



CONTENT MARKETING: BRAND VOICE & STORY

ari black

Content Circus Ringmaster



CONTENT MARKETING: BRAND, VOICE & STORY

WHAT WE'LL COVER IN THIS TALK:

- What are Content Marketing, Brand & Story ?
- Why are they important ?
- How to define & shape your brand
- How to tell your story effectively
- Examples of effective brands & sites

CONTENT MARKETING: BRAND, VOICE & STORY

WHO THIS HELPS:

- Marketers
- Biz Owners / Entrepreneurs / Solopreneurs
- Designers & Developers
- Anyone Looking to Build/Upgrade Personal Brand

content marketing

“A strategic marketing approach focused on creating and distributing valuable, relevant & consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.”

- Content Marketing Institute

*“Content Marketing is a **long-term strategy** that focuses on building a **strong relationship** with your target audience by giving them **high quality content** that is very **relevant** to them on a **consistent** basis.”*



18 TYPES OF CONTENT MARKETING

TO GROW YOUR BUSINESS

1. BLOGGING
2. SOCIAL MEDIA POSTS
3. EMAIL MARKETING
4. VIDEO
5. PODCASTS
6. WEBINARS & LIVE STREAMING
7. INFOGRAPHICS
8. SLIDESHARES, KEYNOTES, AND POWERPOINTS
9. REVIEWS
10. E-BOOKS
11. FREE GUIDES
12. PINTEREST
13. INTERVIEWS
14. STORIES
15. CHATBOTS
16. TEXT MESSAGING
17. DIGITAL MAGAZINE
18. QUIZZES, QUESTIONNAIRES, & SURVEYS



88%

OF B2B CONTENT MARKETERS AGREE THAT CREATING CONTENT MAKES THEIR AUDIENCE VIEW THEIR ORGANIZATION AS A CREDIBLE AND TRUSTED RESOURCE.

OF B2C CONTENT MARKETERS ARE CONCERNED WITH CREATING CONTENT THAT BUILDS LOYALTY WITH EXISTING CUSTOMERS.

81%



THE BENEFITS OF CONTENT MARKETING

THE-PIXEL.COM

BRAND
AWARENESS



WEBSITE
TRAFFIC



COMPETITIVE
ADVANTAGE



CLIENT
ENGAGEMENT



MEDIA
VISIBILITY



LEADS &
CONVERSIONS



brand

noun

\ 'brand \

A mark made by burning with a hot iron to attest manufacture or quality or to designate ownership

A public image, reputation, or identity conceived of as something to be marketed or promoted





BRAND

Your brand is your public identity.

Define & grow your brand

- Mission & Vision
- Values
- Service / Customer Experience
- Features & Benefits

BRAND

So we'll just build a killer brand & that's that?

- Public perceptions also shape your brand

(kinda out of your control ... but...)

- Craft & curate your brand
 - How does your audience see you?
 - How do you want them to see you?
 - What attributes can you project & highlight that you'd want people to associate w/ your brand?



COLOR

Emotion Guide



story

noun

sto·ry | \ 'stōr-ē \

A statement regarding the facts pertinent to a situation in question ...

The intrigue or plot of a narrative or dramatic work

A news article or broadcast

Storytelling is a part of our life experience.

- We're trained to appreciate a good story
- Up to **22x** more memorable than just facts
- Create Empathy
- Build a Connection
- Inspire & Motivate



Mother Goose Tales



Simon Sinek | TEDxPuget Sound

How great leaders inspire action



- Share
- Add to list
- Like
- Recommend

- Details** About the talk
- Transcript 48 languages
- Reading List Further learning
- Comments (2023) Join the conversation

Simon Sinek has a simple but powerful model for inspirational leadership -- starting with a golden circle and the question: "Why?" His examples include Apple, Martin Luther King Jr. and the Wright brothers ...

This talk was presented to a local audience at TEDxPuget Sound, an independent event. TED's editors chose to feature it for you.

44,700,391 views

TEDxPuget Sound | September 2009

Related tags

What inspires you?

Tell us your interests and we'll pick TED Talks just for you.

Get Started

- A new perspective
- Ideas for self-improvement
- Insights about issues the
- Nature
- Smart entertainment
- Inspiration or motivation
- Design
- Collaboration
- Personal growth
- Science
- Innovation
- A sense of I
- ter
- Child development
- Activism
- Communication
- Technology

Watch next Your list

Why good leaders make you feel safe
10.4M views



3 questions to ask yourself about everything you do
3.1M views



Why the secret to success is setting the right goals
4.4M views



How to pitch to a VC
1.2M views





OUR FACTORIES

Our ethical approach.

We spend months finding the best factories around the world—the same ones that produce your favorite designer labels. We visit them often and build strong personal relationships with the owners. Each factory is given a compliance audit to evaluate factors like fair wages, reasonable hours, and environment. Our goal? A score of 90 or above for every factory.

[Learn more](#)

brand storytelling

noun

“Using a narrative to connect your brand to customers, with a focus on linking what you stand for to the values you share with your customers.”

