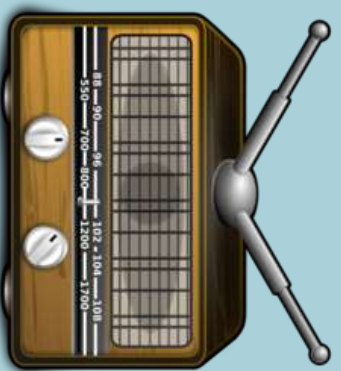


PUTTING A STEADY HAND BEHIND YOUR BRAND

The
importance
of developing
and using a
cohesive
brand voice

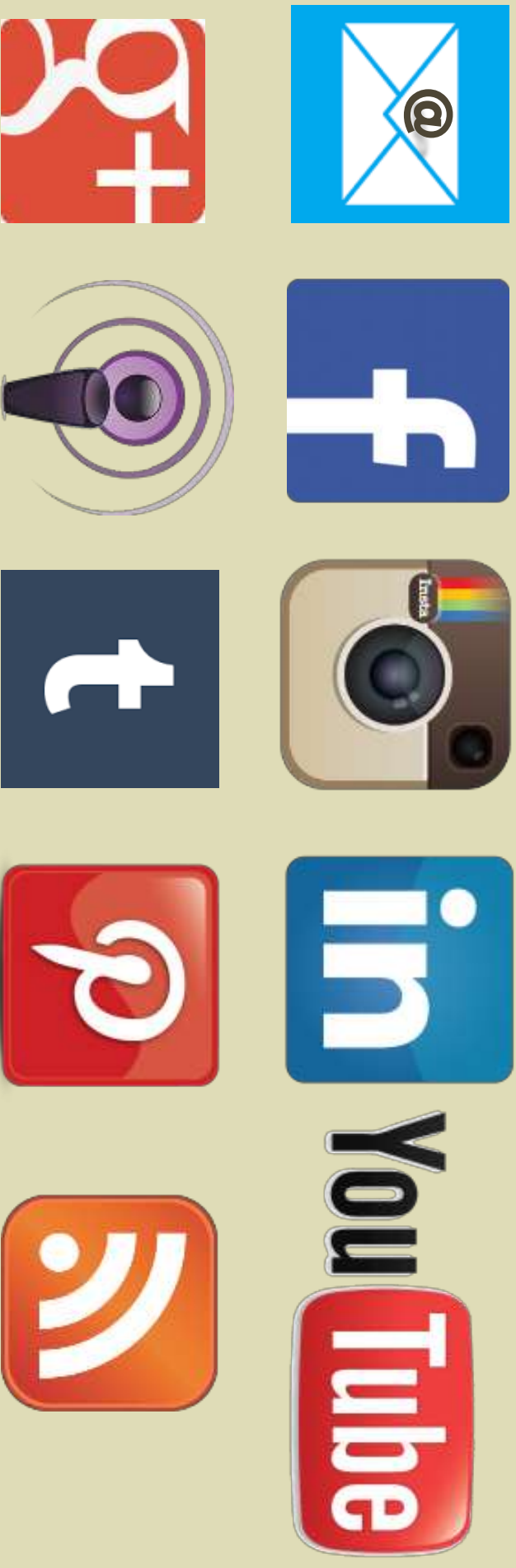


One company, three channels. Piece of cake!

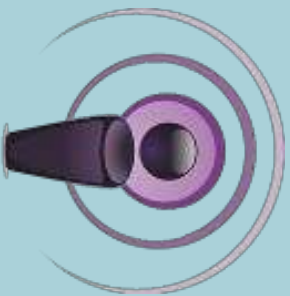
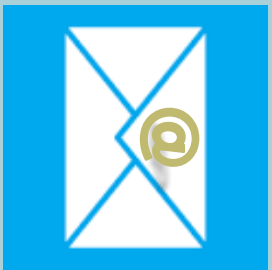


Until recently it was much easier to present a consistent brand experience to customers and prospects simply because there were fewer channels. Our primary forms of communicating were print, radio and TV.

THEN CAME THE WEB



Today there are a staggering (and still growing) number of ways to connect with customers.



With so many channels hungry for content and so many people responsible for keeping your messages in front of your customers, managing your brand experience creates a daunting challenge.

HOW MANY COOKS ARE IN YOUR KITCHEN?

In any given month, the following people may generate or influence your business's content:

- Sales/business development managers and/or staff
- Vendors
- Merchants
- Senior management
- Front line staff
- Web developers
- SEO specialists
- Social media writers
- Consultants
- Interns

HOW MANY COOKS ARE IN YOUR KITCHEN?

