

The Content
Drop-In

Understanding the Brand Lexicon.

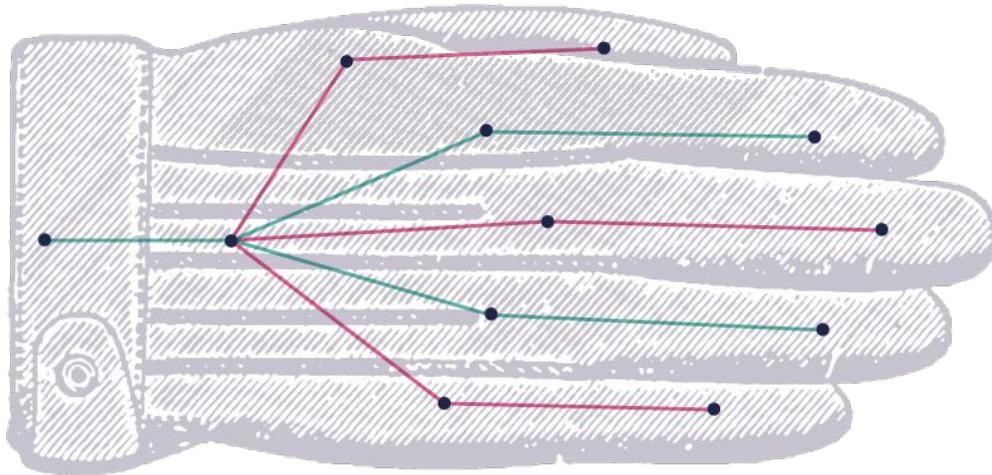
Hello. Welcome. Thanks for signing up.

#thecontentdropin - for any Twitter conversation.

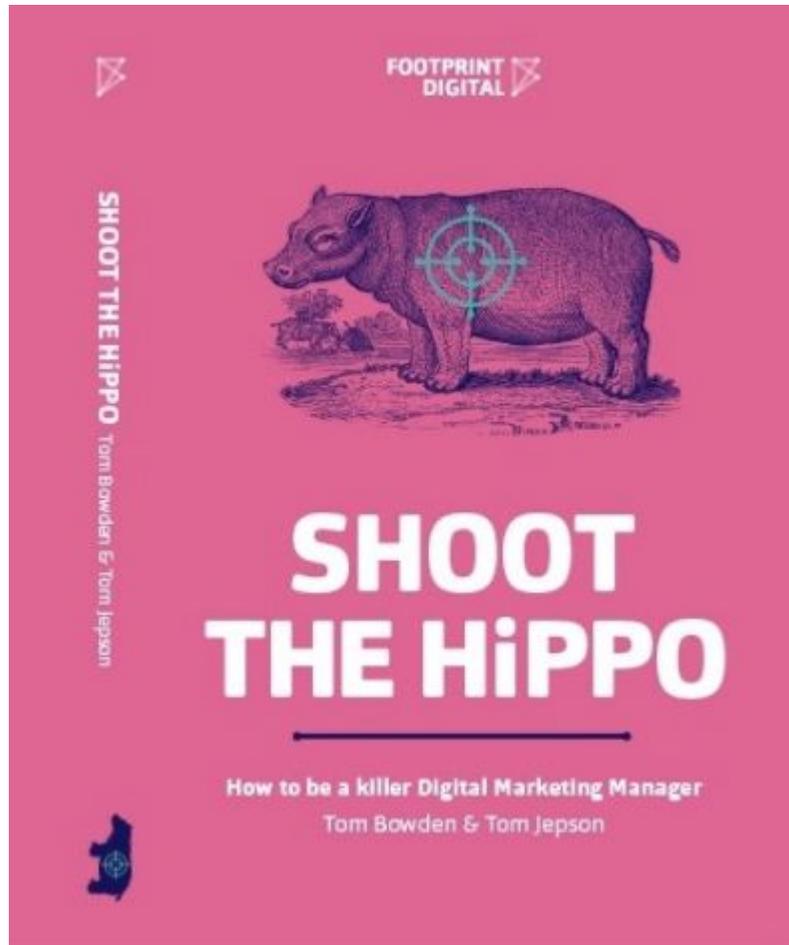
Today we're talking:

- **Why** - why does your content exist beyond what it sells? (This will lead to stronger sales messages.)
- **Audience** - who are you writing for?
- **Goals** - what are you helping your customer achieve? (This will lead to better Calls to Action.)