- *Marketing Insider Group*

brand storytelling

noun

“The art of **shaping a company’s identity through the use of narratives & storytelling techniques that facilitate an emotional response and establish meaningful connections.”**

- Jay Baer

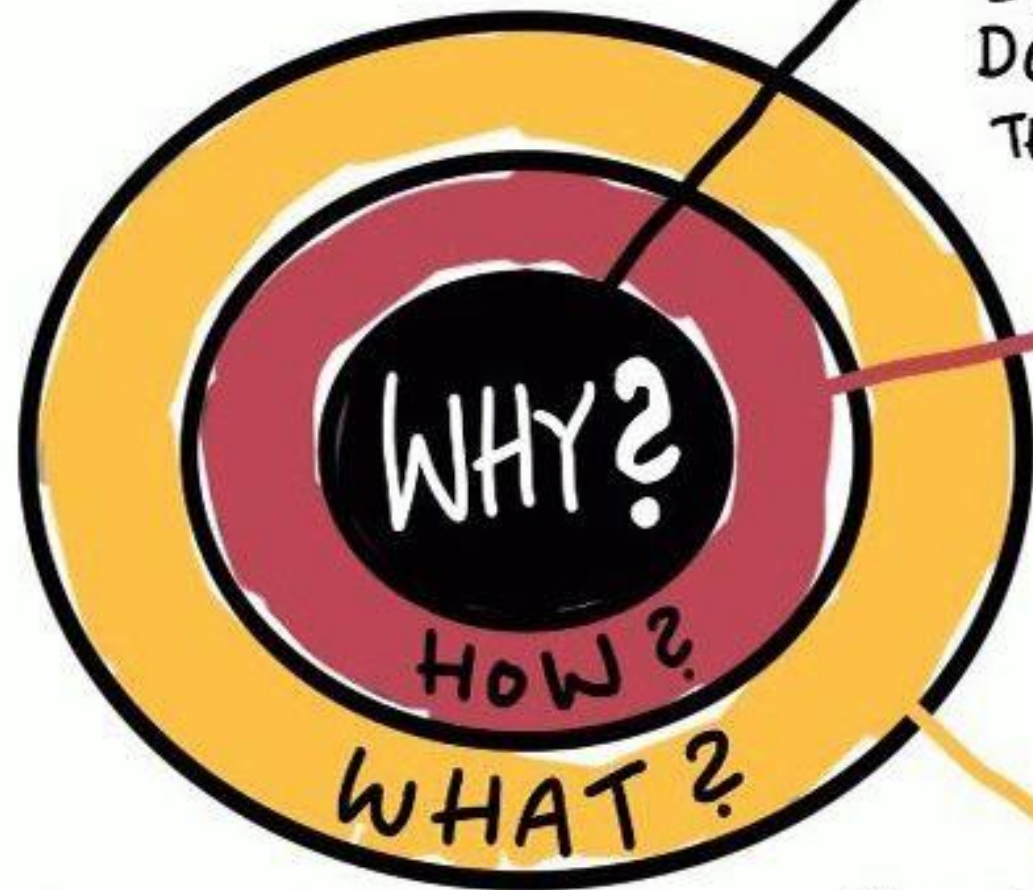
***“People don’t buy what you do;
they buy **WHY** you’re doing it.”***

- Simon Sinek

BRAND STORYTELLING

- Revolutionary Product / Service
 - Do you have something **unique** that will inspire sales?
 - Uber... Airbnb... Square... Netflix... Tesla...
- A great story
 - Does your “why” inspire people to buy?
 - **People buy emotionally** (and justify rationally)

