

DIGITAL PRACTICE

Story Partners has a strong track record of leveraging digital and social channels to drive conversations, shape policy issues and generate online supporters. We also help clients manage and mitigate online threats that can damage a brand or reputation.



DIGITAL STRATEGY

We believe that digital isn't an add-on, but a central component of any integrated communications strategy. Driven by research and data, the Story Partners team is skilled at crafting and executing digital strategies to support your objectives both online and off.



SOCIAL MEDIA MANAGEMENT AND ADVERTISING

Whether it's building a social media presence from the ground up, expanding your reach or defending your position, Story Partners has managed social media platforms for clients big and small across industries. Our services include social content creation and design, advertising and community management.



DIGITAL ADVERTISING STRATEGY, DESIGN AND EXECUTION

Digital advertising is critical for increasing your visibility among the most influential audiences. Story Partners can help identify and reach the right people inside and outside the Beltway – wherever they are online. We develop compelling creative to drive awareness, engagement and action.



SEARCH ENGINE OPTIMIZATION AND MARKETING (SEO/SEM)

Your online search results represent an important battleground for shaping public opinion and your reputation. Story Partners has extensive experience in search engine optimization and marketing – often the first line of defense in telling your side of the story.



DIGITAL AND SOCIAL MEDIA MONITORING

Gathering intelligence about your supporters, opponents and competitors is critical in informing any communications strategy. Story Partner's Social Edge Report delivers critical insights to help identify your advocates, increase your share of voice and get the edge over your competitors.



INFLUENCER IDENTIFICATION AND OUTREACH

Cutting through the clutter to find the most relevant and influential champions of your organization or issue can be difficult. Using a number of specialized tools, Story Partners can help identify and engage these advocates on your behalf to help spread your message.



ONLINE CRISIS PREPAREDNESS AND MANAGEMENT

Whether it's a data breach, product recall or environmental disaster, it often spreads first on social media. Story Partners can help prepare your organization to contain, navigate and defend your online reputation in any potential crisis.



GRAPHIC DESIGN, INFOGRAPHIC AND DATA VISUALIZATION DEVELOPMENT

Imagery can often tell your story more effectively than words, especially when it comes to digital and social media. We have experience developing graphics that make complex policy issues more understandable and engaging for online audiences, as well as creating a cohesive look and feel for your brand.



WEBSITE DESIGN AND DEVELOPMENT

Whether it's a campaign microsite or large corporate website redesign, Story Partners has designed and developed websites in content management systems including WordPress and Drupal to help clients increase their digital footprints.



VIDEO PRODUCTION

From online videos for the Super Bowl to pre-roll campaigns inside the Beltway, Story Partners has significant experience producing videos that increase awareness and favorability among online audiences.



REPORTING AND ANALYTICS

The power of digital communications is that it can be tracked, measured and optimized in real time to inform future strategy. Story Partners leverages cutting-edge digital analytics tools to report on and improve campaign performance.