A group of diverse people in a meeting, overlaid with a blue geometric pattern. The background image shows several people, including a woman in the center and a man with a beard to her right, all looking towards the left. The entire image is covered with a semi-transparent blue overlay featuring a network of white lines and dots, resembling a digital or social network. The text is centered in a large, white, sans-serif font.

Secrets Of Digital Storytelling

Alyson Shontell, Editor-in-Chief, Business Insider U.S.

- **Founded in 2007**

- 3 writers working in the loading dock of The Gilt Group
- ~ 1,000 readers per day

- **Now the No. 1 business site**

- 330 staff (180 journalists)
- 3+ million readers per day, ~100mm per month
- Reaching the new generation of leaders
- 11+ international versions (and growing!)

- **We're moving beyond business!**

- INSIDER

We started with a simple theory...

New medium

New storytelling

This...

THE WALL STREET JOURNAL.

DOW JONES

A NEW YORK TIMES COMPANY

MONDAY, AUGUST 21, 2011 • VOL. CCLVIII NO. 44

***** \$2.00

Last week: DOW 10,017.65 ▲ 401.37 ▲ 4.0% NASDAQ 2,941.94 ▲ 6.6% NYSE 2,719.24 ▲ 2.7% S&P 500 2,271.11 ▲ 6.0% 10-YR TREASURY ▲ 1 147/32, yield 2.07% OIL \$92.26 ▲ 50.12 EURO \$1.4795 YEN 76.55

What's News—

Business & Finance

Efforts to reach a settlement that would end the long-running probe of foreclosure practices are snagged over whether banks will get broad legal immunity from state officials for mortgage-related claims. **C1**

■ The year's rise to a postwar record has currency traders ready for another round of intervention by Japan amid increased calls for further monetary easing by Tokyo. **C3**

■ Verizon's unions called an end to their 15-day strike, taking pressure off the company as talks over a new contract resume. **B3**

■ European leaders continued to spar over proposals to reverse the region's debt crisis, with the European Council's president backing opponents of euro-zone bonds. **A5**

■ More than half of the

World-Wide

■ Syria's Assad dismissed Western calls to step down. In an interview on state television, the leader was defiant and stern. Rather than announce further concessions, he appeared to back-track on reforms, affirming support of the ruling Baath Party's role in politics. **A7**
Assad said military action from Western powers would invite "huge consequences they can never tolerate."

■ Gadhafi appeared to be losing his grip on Tripoli as Libyan rebels flooded the capital, encountering little resistance from the strongman's defenses. **A1, A6**

■ States that have become increasingly reliant on taxes generated from residents' investments are finding themselves especially vulnerable to market gyrations. **A2**

■ Egypt helped broker a

Rebels Sweep Into Tripoli

Jubilant Libyan Insurgents Push to Heart of the Capital; Gadhafi Son Is Captured

Libyan rebels poured into Tripoli on Sunday after seizing a nearby military base, as fears of a bloody battle largely gave way to scenes of jubilant opposition fighters surging into the city's center and meeting little resistance from Col. Muammar Gadhafi's defenses.

*By Charles Levinson
in Tripoli, Libya,
and Margaret Coler
in Abu Dhabi*

Meanwhile, rebel leaders said Col. Gadhafi's son and longtime heir apparent, Saif al-Islam, has been captured, according to multiple reports. Along with his father, he faces charges of crimes against humanity at the International Criminal Court in the Netherlands. Another son, Mohammed, was under house arrest, the Associated Press reported.

President Barack Obama issued a statement Sunday night saying the U.S. believes the end



...is different from this



...would be different from this

≡ BUSINESS INSIDER

Hillary comes out swinging on Trump



Maxwell Tani 🔥 12,246 💬 82

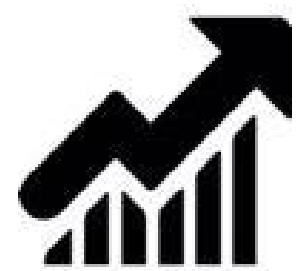
What's Happening

The 'ghost fleet' of cargo ships with nowhere to go could make Christmas more expensive

We focused 100% on digital

We did not copy print or TV

And?



#1

Business news
site in the US²



46MM
US uniques²

2.6B

monthly video views
across platforms

...it worked!

