



# Welcome to School Marketing Day

Jake Sturgis, APR | Founder and CEO | Captivate Media + Consulting

Jenna Mead | Director of Partnerships | Captivate Media + Consulting

# About Captivate Media



We partner with purpose-driven organizations by crafting stories that ignite community change.

[captivatemedias.com](https://www.captivatemedias.com)



**Jake Sturgis, APR**  
Founder & CEO  
@\_jakesturgis

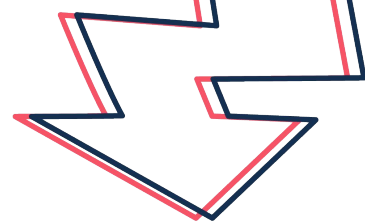


**Jenna Mead**  
Director of Partnerships  
@jennarosemead

# TODAY'S AGENDA:

1. Why Tell a Story
2. Our Storytelling Process
3. Building a Strategy
4. Getting Started

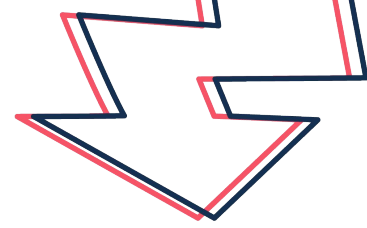




## Why Tell a Story?

- Good stories are shareable
- You can't fight facts with facts
- Build brand loyalty
- The heart moves the mind





# Why Tell a Story?

## **EMOTION**

Story is one of the most effective ways of moving your audience emotionally. Emotion is the gateway to changing beliefs and driving action.

## **ENGAGEMENT**

Cut through the noise and hold your audience tightly from the first to the last frame.

## **VALUE**

A strong story has been shown to increase the perceived value of the brands and people featured within the story.

# Creating Decision Making Filters

1. Make your leaders' priorities your priorities
2. District/School mission, goals, strategic plan
3. Solve problems and issues

# Foundational and Supporting Content

Foundational content lays the groundwork for a major communications initiative. (Website landing page)

Supporting content will help reinforce the foundational messages you are communicating. (Facebook post)





# JULIE MOCK

SECOND GRADE TEACHER  
*Lake Elmo Elementary School*





# OUR STORYTELLING PROCESS

## STORY DEVELOPMENT

Making a plan before the camera starts rolling

## PRODUCTION

Gather ingredients for the video

## POST-PRODUCTION

Editing your video to best make an impact



# OUR STORYTELLING PROCESS

Story Development Phase

- **MILESTONE 1**  
Defining our purpose through five keywords
- **MILESTONE 2**  
Choosing the character(s) of the story
- **MILESTONE 3**  
Building the story structure

# MILESTONE 1

Defining our purpose through five keywords

Your purpose is what you want to leave your audience with after they've heard your story



# MILESTONE 1

Defining our purpose through five keywords

- **What's most inspiring about the story**
- **What makes this story different**
- **Who is the audience for this story**
- **How do you want your audience to feel**
- **What do you want your audience to do**





# KEYWORD 1:

What's most inspiring about this story?

**"RELATIONSHIP"**



## KEYWORD 2:

What makes this story different?

**“INTENTIONAL”**



## KEYWORD 3:

Who is the audience for this story?

“VALLEY”





## KEYWORD 4:

How do you want your audience to feel?

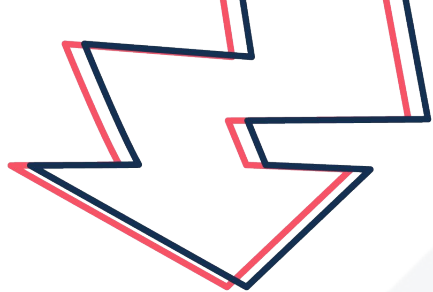
**“EMPATHY”**



## KEYWORD 5:

What do you want your audience to do?

**“INVEST”**

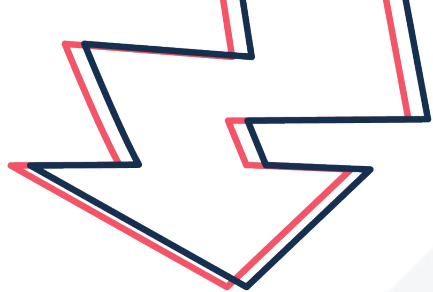


## MILESTONE 2

Choosing the character(s) of the story

- People are how you connect your viewer emotionally
- The main character is the heart of the story
- What makes an irresistible character?





