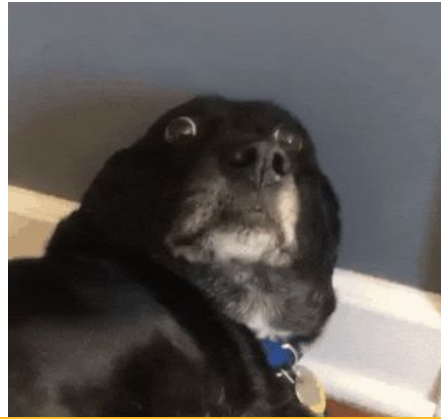
Challenging the Inverted Pyramid: Captivating Content for Every Medium

- 01 Strengths & weaknesses of the inverted pyramid, shift to narrative-driven storytelling
- 02 Tools & techniques to approach stories differently
- 03 Harness your brand voice in a new and innovative ways
- 04 Benefits to thought leadership

Cassandra DeGuide
Public Relations Account Executive,
Media Specialist



How do you feel when writing content for your brand?



You're Not Alone



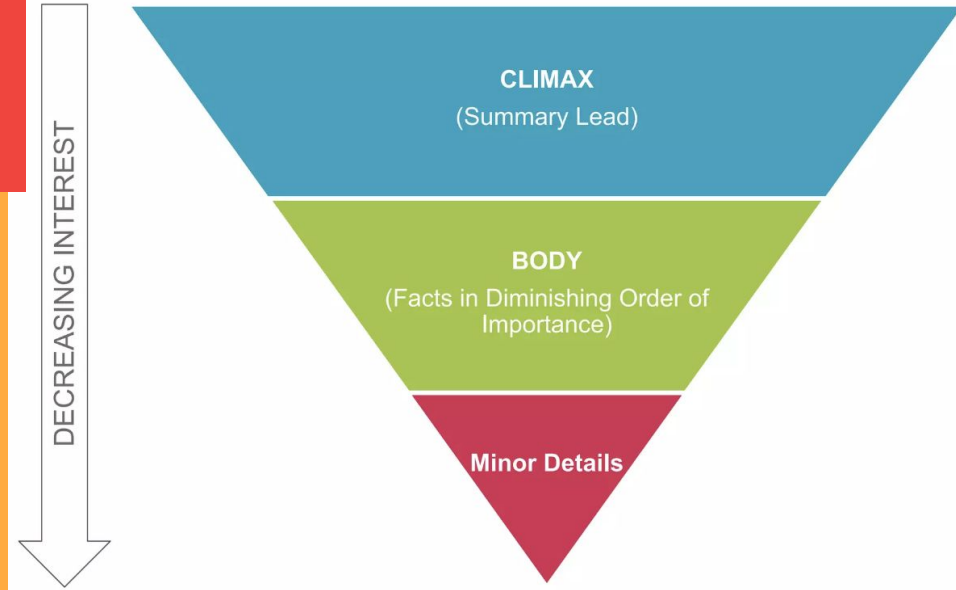
B2B Marketers' Content Creation Challenges

- Prompt a desired action (e.g., conversions)(55%)
- Differentiating content (43%)
- **Creating content consistently (42%)**
- **Creating the right content for our audience (40%)**
- Creating enough content (39%)
- **Content repurposing (37%)**
- Optimizing for SEO (35%)
- **Creating quality content (27%)**
- Other (5%)

Inverted Pyramid
VS
Narrative Accordion

The Inverted Pyramid

- A decades-old writing style used religiously in journalism
- The 5 Ws:
 - Who, What, Where, When and Why



The Inverted Pyramid

Strengths

- Grabs Attention Quickly
- Facilitates Scannability
- Optimized for Digital Media
- Ideal for Breaking News & Press Releases

Weaknesses

- Lacks Narrative Engagement
- May Oversimplify Complex Topics
- Less Effective for Persuasion



FOR IMMEDIATE RELEASE

[Tweet](#) [Share](#)

Omega School and Literacy Network Merger to Expand Students' Options for High School Completion

MADISON, Wis. (Sept. 16, 2024) — [Literacy Network](#), a leading provider of free adult education services in Dane County, is excited to announce [Omega School](#) will become a program of Literacy Network, effective January 1, 2025. The move will expand both organizations' offerings, reach, and impact in Dane County.

To honor Omega's legacy, outline future plans for students, and officially pass the keys, Literacy Network and Omega School will hold a joint press conference at Omega School, 835 W Badger Rd., on **Friday, September 20th at 11 a.m.** Those interested in learning more about this initiative are invited to attend.

