

# Enhancing Editorial Through Digital Design

## 11 Cost-Effective Ways to Extend Editorial Reach Digitally

1. Short Animated Gifs + Video Loops
2. Repurpose Print Into Dynamic Video
3. Repost + Repeat
4. Event Coverage
5. Get the Entire Team Posting
6. Location Scouting
7. Editorial Scoops
8. Supplemental Video Narratives
9. Timelapse
10. Retrospective Reels
11. How'd They Do That?  
Process Reveals




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