

Key Takeaways.

1

Get a holistic understanding of audience retention to improve storytelling arcs and style (text overlays, music).

2

Track shares & backlinks to find key influencers driving virality. Seed on forums and places like Reddit to ignite curiosity.

3

Look at when your audience is most active to tap into behavioral patterns that might inspire more engagement.

4

Be subscription and follower driven to build your audience.

Data-Driven Visual Storytelling

Make your visually engaging content count with supportive data.