#1

in reach against
affluent Millennials
& Gen X²

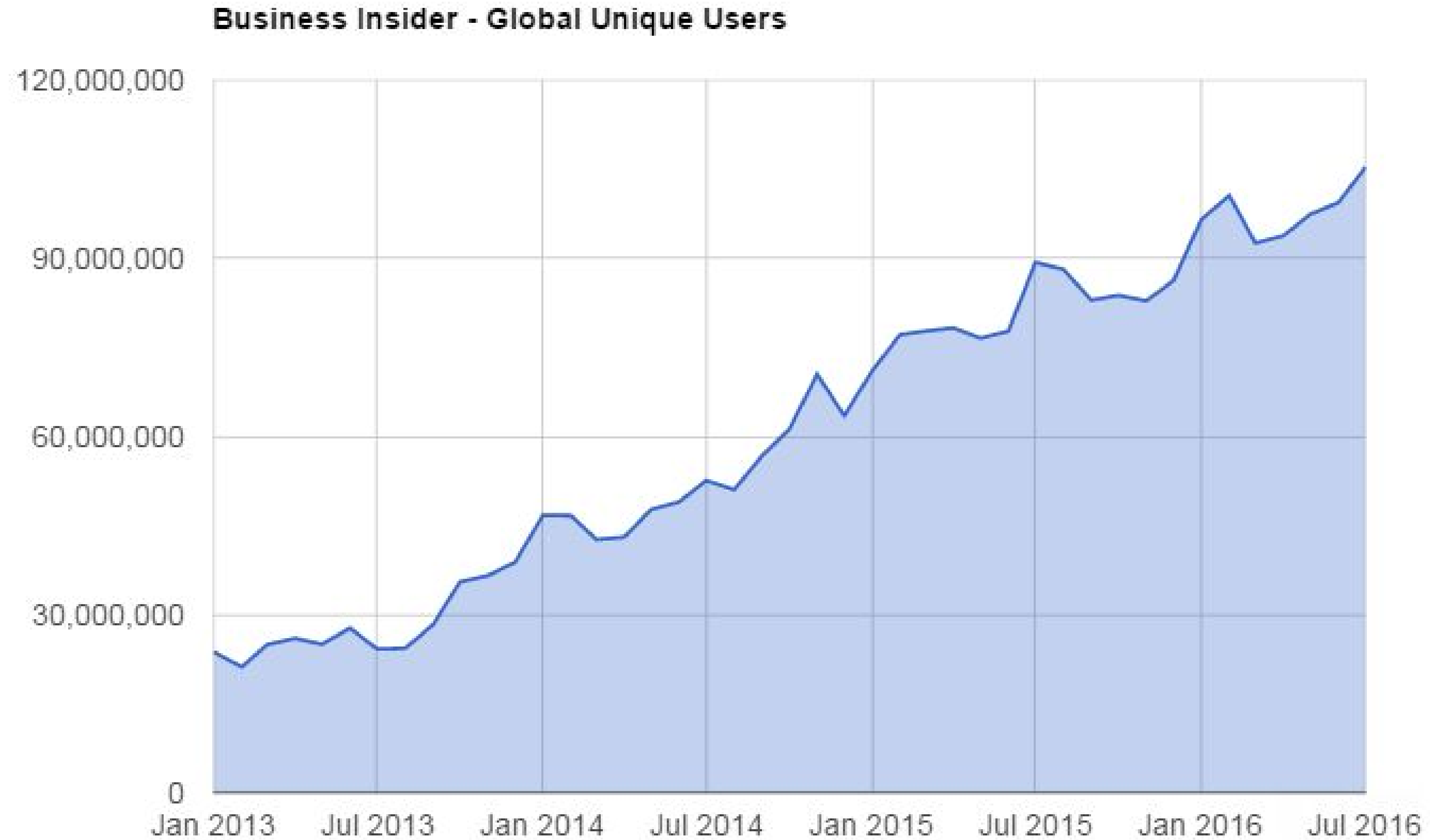
37MM+
followers and fans⁴



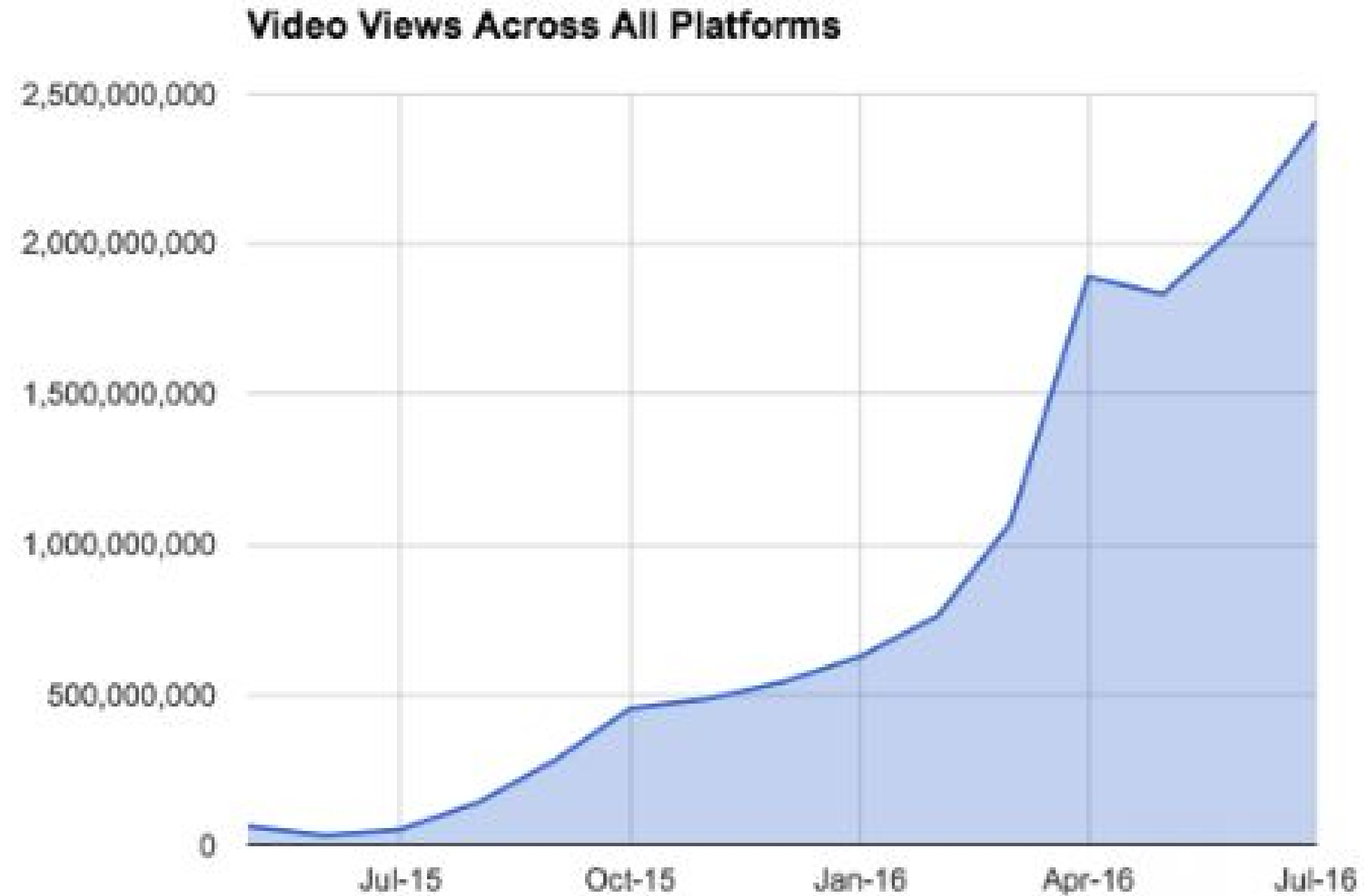
#1