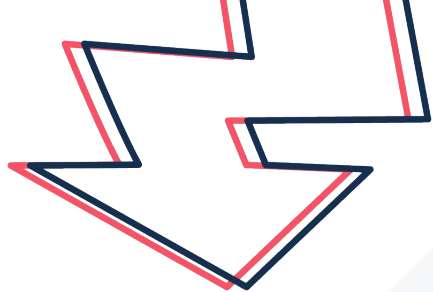
## MILESTONE 2

Choosing the character(s) of the story

### THE 3 BIG THINGS

- Desire
- Complexity
- Uniqueness





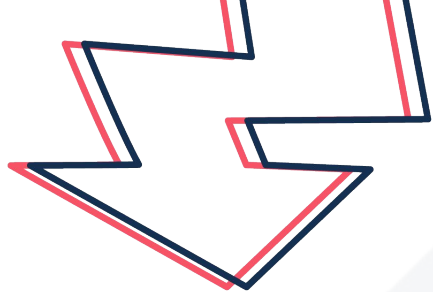
## MILESTONE 2

Choosing the character(s) of the story

### DESIRE

What does your character want beyond what they already have?





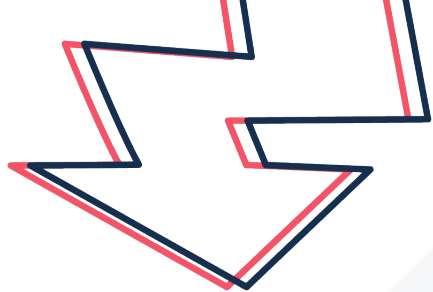
## MILESTONE 2

Choosing the character(s) of the story

### COMPLEXITY

What is the why behind your character's desire?





## MILESTONE 2

Choosing the character(s) of the story

### UNIQUENESS

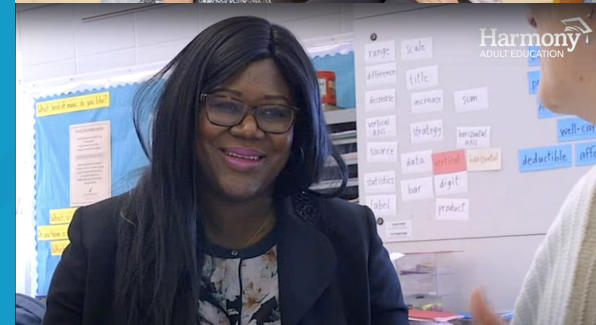
What makes this person different?



# MILESTONE 3

Building the story structure

- A strong plot is what keeps your audience engaged
- Picking the right moments to emphasize

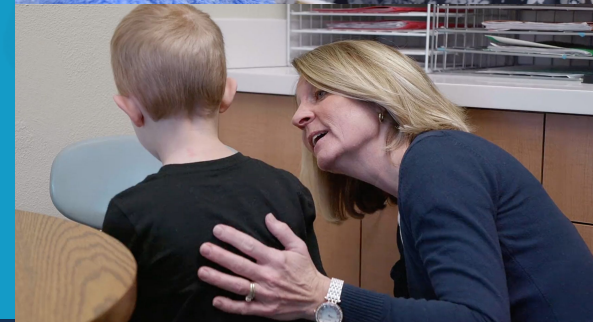




# MILESTONE 3

Building the story structure

- The beginning is the setup
- The middle is the journey
- The ending is the resolution



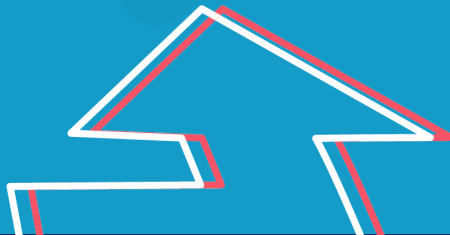


# How to build a strategy around storytelling



# Goals and Audiences


1. Attract (prospective students and staff)
2. Retain (current students and staff)
3. Delight (your community)



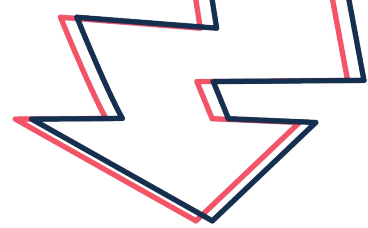


# Attract

## Building brand awareness

1. Create a vibe
  2. Leverage targeted paid advertising
  3. 70% of people say they would share a brand video on social media - Wyzowl
- 





## Retain

- Arguably the most important audience to keep happy
- Build trust, continually validate their decision
- Consistent weekly/monthly content



## Teacher Appreciation 2019



Rosemount Apple Valley  
Eagan Public Schools

about a year ago · 🌐



Follow



In celebration of #TeacherAppreciationWeek, we made a video to show all 2,600 teachers in District 196 just how much they are appreciated, even though they may not hear it every day. We enlisted the help of four outstanding educators to share with us the joys and challenges they experience. To see, they are a true representation of what a District 196 teacher. We love our teachers. See just how much...