Speakers will include:

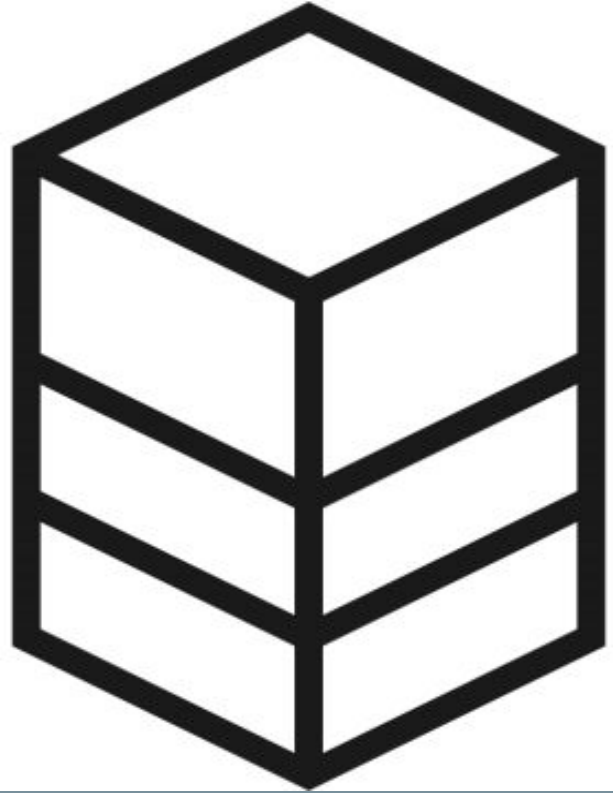
- **Armando Ibarra**: Omega School Board Member and UW-Madison Faculty
- **Oscar Mireles**: Executive Director of Omega School
- **Robin Ryan**: Executive Director of Literacy Network
- **Francisco Soza**: Literacy Network Board Member
- **Cecilia Gillhouse**: Former Literacy Network and Omega School Student, Chief Operating Officer of MMG Immigration Law
- **Karen Menéndez Coller, PhD**: Executive Director of Centro Hispano



The Shift

The Narrative Accordion

- Expands and contracts information
- Allows for deeper layers of storytelling, context, and details
- Differentiate your content by producing better **quality** and **unique** content than your competitors. ([CMI](#))



Methods/Tactics

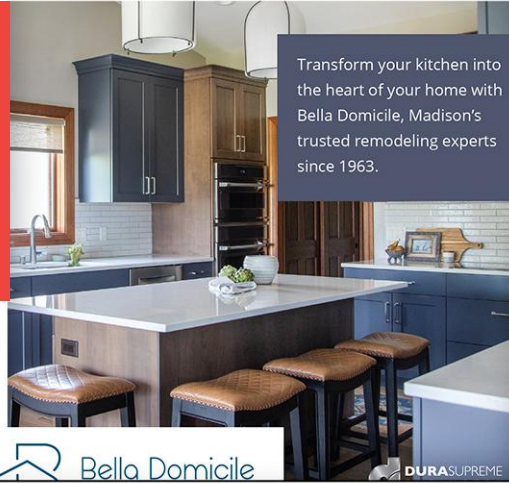
- Chronological
- Red Shoe
- Startling Statistic



Brand Voice & Strategic Messaging

- Avoid sounding like AI
- Prioritize authenticity
- Steer towards your goals
- Framework: Hero's Journey

Outdated Kitchens Cook Food.
Bella Kitchens Create Memories.



SCHEDULE YOUR SHOWROOM CONSULTATION.
Experience the award-winning Galley Workstation®—available at Bella Domicile.



MORE

Has Your Kitchen Lost Its Flavor?

Four Reasons to spend time visiting the showroom:

- Get expert answers to your questions from a professional designer
- Discover and explore all of the latest design options
- See quality cabinets,



"Because there were no hidden costs and no surprises, my wife and I felt empowered to make the best decisions for us. The result is fabulous."
—Adam, Madison, WI

Thought Leadership

Thought Leadership

- Credibility/trust
- Visibility and brand recognition
- Lead generation
- Competitive advantages (SEO)
- Media interest



Repurpose & Maximize

- When your content is captivating, it works nearly everywhere.
- When it doesn't, hook and link to the larger story.
- Republish existing content based on data.

First user prim...Channel Group) ▾ +		↓ Total users	New users	Returning users	Average engagement time per active user
◇ SHOW ALL ROWS					
Total		2,216 vs. 1,654 ↑ 33.98%	2,190 vs. 1,626 ↑ 34.69%	186 vs. 204 ↓ -8.82%	40s vs. 52.42 ↓ -22.5%
1	Paid Search				
	Sep 7 - Dec 5, 2024	861	861	16	29s
	Sep 7 - Dec 5, 2023	121	119	9	59s
	% change	611.57%	623.53%	77.78%	-50.76%
2	Direct				
	Sep 7 - Dec 5, 2024	798	782	58	23s
	Sep 7 - Dec 5, 2023	581	567	67	28s
	% change	37.35%	37.92%	-13.43%	-14.44%
3	Organic Search				
	Sep 7 - Dec 5, 2024	444	436	102	1m 35s
	Sep 7 - Dec 5, 2023	652	646	112	1m 24s
	% change	-31.9%	-32.51%	-8.93%	12.51%
4	Referral				
	Sep 7 - Dec 5, 2024	80	80	9	38s
	Sep 7 - Dec 5, 2023	136	135	10	30s
	% change	-41.18%	-40.74%	-10%	27.64%

Thank You & Questions
Website: thecreativecompany.com



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