in social actions among
business competitors⁵

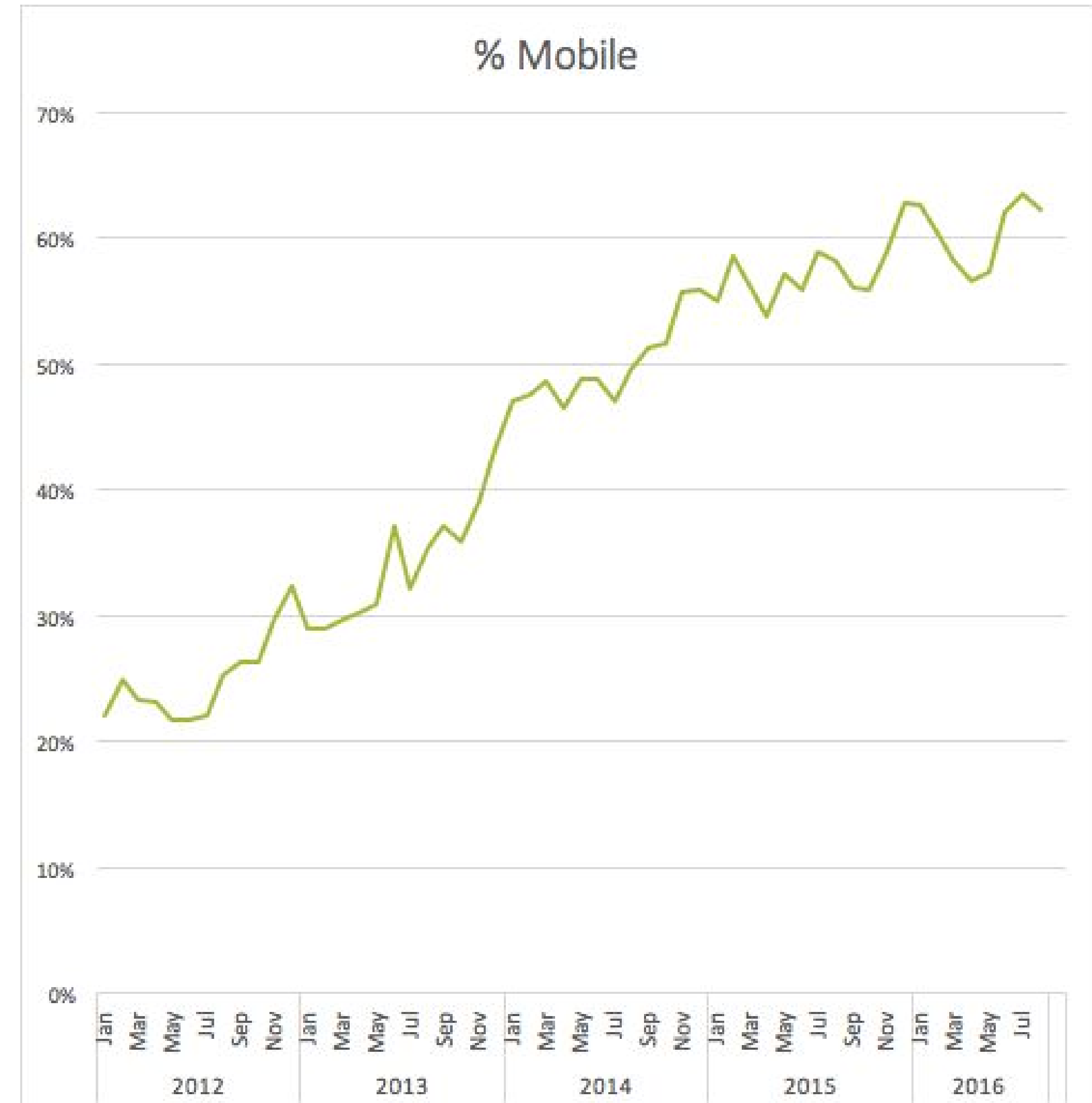
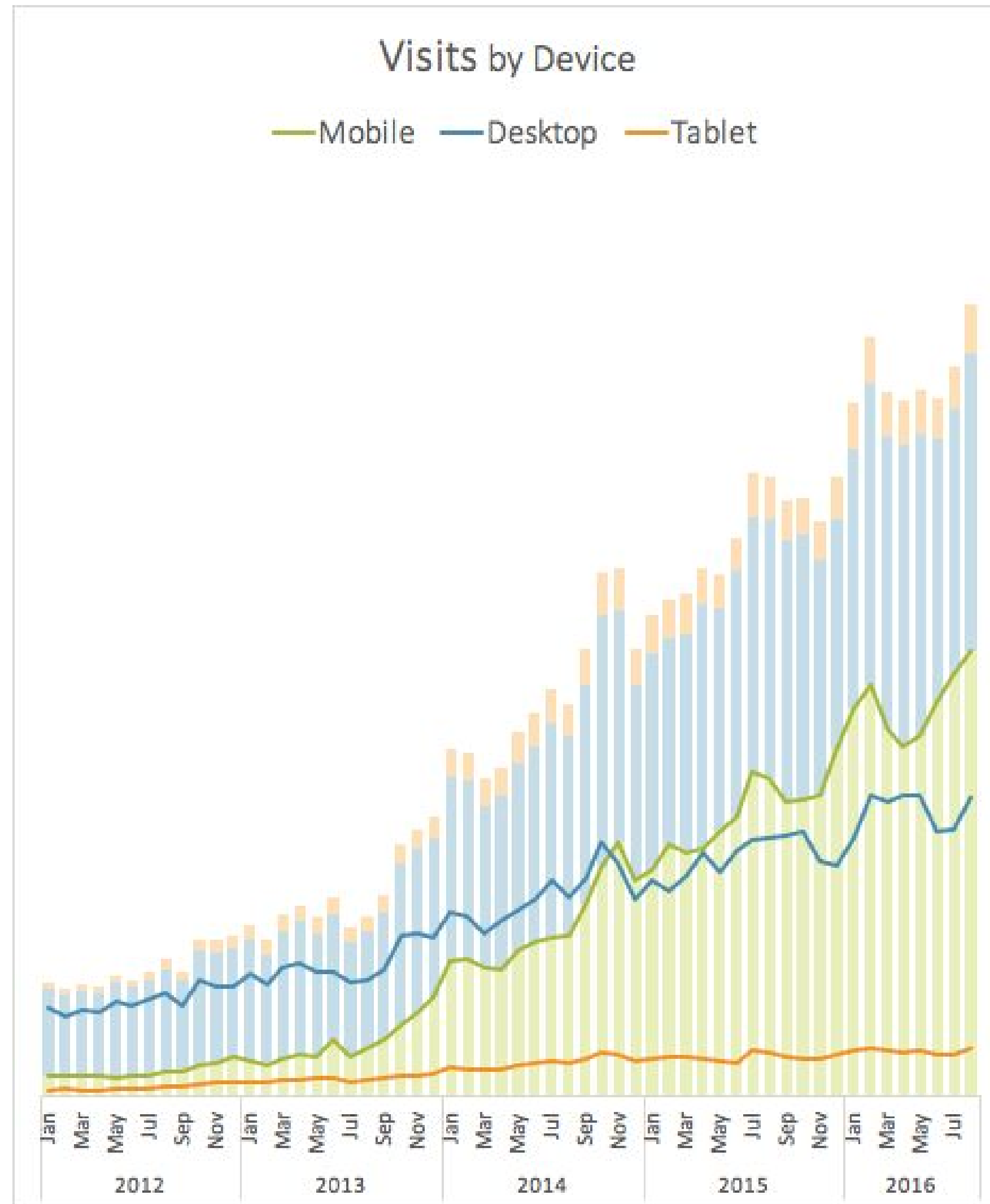
More than 100 million monthly global uniques



