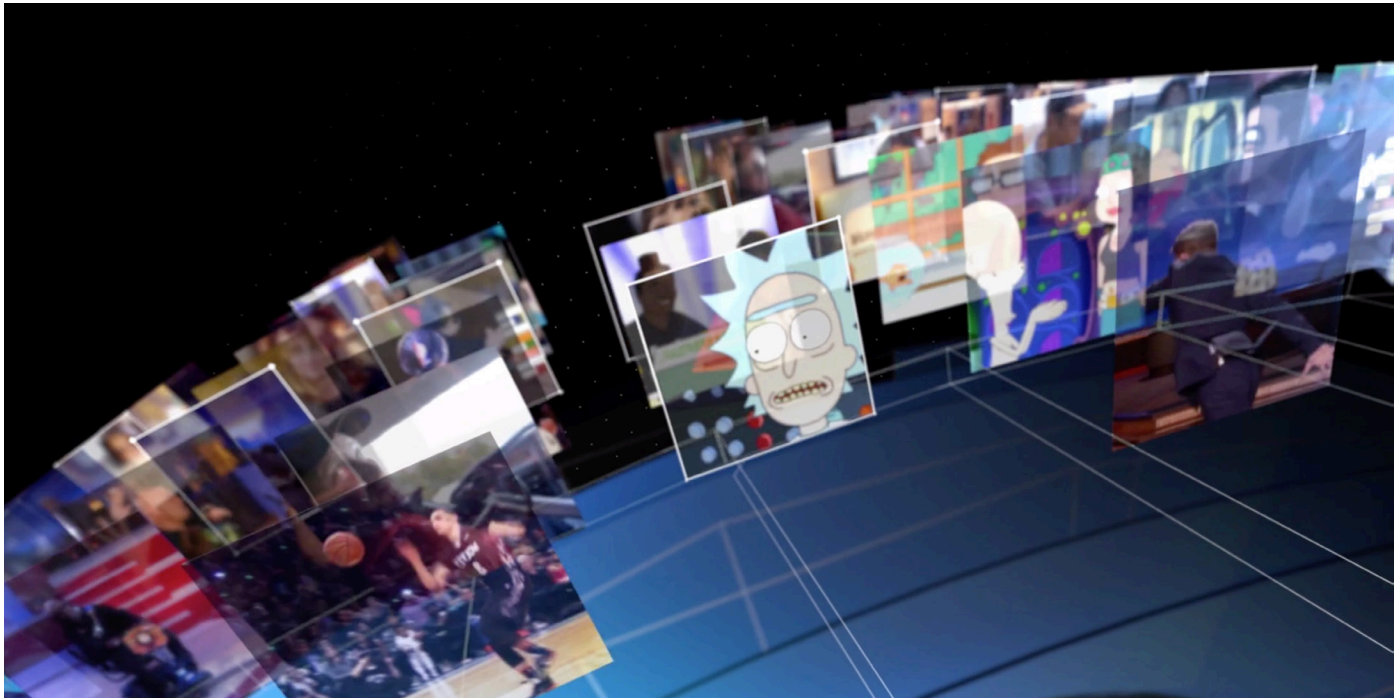


HOW DATA IMPACTS YOUR SOCIAL MEDIA STORYTELLING

WARNERMEDIA SVP FRANK KAVILANZ ON THE SCIENCE OF GREAT STORIES

Publishing Partner: WarnerMedia
Published on April 11, 2019.



Is great brand storytelling powered by art or science? Maybe it requires both, especially on social media.

It turns out that a key to creating great stories people want to spend time with lies in the wealth of data being generated. “There’s a tremendous amount of data for marketers to leverage, and so many rich opportunities to discover audiences, their interests, tastes in content and themes to tailor custom messages,” explains Frank Kavilanz, SVP of social strategy and solutions at WarnerMedia’s Ignite, where he oversees Launchpad, the company’s audience intelligence practice.

By segmenting and sub-segmenting audience groups, Kavilanz and his team are able to drill down into the data to figure out what stories make different types of consumers tick. For Kavilanz’s best tips and tricks on using data to tell great stories, check out the video above.

ABOUT WARNERMEDIA

WarnerMedia is a leading media and entertainment company that creates and distributes premium and popular content from a diverse array of talented storytellers and journalists to global audiences.