**How to Fit Good Storytelling Into the Digital Age**

The digital age has changed the process of storytelling in marketing but not the basics of what constitutes a good story. Julian Baring examines the best practices that combine process and content, including audience monitoring to instantly adjust the story to fit the moment.

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<https://marketingland.com/the-new-best-practices-for-digital-brand-storytelling-253177>

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