I'll mention voice too.



What's the brand lexicon?



Lexicon - *the vocabulary of a person, language, or branch of knowledge.*

- **History**
- **Why**
- **Vision**
- **Goals**
- **Values**
- **Audience**
- **Products**
- **Territories**

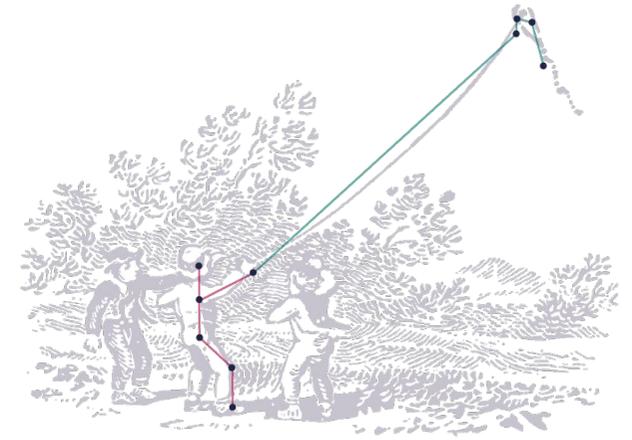
Getting this bit right puts you on your way to becoming a content brand.

Branded content VS a content brand.

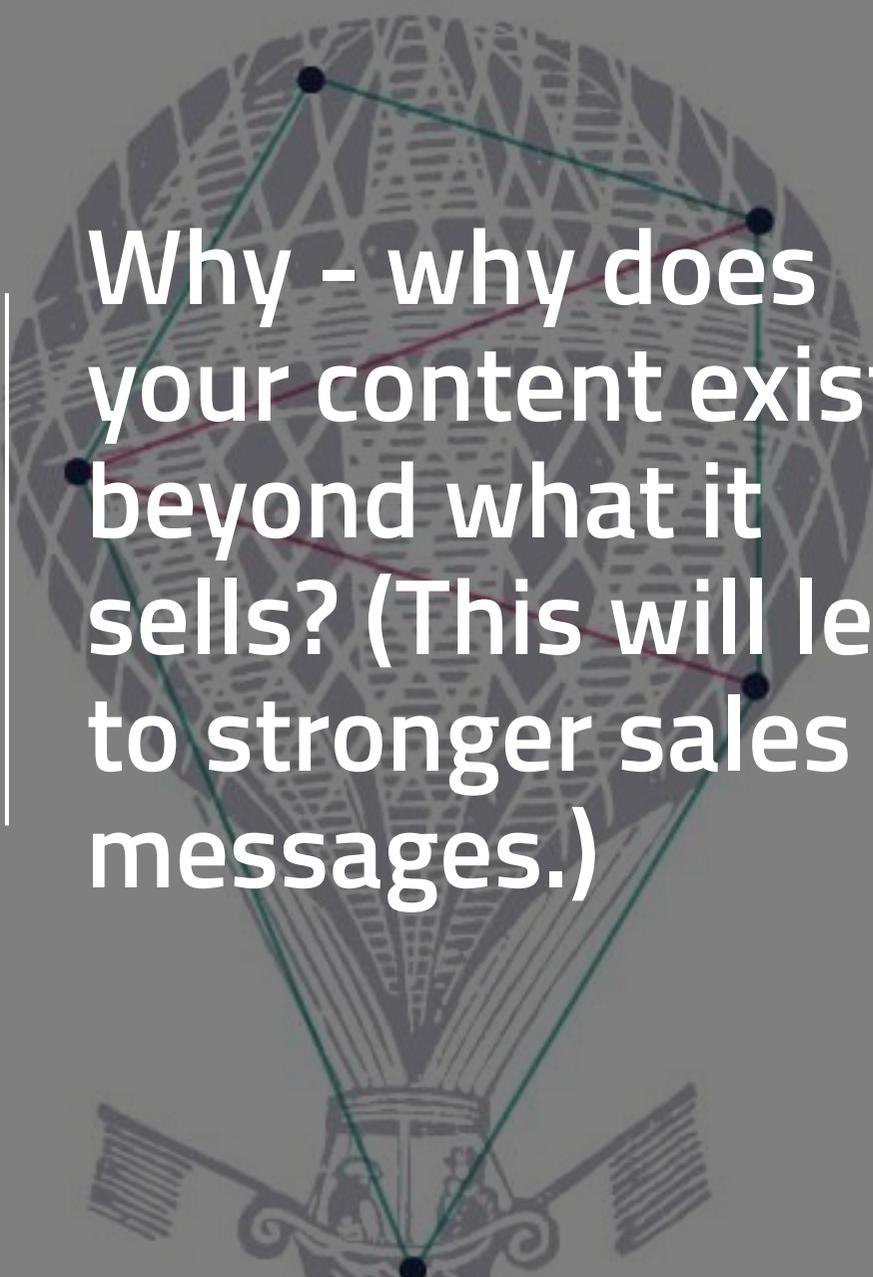
What are they, what's the difference?

