

The Storyselling Arc

Learn how to orchestrate a campaign and craft sustained interest over a long playout time.

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The Storyselling Arc

	Teaser	Launch	Sustain	Recall
Purpose	vague yet intriguing, whetting the appetite for more	setting the mood and scene like a grand opening	benefits, narrative drive	impregnating campaign into readers' minds, retrospective, wrap-up, final reason to believe
Words / focus	a first look / a first glimpse / coming soon / incoming	presenting / unveiling / launching / introducing	deep-dive into product feature, new campaign focus or chapter	product / campaign intimacy

Benefits

- Nurture interest from the very beginning
- Make readers feel engaged
- Maximise engagement span throughout the campaign
- Embed commercial priorities elegantly within campaign frame, where it makes most sense
- A strategic advantage over the average copywriter