More than 2.3 billion monthly video views



Mobile is the majority of visits, up from 0 a few years ago



The key to our success?

Native digital

We do not try to recreate print
or TV

Digital is as different from print and TV
as print and TV are from each other

How?

Two key differences

- Storytelling
- Distribution

Digital is the richest and most powerful
storytelling medium ever invented

We aren't limited to TV, radio, and
print formats

We can tell each story in the best
format for that story

Formats and tactics depend on
the type of story, and where
people will read it.




For fast breaking news, inform
quickly and accurately

Live Blogs...

BUSINESS INSIDER

TECH


Here's everything Apple announced today


 Steve Kovach  


🕒 24h


🔥 138,198


💬 37

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 PRINT

Apple held its big product launch event on Wednesday and unveiled a slew of new gadgets, with the new iPhone 7 at the top of the list.

Here's a recap of some of the big news:

- New [iPhone 7 and 7 Plus](#) featuring with new cameras, new colors, more storage and [no headphone jack](#).
- New [wireless ear buds](#) called "Airpods."
- A new [version of iOS](#).
- A new version of the Apple Watch, [called the Series 2](#).
- Mario is [coming to the iPhone](#).


And lots of other stuff. Scroll through the blog below to see how it all went down.



Steve Kovach/Business Insider

11:23 AM

The press is already gathering inside the lobby of the Bill Graham Civic Auditorium



News stubs and rolling coverage

BUSINESS INSIDER

Shootings and suicide bombings rock Paris in a night of terror that killed at least 120

BI

Business Insider

Nov. 13, 2015, 4:21 PM

127,157

56

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PRINT

At least 120 people have been reported killed and more injured in attacks in at least six locations around Paris, according to French media, citing the local police.

At least 112 people were reportedly killed inside the Bataclan theater, a popular concert venue in the 10th Arrondissement where six to eight attackers held people hostage.

There have been conflicting reports regarding the number of fatalities. Estimates ranged between 120 and 150 late Friday into Saturday morning.

Dozens were killed in shootings at Le Cambodge restaurant and Le Carillon bar in the 10th Arrondissement, and Les Halles shopping center. Other attacks were reported near Rue Faidherbe, Boulevard Beaumarchais, and Rue Albert.

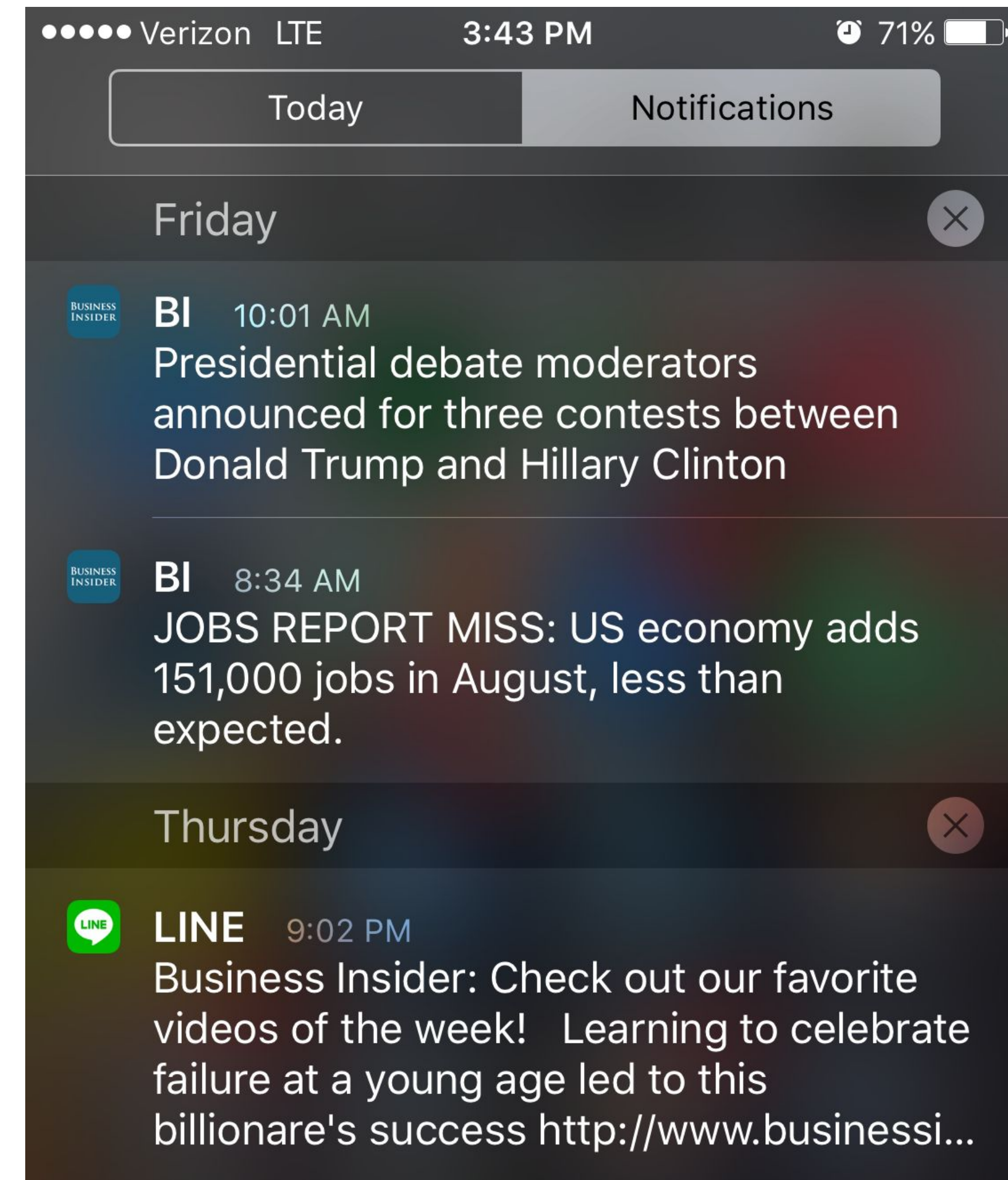
The French prosecutor's office says eight extremists are dead after the attacks — seven of them from suicide bombings. A police operation to free the hostages inside the Bataclan, which is a short walk from the old offices of Charlie Hebdo, [has ended](#). It's unclear whether there are more attackers involved.