Branded content: This is simply a piece of content, with your brand logo or name pasted on it. The logo makes it clearly belong to you.

A content brand: These pieces of content emanate your ideas and values. Each piece is so consistent, it becomes obvious the content belongs to you.

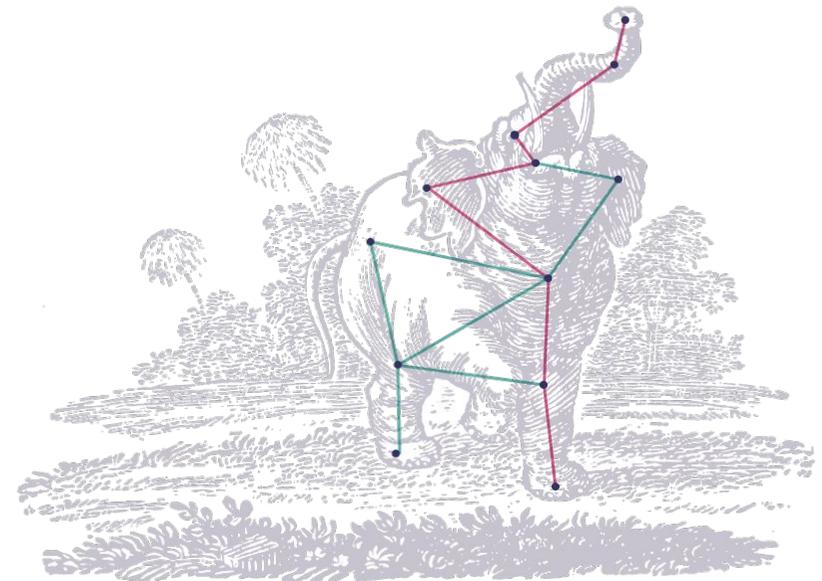


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Why - why does
your content exist
beyond what it
sells? (This will lead
to stronger sales
messages.)

You always start with why.



“Products are made in a factory but brands are created in the mind” — Walter Landor (brand designer & consultant)