👍❤️👀 1.5K



**Kris Schiltz** Teachers...our everyday HEROES! Thank you for raising kids and parents!❤️

Like · Reply · 1y



**Kim Strusz Honcharenko** So grateful for our school district! When my husband and I were looking for our first home 26 years ago, we selected the Rosemount area based on the schools and small town feel. Little did we know back then the true impact of our decision! The gifts of... [See More](#)

Like · Reply · 1y

👍❤️ 4



**Pam Cottrell** Love this and I love our District 196 teachers and staff. Thanks for all of your hard work.

Like · Reply · 1y

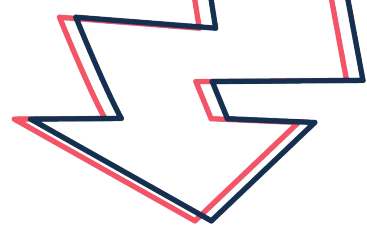
👍 1



**Kathryn Lachenmayer** Thank you for sharing this video. We all need to see and hear more news like this....Thank you to all the dedicated teachers out there, your work is so important and goes unrecognized so much of the time...so THANK YOU!!!!!!

Like · Reply · 1y

👍 2

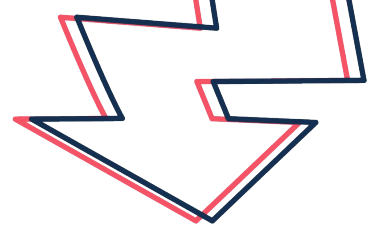


# Delight

- Referrals are a very powerful marketing tool
- Appreciation posts







# Repurposing Content

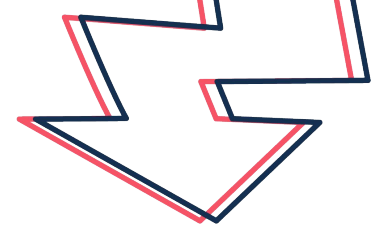
- Leverage video content in multiple different ways
- How many ways can you slice a video story?
  - Social content
  - Print article
  - Infographic
  - Still image
  - Podcast



**DEAN SAND**  
INDUSTRIAL TECHNOLOGY  
TEACHER



# Repurposing Content



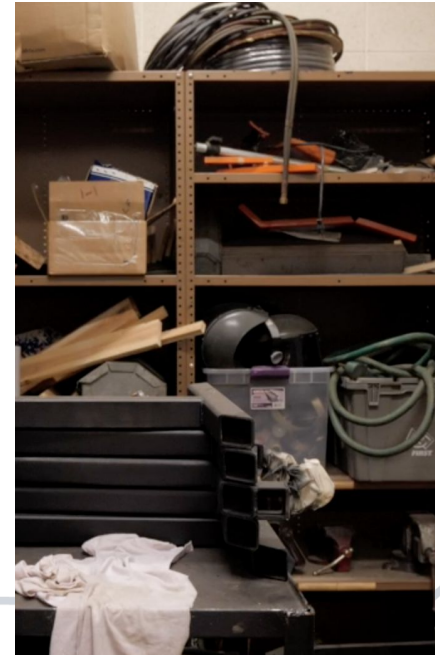
“In all of my time spent in industry, I’ve seen a lot of different shops and potentially spaces where our students and our graduates are going to go and work. Our abilities here, they don’t measure up.”

**-Dean Sand, Industrial Technology Teacher**



**VOTE NOV. 5**  
mustangsunited.org

OUR INDUSTRIAL TECH SPACES ARE  
**SIGNIFICANTLY BELOW**  
STATE STANDARDS





# GETTING STARTED

1. Start small
2. Find focus
3. Social media content







**It's not about the video.  
It's about what the video does.**

# RECAP

- Great stories move your audience to action
- Find focus through purpose, character and structure
- Build your strategy
- Repurpose content





**At the end of the day, it's  
about building a connection  
with your audience.**





**Let us help tell  
your story!**

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**call:** 612-314-3314



**Finalsite**

#SchoolMarketingDay