Emergency responders working near covered bodies outside a restaurant after a shooting in Paris on Friday night.

REUTERS/Philippe Wojazer

Quick distribution via social and mobile



Tell people what they need to know,
without making them work for it

Unbury the lede

Hiding in the 16th paragraph of this 3,100 word article...

costs down, the more widely it will compete with car ownership. Mr Lache reckons that autonomous cars might bring the price per mile down to 89 cents or less—below the average cost per mile for car ownership across all 20 top American MSAs.

From the fire roads to the interstate

Cost is not the only reason someone would give up a car; convenience and time matter, too. Like Amazon, though, Uber understands that low prices hook customers and is trying to push them down more. In San Francisco the price of an UberX ride is half what it was two years ago. An UberPool costs around half of an UberX ride.

Even without an interest in forming habits, though, Uber would have little choice about low prices—because it has competition. The switching costs for both passengers and drivers are relatively low, which means new entrants can buy market share by subsidising trips and earnings. The same exuberance that has driven up Uber's valuation has also given its rivals the resources with which to attack it.

Lyft, with 20% of the American market to Uber's 80%, is spending an estimated \$50m a month to increase its share, and in many places it has been succeeding (see chart 2). Uber has had to pay out to avoid losing passengers and drivers in key markets. New companies, hearing of gold in the ride-hailing hills, have rushed in; two startups, Juno and Via, have toe-holds in New York. Being the biggest company in a market helps a lot, because customers want short waiting times and drivers want frequent fares. But fighting off competitors still costs money. After claiming earlier this year that its developed-market business had become profitable, Uber lost an estimated \$100m in America in the second quarter.


Competition at home and abroad will affect Uber's profit margins in the medium term. Thibaud Simphal, the boss of Uber's French operations, admits that ride-hailing could be "a high-volume, low-margin business. It's transportation. It's like retail." For the time being, investors are willing to accept these low margins as Uber pursues growth above all else. But their patience may wear thin if the intense competition drags on. Amazon built up its business at a time when few competitors shared its vision of the size of the e-commerce opportunity. Uber does not operate in a world of low expectations.

One wild card is whether Lyft remains an independent company. There have been reports it has been seeking a buyer. In 2014 Uber might have been that buyer, something that has not been previously reported; negotiations fell apart over price. Mr Kalanick insists he does not regret the outcome: "It's a really powerful thing for a company to compete. It makes you fierce about serving your customer." Having a rival also helps deflect regulators' scrutiny. Yet many of Uber's investors wish the two had gone forward with a deal, so that Uber would not have to keep battling for share.

If the competition can be won with money and determination, Uber has to be well-positioned. It was not the first firm to recognise the potential of peer-to-peer ride-sharing: Sidecar, a now-defunct startup in San Francisco, got the ball rolling. Lyft came next. But



Uber tried to buy Lyft but negotiations fell apart over price

Kif Leswing  
🕒 Sep. 2, 2016, 9:27 AM 🔥 4,579 💬 2

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 PRINT

Uber tried to buy its largest American ride-hailing rival, Lyft, in 2014, but negotiations fell apart over price, Uber CEO Travis Kalanick confirmed to the Economist.

“It’s a really powerful thing for a company to compete. It makes you fierce about serving your customer,” Kalanick told the Economist.

The weekly newspaper interviewed Kalanick for a fantastic long feature about the world's most valuable startup.



Uber

Uber had been considering purchasing Lyft going back to 2014, but wouldn't pay more than \$2 billion for the startup, Bloomberg's Eric Newcomer previously reported.

Even as Lyft's President John Zimmer insists that his startup isn't for sale, the ride-hailing company has received a fair amount of interest from suitors. Lyft has held talks with Amazon, GM, and Uber, among others, The New York Times reported last month.



What just happened to Apple, explained



Dan Bobkoff

Aug. 30, 2016, 5:28 PM 134,090 84



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EMAIL



PRINT

The European Commission, the EU's executive arm, is [ordering](#) Apple to pay \$14.5 billion in taxes to Ireland. But Ireland [doesn't want](#) the money, and Apple [says](#) it shouldn't have to pay. And the kind of tax breaks that the EU accuses Ireland of offering Apple are similar to the kind of deals common in, and legal in, the US.

What happened?

This is what the EU [says](#):

Apple Inc., which is based in California, set up two companies in Ireland: Apple Sales International and Apple Operations Europe. According to the European Commission, these companies had no employees or real offices but still realized large profits. Apple paid virtually no tax to Ireland, or to any country, on these profits because of a former law in Ireland. In the last year that the law was in effect, 2015, Apple Sales International paid just 0.005% tax, according to the commission.