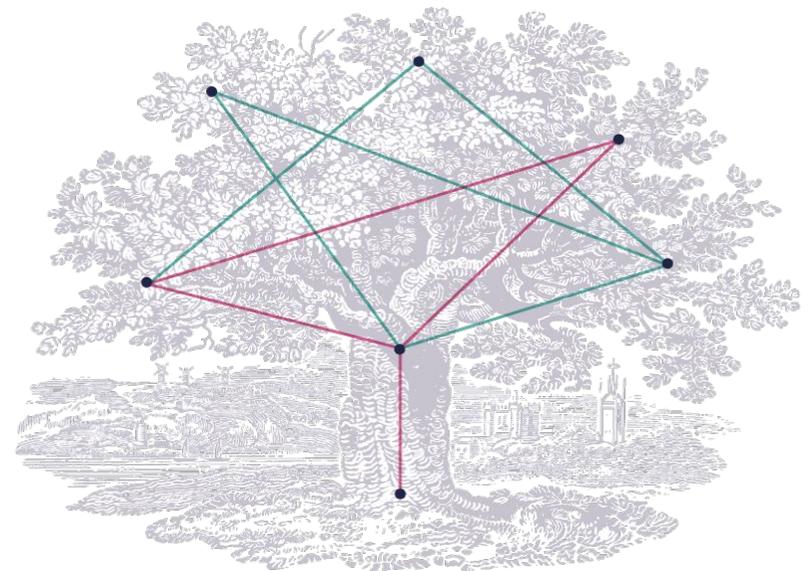
- ❑ 99% of services are not “unique”.
- ❑ Most semi-decent services in existence are “bespoke”.

So, this means that your **brand** is your only real differentiator.

We call this **brand positioning**.

What ideas and values led to the creation of your business?

These very ideas should head you brand’s voice and subsequent messaging.



Erm, what's voice?

Voice *never* changes. It's consistent across your content.

It is not *tone*. Tone will change, and is largely dependent on content purpose.



Brand voice at its finest (in my opinion).

Source: <https://www.innocentdrinks.co.uk/>



visit us

Fruit Towers
342 Ladbroke Grove
London W10 5BU

[how to find us...](#)

contact us

call the bananaphone
020 7993 3311
hello@innocentdrinks.co.uk



useful stuff

[ethics](#)
[foundation](#)
[jobs](#)
[modern slavery statement](#)



Note the change in *tone* here.

Source:

<https://www.innocentdrinks.co.uk/>

our modern slavery statement 2019

this statement in a nutshell

Here at innocent we want to make healthy, tasty juices and smoothies in a way that's good for people and the planet. That's why we're dedicated to making sure that slavery and people trafficking isn't any part of how we make our drinks.

We've created our own human rights policy based on international standards, which prohibits any form of forced labour and includes guidelines on things like workplace health and working hours. We've put programmes in place to make sure we recognise where we could do better, and have put human rights standards into our supplier contracts. We do our research and visit every supplier to check for any risks of modern slavery, and make sure that all our employees are trained on human rights too. This approach takes a bit more time and can be costly, but it's important that we leave no stone, or berry, unturned.

Read on to hear more about our mission to show that doing business the right way actually works.

what's in this statement

| | |
|---|----|
| hello | 2 |
| our supply chain | 2 |
| what we do to tackle modern slavery | 3 |
| a) what our staff are doing to help | 3 |
| b) assessing risks | 4 |
| c) the steps we're taking | 5 |
| how we measure performance..... | 7 |
| a) social compliance in factories | 7 |
| b) farm sustainability programme | 8 |
| c) human rights training | 9 |
| thanks for reading | 10 |



So, back to applying this to content. Why does innocent exist?




the story so far
We've been front and centre of the recycling movement since we started using recycled plastic in our bottles 15 years ago. Every single thing we make is 100% recyclable and we're encouraging everyone that drinks our drinks to recycle every bottle, every time.

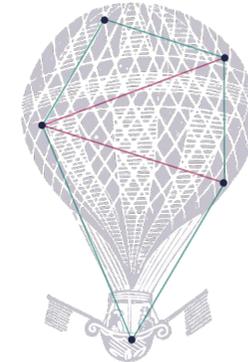

a recycling revolution
We're excited to announce that we're a founding member of a pioneering new plastic initiative led by an environmental charity called WRAP along with the Ellen MacArthur foundation. It's all about being part of the recycling revolution.


our brighter bottle
We've created an extra special bottle for our smoothies. It's made from 50% recycled plastic and 15% plant plastic. By 2022, we plan to make all of our bottles out of 100% renewable stuff. We're already well on the way, so watch this space.

"We're here to make it **easy** for people to **do themselves** some **good**"



things we make us recycling revolution how we're keeping busy bored?
blog innocent promise



Back to you. I offer you the “we believe” exercise.

Establishing a “**why**” is often one of the hardest things for a business to do.