That is a lot of different people playing a role in content creation. And if your organization doesn't have a formal brand voice that gives direction on what to say, how to say it, in what tone, when, where, and how often, your writers will inevitably proceed to write it in the only voice they have...



...their own.

**DOES IT REALLY MAKE A DIFFERENCE IF
EVERYONE JUST DOES THEIR OWN THING?**

Yes. A costly and potentially devastating difference.



HERE ARE JUST A FEW CONSEQUENCES OF NOT ALIGNING YOUR CONTENT CREATORS

- Inconsistent brand experience
- Corporate embarrassment
- Inefficient information flow
- Decreased revenue
- Poor customer experiences
- Customer defection
- Increased production costs
- Confusion among your staff and associated lost productivity
- Confusion of customers, prospects and referral sources
- Coming across as disingenuous



Just like other areas of your business that need to be in sync, your content developers need to:

- **Have a clear strategic vision**
- **Have a clear understanding of what your company's brand voice is (and isn't)**
- **Communicate among each other as a matter of course**



HOW DO YOU MANAGE YOUR CONTENT AND AVOID MUDDLED COMMUNICATIONS?

Step one

Develop and articulate a clear understanding of your brand, your brand voice, and a strategy of communicating to your customers.

Step two

Implement a process to ensure that all who influence or create your content are effectively executing your strategy.

ESTABLISHING YOUR BRAND VOICE



The Litmus test

Do your email campaigns sound like they are coming from the same company as the one that writes your blogs (or print ads or social media posts)?

Or, when viewed as a whole, do your communications seem disjointed?

ESTABLISHING YOUR BRAND VOICE



The Goal

Your company needs to use a singular, recognizable brand voice in every aspect of content writing wherever it appears.

