

GET CLEAR ON YOUR MESSAGE

This template is designed to help you audit the communication of your brand voice and messaging. We recommend you complete the Values Identifier Worksheet before you use this template.

tone

Identify the desired tone you want your communications to be, e.g. humorous. Keeping this characteristic in mind, see if this is evident across these areas:

Website pages

Your website copy text is in a friendly and funny tone, perhaps with puns, familiar characters or idioms. Images used evoke a friendly feeling and make people feel relaxed.

Email

The email text is written in a relaxed, friendly tone with jokes as appropriate.

Names are customised/autofilled to be more personal

The subject line is friendly/casual/fun

Social Media profiles

Your social media profiles and posts are constructed with a casual, friendly tone and use humour in some way.

POSITIONING

Is your positioning/your USP evident across all your communications? Perhaps you're the only provider in your category that doesn't test on animals. Make sure you include this key positioning message at every touch point to make your value offering consistent and clear.

Website pages

Does your USP get mentioned across your Home, About/Services pages and elsewhere on your site?

Is this achieved through subtle reminders including a blend of images, word choice and testimonials?

Emails

Do most of your emails (bulk) make mention of your special USP and values? Does your email signature or selected media features/blog posts reference your USP?

Social Media profiles

Do you partner with and cross promote to organisations that share your vision and values? Is your social advertising targeted to an audience that cares about your point of difference?

STYLE

Identify a brand that uses a communication style or voice you would like to emulate. This can be in a different industry for a completely different product or service. Notice how they replicate this style across all of their communications to create a positive and consistent overall impression.

Website pages

The style will be consistent across all pages and documents. Certain words will be repeated and the same ideas and values will be made reference to in different places.

Emails

There will be a consistency to the look and feel, as well as the voice. Often there may be a distinctive lay-out, structure or sign off so that the emails are memorable.

Social Media profiles

Even if it's a large company, it will seem that there's just one person communicating and responding across social channels.



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I would love to hear how these tips might have been helpful to you. If you have questions about this or would like assistance with your business growth, contact me for a free 30 minute strategy session at debbie@debbiezita.com or call 1300 699 043.