Some common mistakes:

- ❑ We exist to supply bespoke solutions to small and medium businesses. **This is service/product driven.**
- ❑ We saw a gap in the market where we knew we could offer a better service at a better price. **This is fighting a commodity war.**
- ❑ We just knew we could do better than our competitors, so we threw our hat in. **This is ego driven, it’s not going to resonate.**
- ❑ People need insurance so we decided to offer it to them. **This doesn’t appeal to emotions and values.**

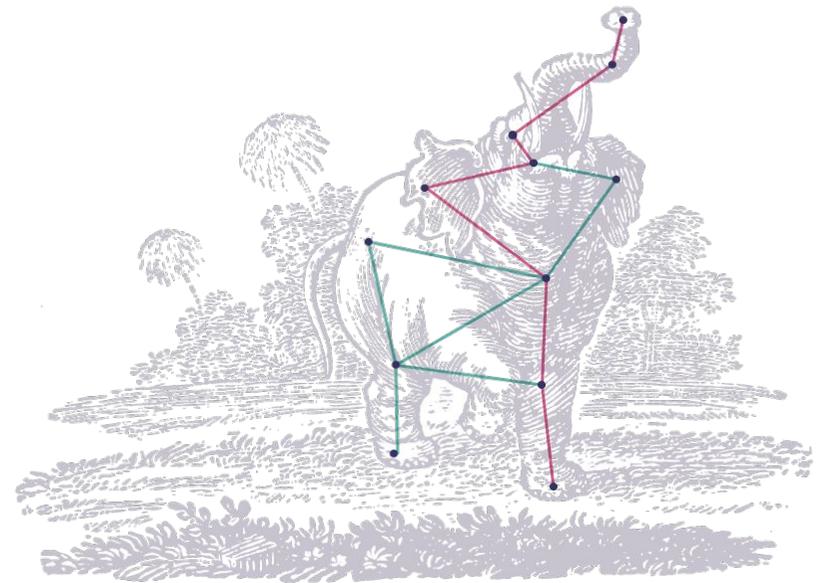


Back to you. I offer you the “we believe” exercise.

But we **can** fix these.

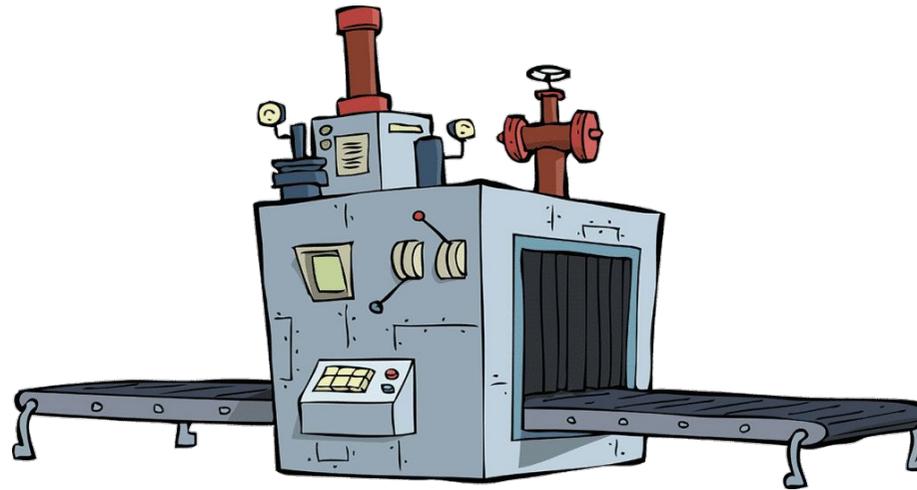
Just keeping yourself “**why?**”.

Once you arrive at a conclusion, add “**we believe**” to the beginning of a sentence and let us have it.



Just keep asking yourself “why?”.

The **WHY** Machine



Some IT company:

“We exist to supply bespoke solutions to small and medium businesses.”

“Because ultimately it’s all about productivity it’s not about the latest model.”

“Because SMEs deserve the best IT hardware.”

“Because, it helps them out. It’s not easy or cheap to get the best IT hardware.”

