

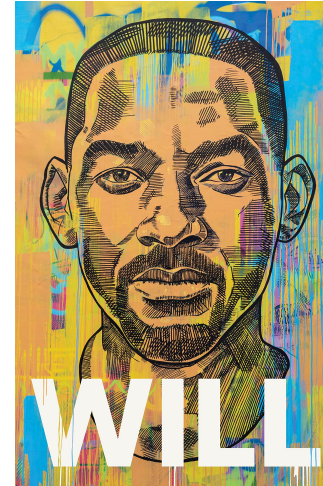
Long Form Storytelling

What is it? If you're under the impression that short-form content is completely taking over the world, think again. Long-form content is far from dead. From TV shows releasing episodes weekly, to the continuing rise of podcasts, and resurgence of book sales, long form is back!

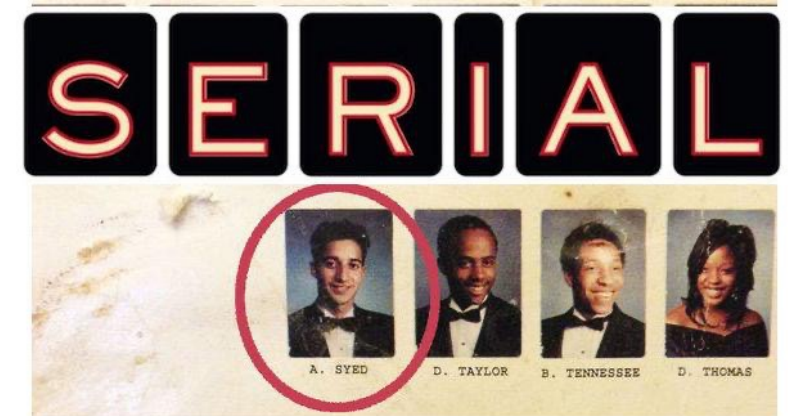
Why Should I care? Long-form gives issues room to breathe. Space to explore subjects more broadly, deepen audience engagement and strengthen relationships over time. It builds authority and demonstrates expertise, retaining value long after it's published.



Book Clubs



Literature Trends



Serialisation

So what?

Take a leaf from our safari takeaways - how can you get the whole organisation aligned on messaging? How can long-form and short-form interact in your strategy? You don't need to get stuck in the either/or debate of long form vs short form. Each is useful for different purposes, and they can complement and enhance each other. Consider the power polymedic conversations (takeaway 11).