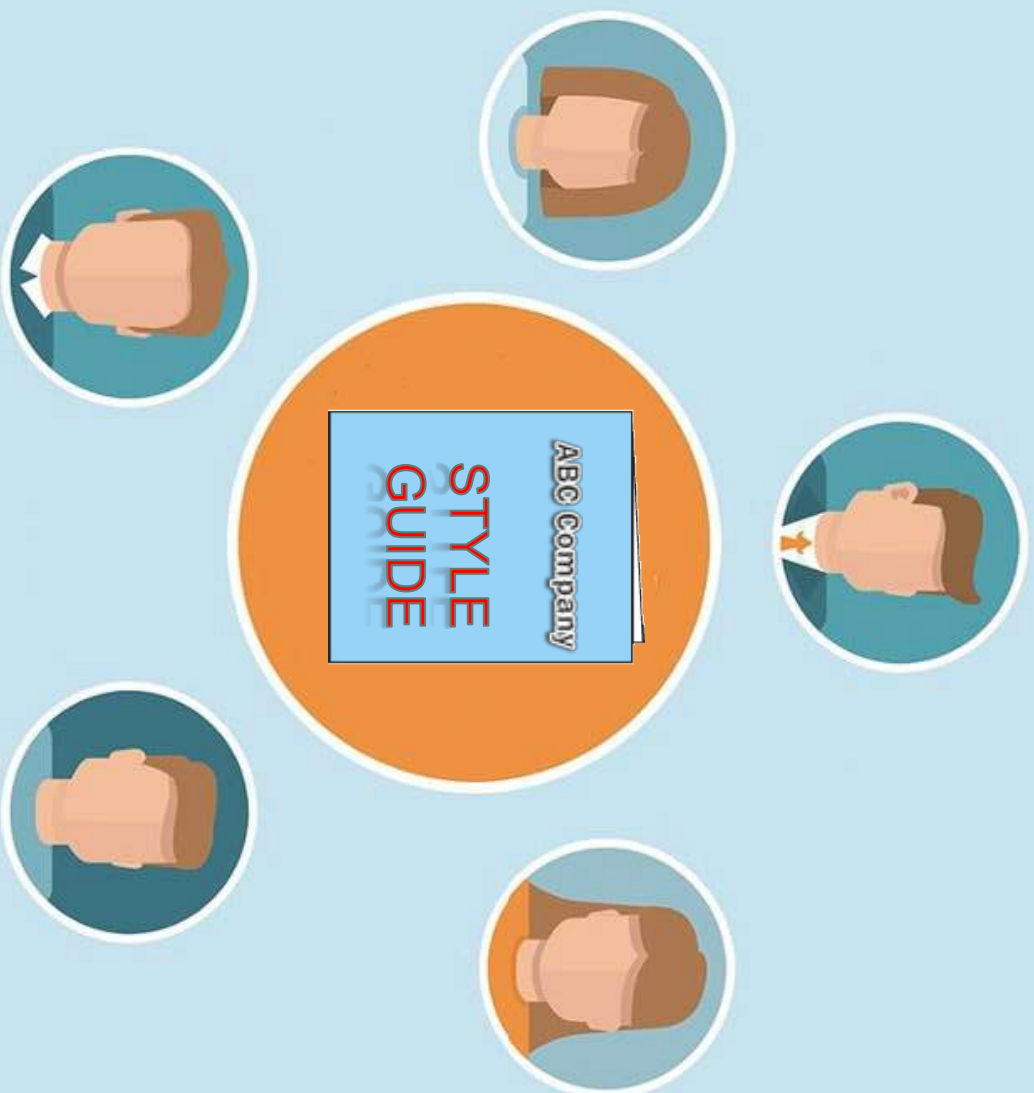
CREATING A STYLE GUIDE



Develop a style guide covering:

- Voice and tone
- Grammar and style
- Key vocabulary and other keywords
- Stylistic preferences
- Your company's key services
- * Examples of product descriptions
- Legal disclaimers

LAUNCHING A STYLE GUIDE



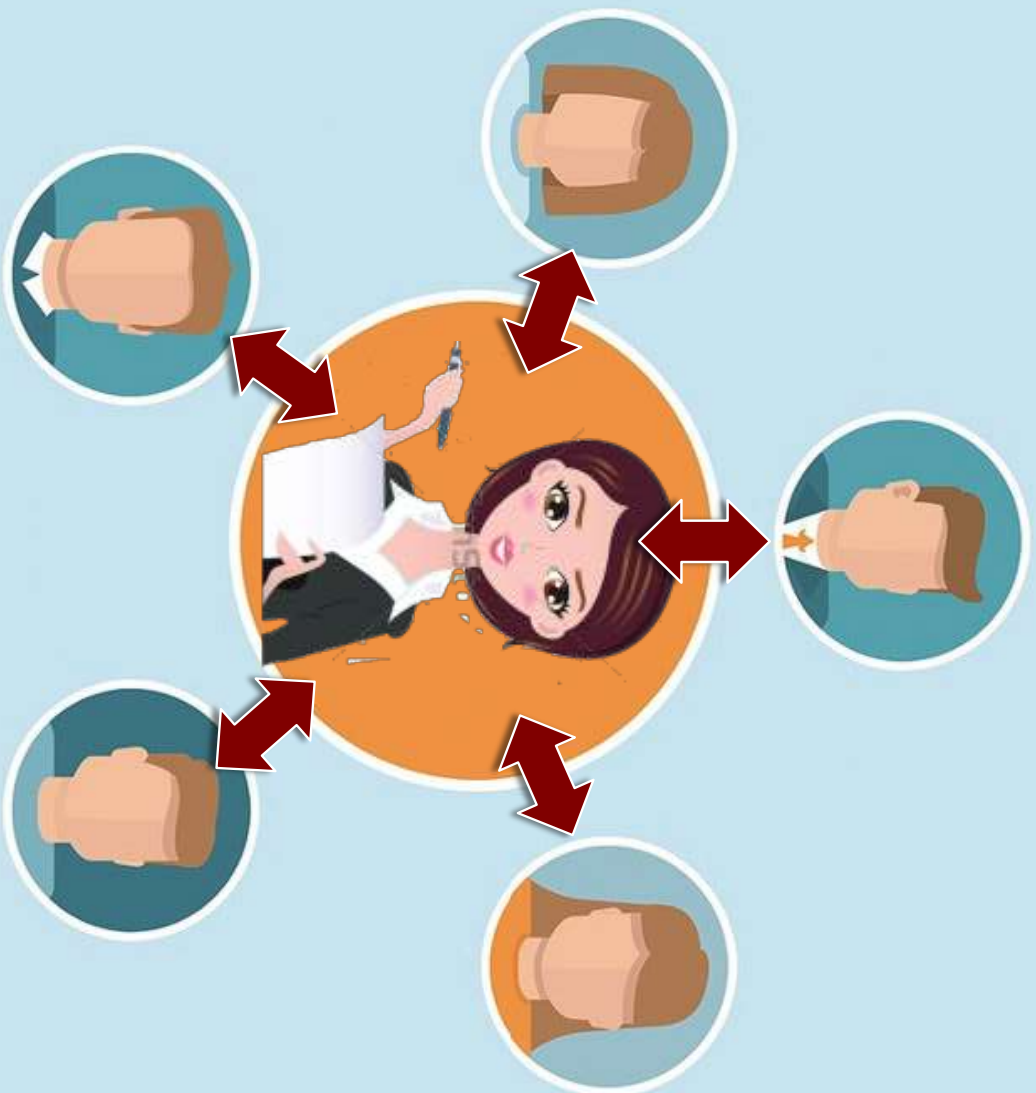
Hold a kick-off meeting with those responsible for creating all aspects of communications for your company (not just the writers, but the designers and others that affect your brand voice and look and feel).