“Because maintaining your hardware is usually sufficient for SME productivity to stay high - it’s better for your purse and the environment.”

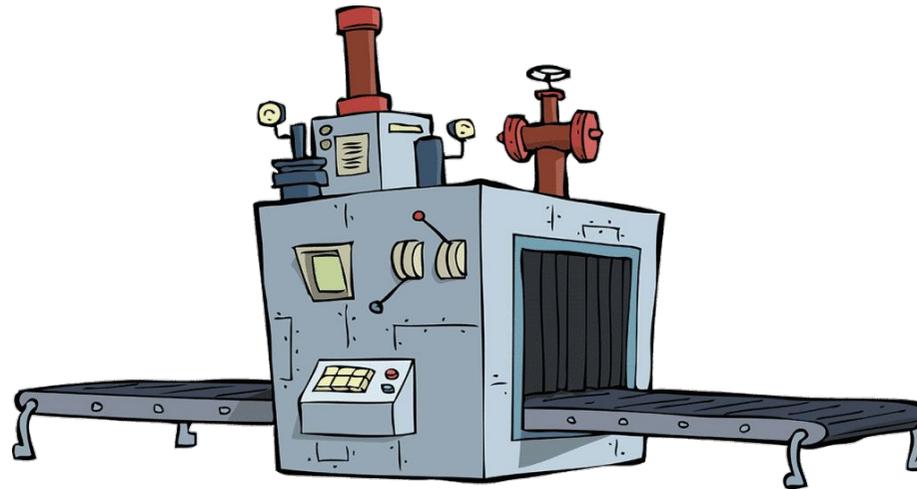
“Because upgrading is really expensive and normally it’s much easier to maintain.”

Just keep asking yourself “why?”.

Some IT company:

~~“We exist to supply
bespoke solutions to
small and medium
businesses.”~~

The **WHY** Machine



The Same IT company:

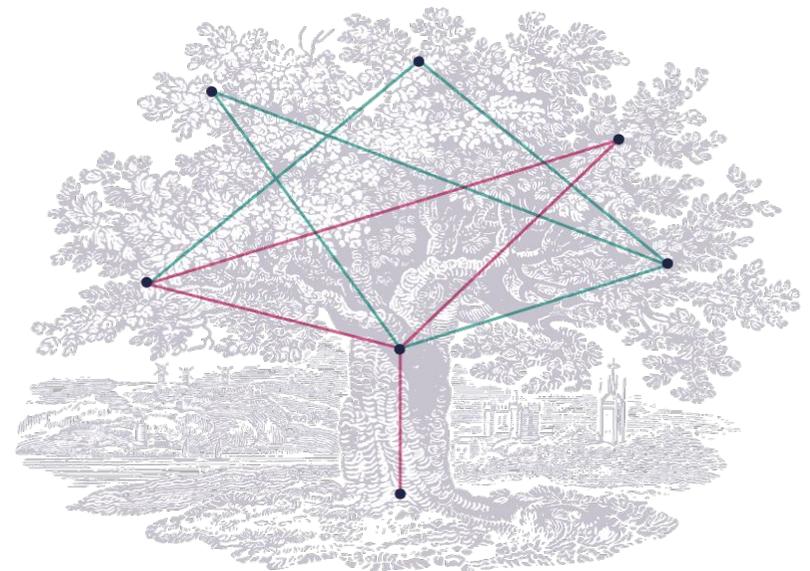
“We believe in fair and
sustainable
productivity.”

That's all well and good. But how does that translate to a product or service page?

This is where better sales messaging comes in.

Now, writing content for your product or service will be easier—you can differentiate your offering.

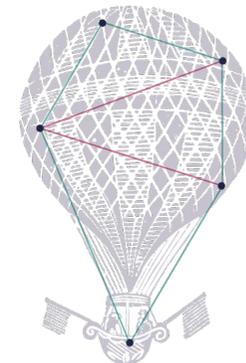
In the case of our IT company, they can adapt messaging for a Cisco product they sell.



That's all well and good. But how does that translate to a product or service page?