The investigation into Apple by the European Commission was led by Commissioner [Margrethe](#)



Apple CEO Tim Cook. AP



Smart opinion and analysis

BUSINESS INSIDER

POLITICS

It doesn't matter what Trump meant – it matters what he said



Josh Barro

Aug. 9, 2016, 9:50 PM

41,204

81

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PRINT

Yes, we have another one of those exhausting "What did Donald Trump really mean?" stories — this time, with higher stakes than usual.

As you've surely seen by now, Trump [said this about Hillary Clinton](#) at a rally in North Carolina: "If she gets to pick her judges, nothing you can do, folks. Although the Second Amendment people — maybe there is, I don't know."

Trump's campaign insists he was talking only about political action, [not an "assassination."](#) Whatever — that's not how the shocked man behind Trump onstage at the rally seemed to take it.

Moments



BUSINESS INSIDER

TECH

The iPhone 7 is the same old thing, but it's going to sell like hotcakes anyway



Steve Kovach

19h

38,609

25

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PRINT

The iPhone is on autopilot.

Wednesday marked the 10th time we've been through this [song and dance](#).

There's a [new iPhone](#). The camera gets better. The processor gets faster. The design changes every other year on a "tick-tock" cycle, with the "tock" model refining, iterating, and perfecting on what came the year before.

But the iPhone 7 is the most iterative update of all.

For the third year in a row, Apple is peddling the same look while its [competitors like Samsung have out-designed it](#). (Apple would argue against this, pointing to the new "jet black" color and tweaked antenna lines on the back as evidence that the design has in fact changed. I disagree.)

The camera got a nice boost in performance, and the Plus model has two lenses so you can enable optical zoom and other effects. The home button doesn't press in anymore, replaced by a pressure-sensitive sensor. It's [water-resistant](#). The headphone jack is gone, and the company is



AP

BUSINESS INSIDER

Experiment, and give readers
choices

Scroll through pictures...

BUSINESS INSIDER

TECH

BEHOLD: Big, beautiful photos of the iPhone 7



Alex Heath

23h

393,831

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Apple




BUSINESS
INSIDER



Watch (without or without sound)...


 BUSINESS INSIDER


VIDEO


Here's everything Apple just announced – in under 3 minutes


 Darren Weaver  


 18h  8,391




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1 story can actually be 12

BUSINESS INSIDER

SPORTS

THE LEBRON JAMES INTERVIEW: The world's best athlete reveals how his team pulled off the greatest comeback in NBA history

Alyson Shontell

Aug. 19, 2016, 3:47 PM

76,770

19

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THE BUSINESS INSIDER INTERVIEW



LeBron James is a busy man. The 31-year-old NBA star began his professional career at 18 playing for the Cleveland Cavaliers. He has since gone on to win three championships, including one for the Cavaliers this year in arguably the most impressive comeback in NBA history.

The Cavaliers were down 3-1 in the NBA Finals against the Golden State Warriors, who went 73-9 in the regular season. No NBA team had ever come back from that deficit to win the Finals.



LeBron James reveals the latest details of the much-anticipated 'Space Jam 2'

Alyson Shontell and Sam Rega · Aug. 20, 9:43 AM · 7,644



LeBron James says this play is the most important of his career so far

Alyson Shontell and Graham Flanagan · Aug. 21, 2:04 PM · 14,490



LeBron James reveals the real reason he wore the Ultimate Warrior shirt after winning the NBA Finals

Alyson Shontell and Graham Flanagan · Aug. 19, 6:04 PM · 60,109



Here's how LeBron James reacted when he learned Kevin Durant was joining the Warriors

Alyson Shontell and Noah Friedman · Aug. 23, 8:32 AM · 92,388



Here's the diet and workout routine LeBron James uses to stay in insane shape

Alyson Shontell and Sam Rega · Aug. 26, 10:11 AM · 84,551

BUSINESS INSIDER

Longreads still have a place

Interviews...

≡

BUSINESS INSIDER

SPORTS

Q

THE LEBRON JAMES INTERVIEW: The world's best athlete reveals how his team pulled off the greatest comeback in NBA history

Alyson Shontell

✉

📧

🐦

Aug. 19, 2016, 3:47 PM

🔥

76,770

💬

19

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THE BUSINESS INSIDER INTERVIEW



LeBron James is a busy man. The 31-year-old NBA star began his professional career at 19 and has gone on to win three championships, including one for the Cavaliers this year in arguably the most dramatic Finals in NBA history. The Cavaliers were down 3-1 in the NBA Finals against the Golden State Warriors, who were the only team to ever come back from that deficit to win the Finals.

BUSINESS INSIDER

Elon Musk
CEO, Tesla Motors, SpaceX; Chairman, SolarCity

≡

TECH INSIDER

INNOVATION

Q

THE BILL GATES INTERVIEW: An energy miracle is coming, and it's going to change the world

Drake Baer

✉

📧

🐦

Feb. 22, 2016, 10:40 PM

🔥

320,109

💬

203

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THE TECH INSIDER INTERVIEW

The most remarkable thing about meeting Bill Gates in



Investigations...

BUSINESS INSIDER

TECH

A SILICON VALLEY DISASTER: A 21-Year-Old Stanford Kid Got \$30 Million, Then Everything Blew Up

Alyson Shontell

Apr. 14, 2014, 3:41 PM

479,946

63

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CLINKLE

Who's Left?

This picture of Clinkle's team was taken in July 2013. Everyone with an "X" is no longer at the company. Clinkle's CEO Lucas Duplan is in the center, hoisted up by his employees.

BUSINESS
INSIDER

BUSINESS INSIDER

TECH

The Story Behind Why AOL CEO Tim Armstrong Fired An Employee In Front Of 1,000 Coworkers

Nicholas Carlson

Nov. 6, 2013, 10:12 PM

824,060

298

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PRINT



THE COST OF
WINNING

By Nicholas Carlson

AP/Illustration by Mike Nudelman

Profiles...

