**Virginia Tech Brand Camp  
Insights Into Action: Data-Driven Content Strategy  
Activity**

***Instructions:*** *Break up into groups. Talk amongst yourselves for 10-minutes and determine the following:*

**Identify a story you want to pitch.**

**Who is the target audience?**

**What goal does it support?**

**What single action do you want the audience to take?**

**How would you recommend promoting it?**

**What metrics will you look at to measure success?**