Cisco

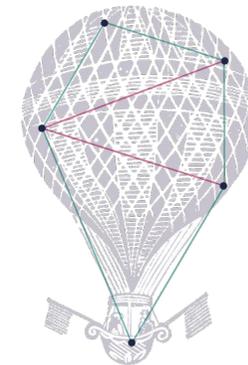
"Accelerate business growth and improve efficiency. The Catalyst 4500E Series is Cisco SD-Access-ready, and it's the industry's most widely deployed modular platform for campus access and distribution deployments. Now with Supervisor 9-E, 8-E, and 8L-E, these switches offer 928 Gbps of wired and wireless converged access per system."



That's all well and good. But how does that translate to a product or service page?

Our IT Company

"Your developing business doesn't always need the latest upgrade to operate flawlessly. Well maintained, or refurbished tech, can still achieve growth and improve efficiency. The 4500 series, although a legacy switch, packs seamlessly wired and wireless access capabilities so your network infrastructure doesn't hold you back."



The result.

This is where better sales messaging comes in.

Now, selling that refurbished Cisco network switch will be easier - because you can differentiate your offering.

Cisco

Accelerate business growth and improve efficiency. The Catalyst 4500E Series is Cisco SD-Access-ready, and it's the industry's most widely deployed modular platform for campus access and distribution deployments. Now with Supervisor 9-E, 8-E, and 8L-E, these switches offer 928 Gbps of wired and wireless converged access per system.

Our IT Company

Your growing business doesn't always need the latest upgrade to have its operations carried out flawlessly. With well maintained, or refurbished tech, your business can still achieve growth and improve efficiency. The 4500 series, although a legacy switch, packs seamlessly wired and wireless access capabilities so your network infrastructure doesn't keep you waiting.



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Audience - who are you writing for?

What does your perfect customer look like?

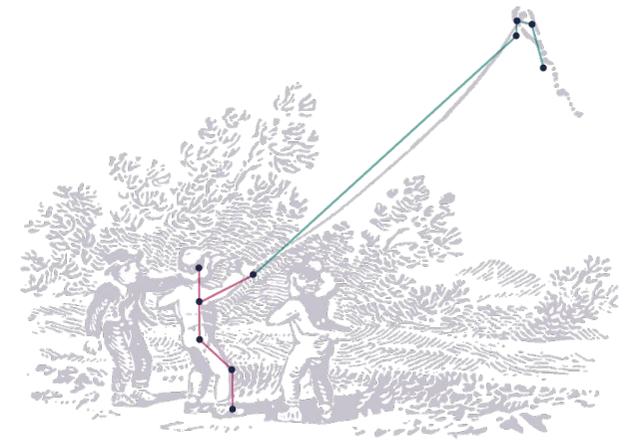
They'll need to exist in your content.

Make them 3D by considering:

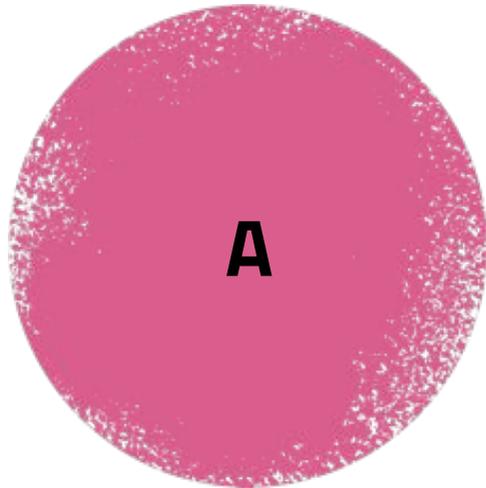
- **Human** - what kind of characteristics do they have?
- **Demographics** - what age bracket and gender are they?
- **Spend** - how much value could they potentially bring?
- **Geographical** - where are they?
- **Qualities** - how would you define their values and what is important to them?
- **Products** - what products do they purchase?
- **Roles** - what job do they have? What type of home are they from?

Audience Persona Resources and More.