A TALL ORDER

The importance of getting everyone communicating in a consistent voice is often driven home by the number of people in your company responsible for producing the following:

- Email**
- Social Media**
- Customer Service Scripts**
- Print Ads**
- Public Relations**
- Blogs**
- White Papers**
- Marketing Collateral**
- Sales Collateral**
- Website Content**
- Radio Spots**
- Podcasts**
- Video Content**
- Retail Displays**
- Internal Communications**
- Trade Show Displays**

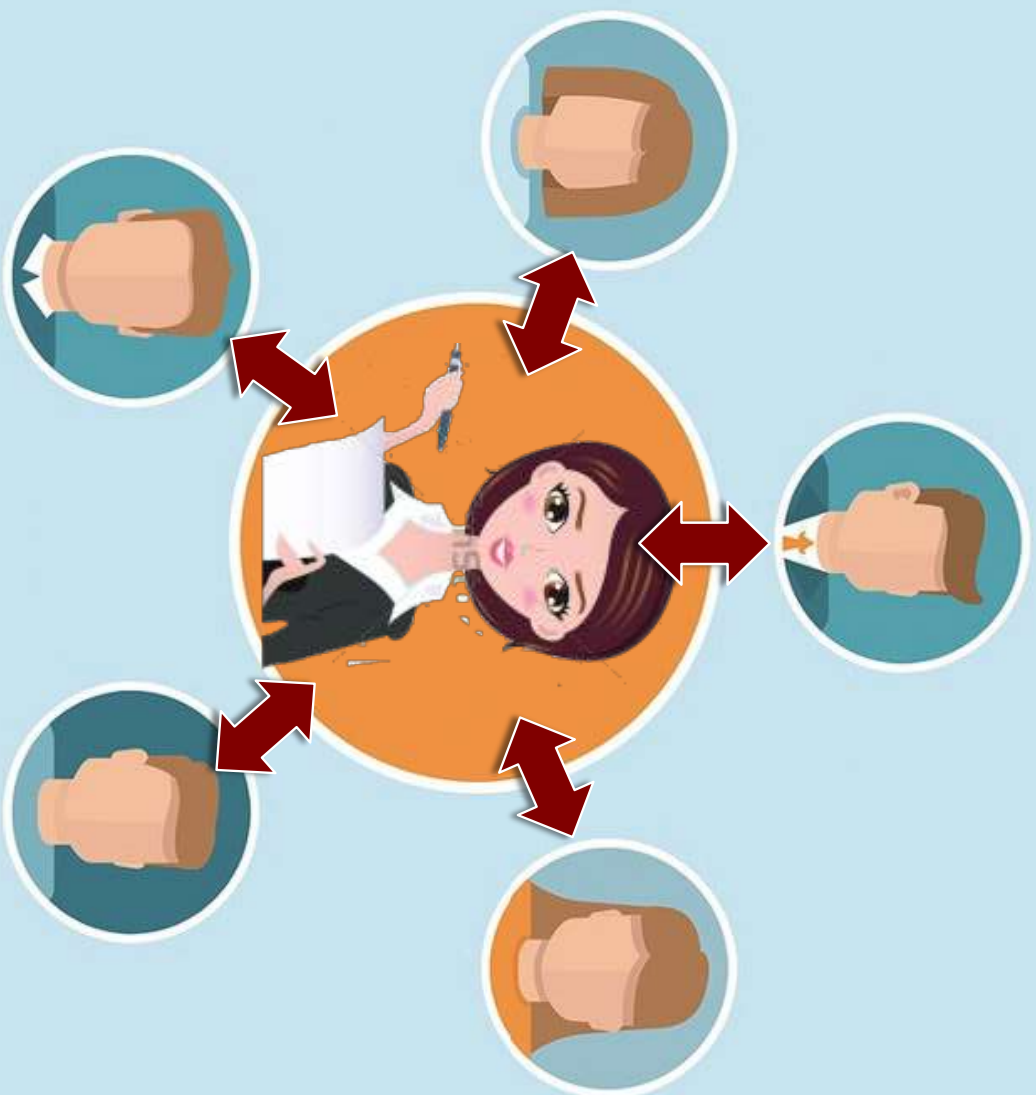
THE GATEKEEPER



The Style Guide is your team's map and compass.