23,000 words

BUSINESS INSIDER

TECH

The Truth About Marissa Mayer: An Unauthorized Biography



Nicholas Carlson

Aug. 24, 2013, 8:01 AM

1,584,975

237

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LinkedIn

Twitter

Email

Print



Illustration by Mike Nudelman/Photo by Fortune Live Media

8,000 words

BUSINESS INSIDER

TECH

All Hail The Uber Man! How Sharp-Elbowed Salesman Travis Kalanick Became Silicon Valley's Newest Star



Alyson Shontell

Jan. 11, 2014, 8:11 AM

100,812

17

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Twitter

Email

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Mike Nudelman/Business Insider


Headlines matter

Write a headline like a tweet: How would you tell a friend?

BUSINESS INSIDER

ENTERTAINMENT

ABC took all the people who couldn't find love on 'The Bachelor' and dumped them on a beach with booze — now 5 million people are watching total mayhem unfold



Alyson Shontell

Aug. 18, 2015, 11:57 AM

466,386

4

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PRINT

After 19 seasons of "The Bachelor," 11 seasons of "The Bachelorette," and only five couples who have actually gotten married, there are a lot of ABC reality stars who are still looking for love.

ABC decided to take some of those rejected contestants and fly them to a remote tropical resort and let the drama unfold on "Bachelor in Paradise."

"Bachelor in Paradise" is in its second season, and each week the ratings have gone up. There are now [5.2 million people watching](#) complete and utter chaos unfold on the show — it's so full of



It's hard to be a bachelorette in paradise. ABC

Have fun with it!

≡

BUSINESS INSIDER

TECH

29-year-old millennial rips 25-year-old Yelp employee who got fired after complaining about her salary

Stefanie Williams, Contributor

🕒 Feb. 22, 2016, 11:50 AM 🔥 6,675,221 💬 1133

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Twitter


Email

Print


On Friday, a Yelp/Eat24 employee wrote a lengthy blog post to her CEO, Jeremy Stoppelman, about her compensation, which she said came out to about \$8 an hour after taxes. A few hours later, she said she was fired. It created a hot debate about how expensive the Bay Area is to live in, and whether or not companies should pay entry-level employees more.

Here's one millennial-age woman's response to the former Yelper, Talia Jane.

This post is republished with permission from the author. It



Stefanie Williams. pictured. wrote a post on Medium responding to



Stefanie Williams

Follow

The illegitimate love child of Indiana Jones & Annie Savoy. Writer raised in New York, braised in Char...

Feb 20 · 8 min read

An Open Letter to Millennials Like Talia...

Dear Talia Jane,

After reading your article detailing the absolute struggle you dealt with while working for a Bay Area based corporation (see here <https://medium.com/@talijane/an-open-letter-to-my-ceo-fb73dfo21e7a#.4ds8wym2b>), I felt it imperative to address your concerns and above all, your obvious need for financial assistance. It sounds like you've hit some real post Haitian earthquake style hard times, so maybe some advice will help while you drink the incredibly expensive bourbon you posted on your Instagram account and eat that bag of rice, which was the only other thing you could afford!

My name is Stefanie. I'm not much older than you. I will be turning the big 3-0 in three weeks time. It seems like a lifetime ago I sat in my sophomore year apartment crying about how I would never again be able to relate to *Baba O'Riley* or *Scenes from an Italian Restaurant*. But here I am, having survived my 20's with some grace and a lot of humility.

BUSINESS
INSIDER

Find the one line or quote that pops

BUSINESS INSIDER

POLITICS

GARY JOHNSON: If I had to choose between Clinton and Trump with a gun to my head, I'd 'let it go off'

Allan Smith

5h

2,879

8

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PRINT

Gary Johnson is having quite the day.

Following a disastrous interview on MSNBC's "Morning Joe" earlier Thursday, the Libertarian nominee and former New Mexico governor sat down with ABC's "The View."

Host Joy Behar asked him who he'd vote for between Hillary Clinton and Donald Trump if he had a gun pointed at his head.

"I'd let it go off," Johnson replied.

Johnson's [appearance on "The View"](#) came after he asked on MSNBC, "What is Aleppo?"

Aleppo is a city in Syria that is among the hardest hit by the ongoing Civil War, and Johnson apparently wasn't familiar with the city when asked by contributor Mike Barnicle, who was stunned by his response.



Gary Johnson.

Screenshot/The View

BUSINESS INSIDER

Find the human interest angle

≡

BUSINESS INSIDER

RETAIL

How a 19-year-old turned a sandwich shop into a billion-dollar business

Kate Taylor

✉

🐦

🕒 1h

🔥 3,207

💬 2

f

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PRINT

Jimmy John's has come a long way since 1983, when Jimmy John Liautaud opened his first sandwich shop.

On Thursday, Jimmy John's announced that Roark Capital Group had signed an agreement to acquire a majority interest in the company. Neither party disclosed the price, but the sandwich chain was reportedly valued at \$2 billion when it prepared to IPO in 2015.

Jimmy John's started 33 years ago as a single location in Charleston, Illinois. Liautaud, a recent high-school graduate, opened the sandwich shop — which had just four sandwiches on the menu — after taking out a \$25,000 loan from his father.

"The location was surrounded by bars," Liautaud says about the first shop on [Jimmy John's website](#). "Perfect! Students drink, they get hungry, I'd stay open late, and I would feed them. Boom!"



Jimmy John's Facebook

On videos, you don't have headlines, you have hook shots

INSIDER food
Page Liked · February 2 ·

Brooklynites are losing their minds over this spectacular rainbow bagel.

67,728,498 Views

Like Comment Share

611K Top Comments

816,865 shares 139K Comments

INSIDER food Meet the genius who makes these rainbow bagels.
<https://www.facebook.com/thisisinsider/posts/1512799385694121>
Like · Reply · 84 · February 4 at 2:38pm · Edited
View previous replies

The Bagel Store - Bedford Ave Thanks guys! ❤️
Like · Reply · 8 · February 10 at 6:41pm
View more replies

Quang Hong Well the young baker is hot screw the bagel
Like · Reply · 6,001 · February 2 at 6:30pm · Edited
View previous replies

Quang Hong Nessa Hernandez thanks but im in nebraska
Like · Reply · 179 · February 2 at 2:11pm
View more replies

Write a comment...

