



**FIND YOUR
BRAND VOICE**

MAKE DIGITAL GROUP 2019

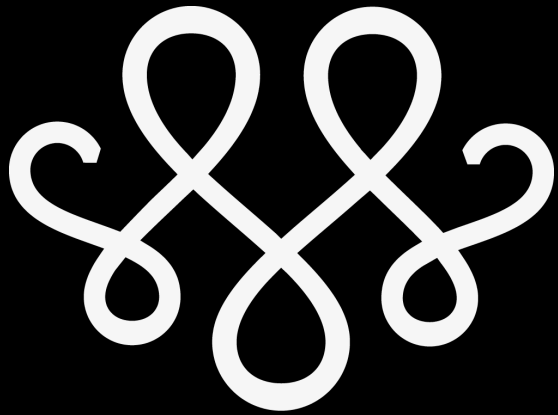
AGENDA



BRAND VOICE Q&A

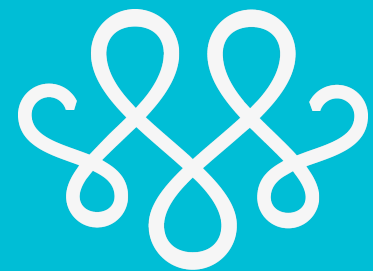
5 STEPS TO FINDING YOUR BRAND VOICE

HOW TO EXECUTE BRAND VOICE FOR CONTENT



Brand voice is as much about how you say something, as what you're actually saying. It's a reflection of your values and an embodiment of your brand's unique personality.

BRAND VOICE Q&A



THE BASICS

What are your values?

What makes you and your company tick?

What key messages do you want to share with the outside world?

What specific words and ideas are at the core of your brand?

Who are you creating content for?



HOW YOU SOUND vs. HOW YOU WANT TO SOUND

How are you communicating your message?

Are you using formal (technical) or informal (conversational) language?

What sort of words and phrases do you use most often?

What do you want people to feel when they hear or talk about your brand?

What imagery comes to mind when they think about your brand?



WRITTEN LANGUAGE BARRIERS

What technical terms are used in your industry?

Are these words easy for your consumers to digest?

What words could you use to make your language more simple?

Does the role of humor fit your brand?

How can you best utilize humor to work for your brand voice?



5 STEPS TO FINDING YOUR BRAND VOICE



ROADMAP

Personify Your Brand

Describe Your Brand Voice

Brand Voice Chart

Ideal Spokesperson

Brand Voice Into Action



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PERSONIFY YOUR BRAND

social channels provide a platform for brands to communicate and engage directly with their customers. it can be helpful to think of your brand as a person.

What does this person look like?

How do they sound in conversations?

Is he or she young, middle-aged, or older?

Are they playful and fun or more serious and technical?

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DESCRIBE YOUR BRAND VOICE

this is a great way to get a better read on how each member of your team hears and identifies with your own brand voice.

Identify 3-5 words to describe your brand voice.

Define each characteristic.

How do these characteristics align with the way you communicate to your audience?

Are you using them in the content you create? How so?

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BRAND VOICE CHART

give more structure in defining your brand voice. this chart will be a great reference tool for you and your team as you work to establish consistency.

voice characteristic / trait

description

do's

don'ts



EXAMPLE CHART

TRAITS	DESCRIPTIONS	DO	DON'T
Bold	Bold strategies, bold designs, bold concepts. We're risk-takers in what we create and our voice should represent that. We are early-adapters, never afraid to be the first ones raising our hand. We are candid, forward-thinkers — we let our strategies speak for themselves.	Be confident, descriptive, risk-takers. Discuss things that are on the cusp. Use crafty language to your advantage, to capture attention among the noise. Be candid.	Bold statements should also be well-researched statements. Don't overkill by being too loose — sarcasm and playful language are best used in doses. Don't be harsh.
Approachable	We don't build barriers, we break them down. With an approachable voice, we're able to form trusting relationships with our clients, giving us the ability to connect with their audience more effectively. We don't speak in algorithms, but rather we give a comprehensible voice to the data that needs to be heard. Our content is curated and consumable by anyone.	Keep your content readable. Your examples should be relevant and engaging. Conversational, but with good information baked in.	Don't lose your credibility by being too casual. Don't waver or be too agreeable.
Honest	We are consistent. This gives us credibility with clients who are confident that our values will carry through each piece of work. We are genuine, reliable and informed. Our audience can trust the content we produce and information we provide. We aren't vague or wavering, but only confident in what we produce. People thank us for our candor.	Be sincere, discuss topics you believe in. Don't shy away from tough conversations. Be transparent and helpful — we're strategists not salesmen.	Don't be too serious, too heartfelt or too forward (you're not a therapist).
Personable	Our name might say digital, but we keep our business people-centric. We take into account the hard work and dedication of our clients and their audiences, and we're considerate when it comes to meeting their needs. Rather than machines that crank out deliverables, we are intentional in giving each client a seat at the table. We believe in personal, purposeful work.	Be authentic. Position yourself just as much as a listener as you are a leader. Communicate in a way that allows others the chance to provide input without taking control of the narrative.	Don't be a doormat. Don't over promise. Don't be too charming.
Strategic	Our voice is thoughtful and educated. It speaks from experience in our field. It's data-driven and well-executed. We deliver industry insights and innovative ideas. We're problem-solvers, trailblazers, and mavericks. Behind our playful culture lies an analytical heart, with data coursing through our veins.	Use industry-specific terminology, and establish yourself as a reputable source of information.	Don't try to prove you own a thesaurus. Don't overcomplicate. Don't be too rigid — you're not writing a textbook.

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CHOOSE YOUR IDEAL SPOKESPERSON

think of one well-known person or influencer that would best represent the voice of your company. this could be an esteemed actor, professional athlete, talk show host, comedian, industry leader.

jimmy fallon: a fun + light-hearted tone

meryl streep: poised, distinguished

it's all about making your voice known and identifiable

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PUT YOUR BRAND VOICE INTO ACTION

anyone who will be writing and producing content, aside from our team at MAKE Digital Group, should be up to speed and well-versed on your Brand Voice Chart.

- walk your content creators through the chart
- use it as a team reference tool for brand initiatives
- start creating content in your unique brand voice



HOW TO EXECUTE BRAND VOICE



Every great content strategy starts with defining your brand voice + finding ways to execute it most effectively for every piece of content you create. You'll want to produce content that is relevant, digestible and consistent with the heartbeat of your brand — your core values, ideas, and the **why behind what you do.**



BRAND VOICE CAN BE EXECUTED FOR



social channels

blog content

email marketing

website copy

printed materials

videos

Q&A

For your inquiries, please contact us at

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