GOLDEN CIRCLE

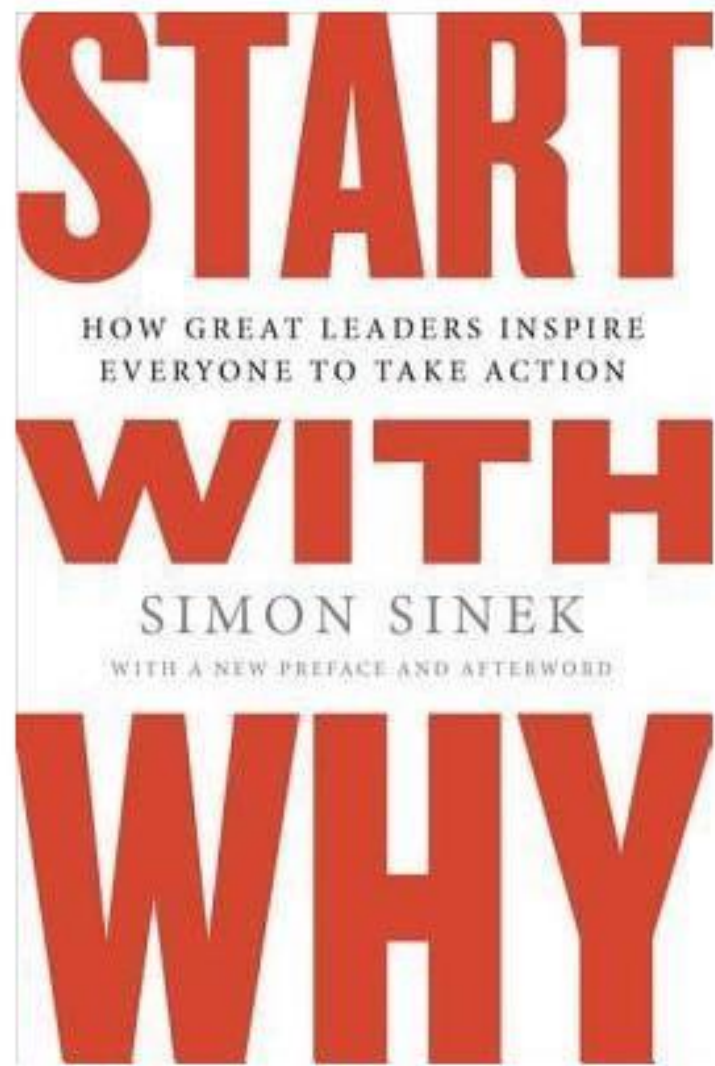


WHY DO YOU DO WHAT YOU DO? WHAT IS THE PURPOSE?

HOW DO YOU DO WHAT YOU DO?

WHAT DO YOU DO?

IDEA: SIMON SINEK



BRAND STORYTELLING

Start With WHY

- To sell to a customer, you must think like one!
- What is the **problem**?
 - Identify the pain point that you are solving
- Gain customer trust through **empathy**
 - Have you been in the same situation they're in and had to overcome the same issue(s)
 - Show your **authenticity**

BRAND STORYTELLING

Start With WHY

- “Tell me how your product will solve my issue”
- “What’s in it for me?”
 - WIIFM = BENEFITS = emotional factor
- Provide social proof (reviews, testimonials, influencers, etc.)
- Touch on numbers & figures to justify the sale

BRAND STORYTELLING

“Brand Journalism”

- More objective, expository approach to marketing
- Media & Marketing are converging
 - More people get news from non-traditional sources
 - Traditional media doing more paid content
 - Audience still wants to read/hear stories
- Gain trust by publishing content that is **credible, honest & authentic**

switch to browser to show sites for:

Zappos
Refinery29
Square
Red Bull
Groovy Yurts

How To Grow Your Brand with Content Marketing



Establish Your Brand

- Define Mission & Vision
 - Mission = your “HOW”
 - What do you do?
 - Who do you serve?
 - How do you serve them?
 - Vision = your “**WHY**”
 - What problem are you solving?
 - Who are you inspiring or motivating?
 - What are your aspirations?

Create Content That Reflects Your Brand

- Define your **Audience**
 - Who are your **Tribe**?
 - Why do they follow you?
 - What are they looking for?
 - How can you serve them?
 - What problem are you solving?
 - How can you inspire/motivate them?

Create Content for Specific Objectives

- Build brand awareness
 - (website, social media, blogs, ads)
- Establish trust
 - (resource pages, case studies, social proof)
- Create interest
 - (ads, landing pages, email, video, seminar, download eBook)
- Drive conversions
 - (free trial, estimate, add-to-cart, contact form) “ABC”

The Content Marketing Pyramid™



Content Marketing Sales Funnel



Every Piece of Content Tells Your Story

- “What will this accomplish?”
- “Who is this addressing?”
- “How to connect w/ audience & create empathy?”
- Build content around your **WHY**

Promote, Promote, Promote!

- ~~“If you build it, they will come”~~
- ABC → ABP ... Always Be Promoting
- Multiple channels & platforms
 - Social Media
 - Paid Ads
 - Videos
 - Guest Blog
 - Influencers
 - Promoted Content
 - Email / Newsletter
 - PR
 - Links / Backlinks

Brand Voice Chart

Voice Characteristic	Description	Do	Don't
Passionate	We're passionate about changing the way the world works.	<ul style="list-style-type: none">• Use strong verbs• Be champions for (industry)• Be cheerleaders	<ul style="list-style-type: none">• Be lukewarm, wishy-washy• Use passive voice
Quirky	We're not afraid to challenge the status quo and be ourselves.	<ul style="list-style-type: none">• Use unexpected examples• Take the contrarian view• Express yourself	<ul style="list-style-type: none">• Use too much slang or obscure references• Use overplayed examples• Lose sight of the audience and core message
Irreverent	We take our product seriously; we don't take ourselves seriously.	<ul style="list-style-type: none">• Be playful• Use colorful illustrations or examples	<ul style="list-style-type: none">• Be too casual• Use too many obscure pop-culture examples
Authentic	We're going to give you the tools and insight you need to make your job easier. That may not always be through our product.	<ul style="list-style-type: none">• Be honest and direct• Stick to your word• Own any issues or mistakes, and show how you will address them	<ul style="list-style-type: none">• Use marketing jargon• Over promise• Over sell the product's capabilities

What about your personal brand ?

- Establish Mission & Vision
- Focus on your Audience
- Create Content

Growing Your Personal Brand

- Build all your content around your **WHY**
 - Website / Blog
 - Resume
 - Social Media (esp. LinkedIn)
 - Logo
 - Videos

CONTENT MARKETING:
**BRAND
VOICE
&
STORY**

ari black

ari@webmarketers.ca

ari@ariblack.com