Use tools to figure out what
readers love

Technology and data are critical

We depend heavily on our proprietary tech: “Viking”

Real-time publishing, analysis, and distribution system

Real-time data about:

- Stories
- Authors
- Sections
- Referral Sources
- Sharing
- Platforms (including screen sizes)

Home page analytics


Real-time feedback on what interests readers

BUSINESS INSIDER

'Not a happy day'

4284

883




Amanda Macias

20,443

24

What's Happening

Jeff Gundlach nailed the US dollar's epic rally in 2014 – here's what he says happens next



Myles Udland

3h

7,178

4

1946

401

BUSINESS
INSIDER

Story analytics

BUSINESS INSIDER

FINANCE

Wells Fargo's scandal is a cautionary tale about incentive pay



Josh Barro

5,546

f

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PRINT

Wells Fargo has fired thousands of employees and incurred fines totaling \$185 million because of a widespread practice of employees opening new accounts for existing customers without their authorization.

One remarkable aspect of this story is that the abusive practices were often unprofitable for the bank, where I worked from 2005 to 2009. As The New York Times describes:

"In many cases, customers took notice only when they received a letter in the mail congratulating them on opening a new account.

"Many of the questionable accounts were created by moving a small amount of money from



REUTERS/ Shannon Stapleton

Site analytics

By section, author and article, daily, weekly, monthly and real-time:



	sai	science	sports	uk
Fri Sep 9	1,330,181	270,739	118,467	9,195
Thu Sep 8	3,925,238	460,268	438,374	15,953
Wed Sep 7	10,712,619	367,274	557,331	21,856
Tue Sep 6	4,188,593	514,480	194,728	78,090
Mon Sep 5	4,371,728	529,372	162,738	255,989
Sun Sep 4	3,283,444	581,736	221,819	63,545
Sat Sep 3	3,171,703	799,059	273,419	260,922
Fri Sep 2	3,858,354	509,277	232,704	87,898

When you find a topic readers love, flood the zone

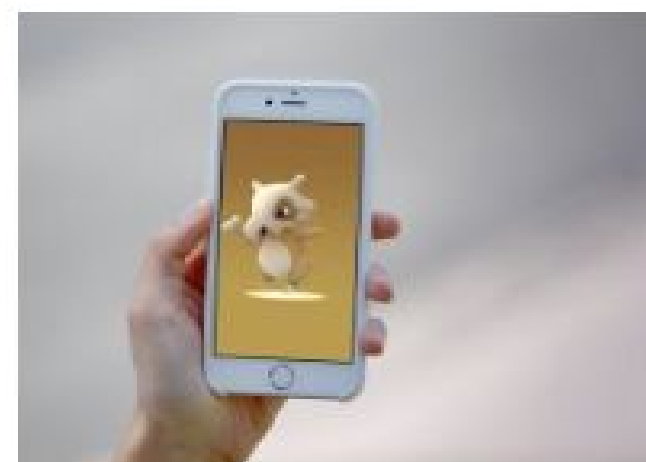
The day before Pokemon GO launched, when the game was beginning to trend on Google, we wrote 2 articles about it. Then...

- **Launch Day:** Wrote **13 articles** about Pokemon GO
- **Day 2:** Wrote **11 articles** about Pokemon GO
- **Day 3:** Wrote **20 articles** about Pokemon GO



13 'Pokémon GO' tips and tricks everyone should know

Ben Gilbert · Jul. 11, 11:25 AM · 1,164,496 · 8



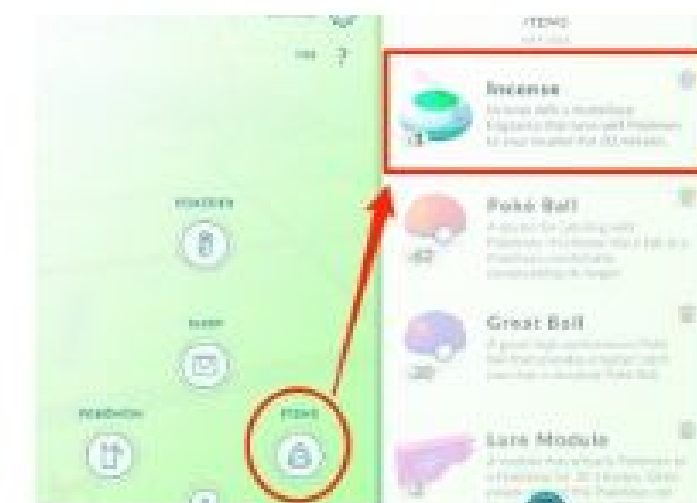
There's a 'battery saver' mode in 'Pokémon GO' — here's how it works

Tim Mulkerin · Jul. 11, 10:43 AM · 563,654 · 5



Here's how to know which team to join in 'Pokémon GO'

Tim Mulkerin · Jul. 11, 1:41 PM · 2,151,822 · 2



How to play 'Pokémon GO' without moving an inch

Megan Willett · Jul. 11, 11:47 AM · 100,480 · 1

Great (digital) stories drive
everything

Readers share great stories with
friends

Search engines send readers to
great stories

Great stories bring people back
for more great stories

There are no shortcuts

How do you perfect native digital
storytelling? Experiment!

“I have not failed. I’ve just found
10,000 ways that won’t work.”

-Thomas Edison

Digital distribution is also different

The Internet is the publication.

We need to serve many kinds of
readers and viewers

We need to put our stories where
people are when people want them

Digital distribution channels

- Home pages
- Referral links
- Search
- Social platforms
- Email
- Apps

Each channel is different — and they're all important

Different audience, different usage

- Direct home-page visitors (3x – 10x daily)
- Referral sites
- Twitter / LinkedIn / Facebook / Pinterest
- Search
- Email subscribers
- App users

Must develop each channel

Key Takeaways

- Storytelling is critical
- This is a visual medium
- A conversational tone outperforms more formal “newspaper style” writing, especially in social
- Content creation requires great storytelling and great packaging
- Healthy tension between the specialists and the generalists

In summary...

This is a golden age for
storytelling

Digital is the most powerful storytelling
and distribution medium ever invented

Today's digital media is still cable TV in the 1980s



Digital is getting better every day