Now you need to assign a "keeper of the brand" to coordinate and review all your communications to ensure everyone stays the course.

THE GATEKEEPER

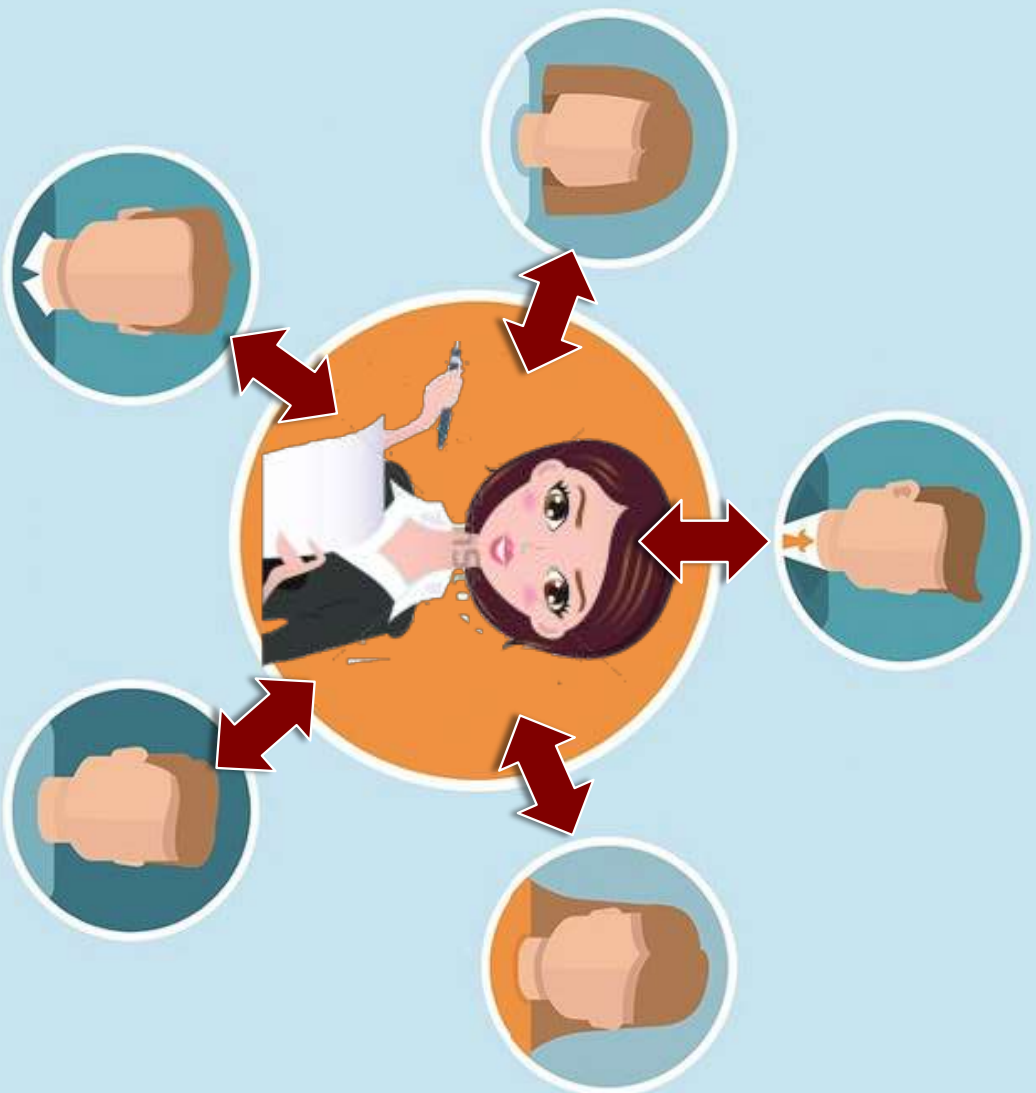


**Your gatekeeper
advocates for telling the
story of your company in
ways that ensure all of
your content is:**

- Relevant
- Adds value
- Upholds your brand philosophy

before it goes public.

THE IMPORTANCE OF AUTONOMY



To be most effective, the keeper of your brand voice must have the autonomy to make the best decisions in the name of your brand even when they may be unpopular in the short term.

THE IMPORTANCE OF AUTONOMY

Time and time again, we have seen that the strongest companies over the long haul are those that are true to their brand principles and brand voice.



DON'T PUT IT OFF

Creating a content management strategy is hard work, but the payoff of gaining control, cohesiveness, consistency and clarity is vital to the survival of your company.



READY TO GET STARTED?

Call us to today and we
can help you create a
content management
strategy of your own!

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