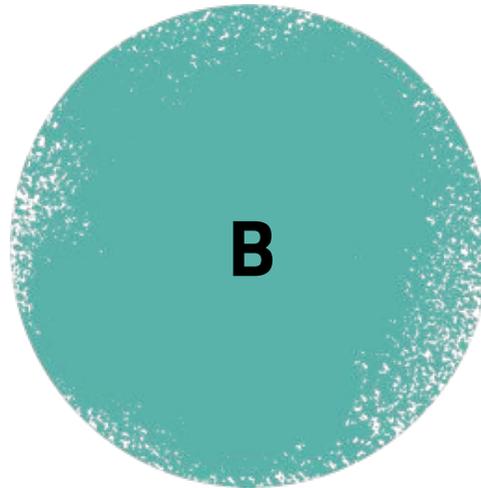
- Get your free audience persona workbook alongside an informative article with [this article from Keystone Virtual](#).
- Looking for something a little more focused around a social media campaign? Try out [Hootsuite's guide and free template](#).



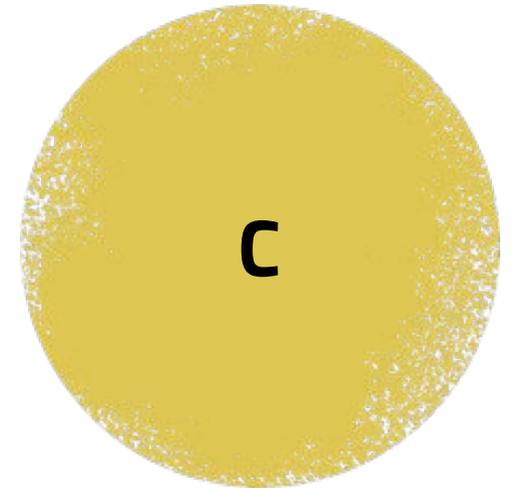
What does your perfect customer look like?



Your perfect client.



You're still happy to see them.



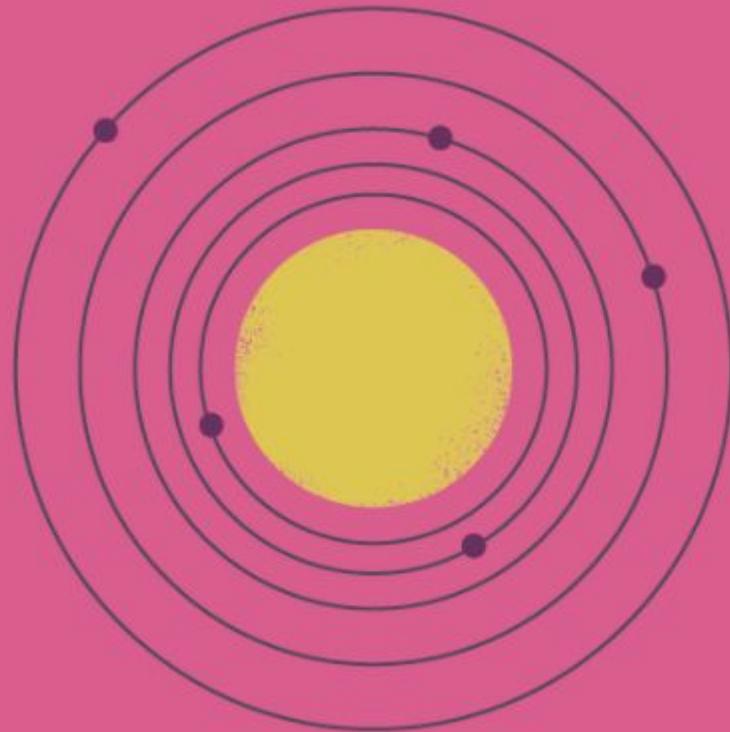
You're not aiming for them, but if they come, great.

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**Goals - what are you helping
your customer achieve? (This
will lead to better Calls to
Action.)**

What your brand is trying to achieve should naturally filter down to your products/services.



“We believe in fair and sustainable productivity.”

Products

Refurbished Cisco routers

Services

IT maintenance

Corporate Social Responsibility (hideously named)

End of life recycling scheme.

Help Hub

Maintenance tips

Setting goals for your content. Products.

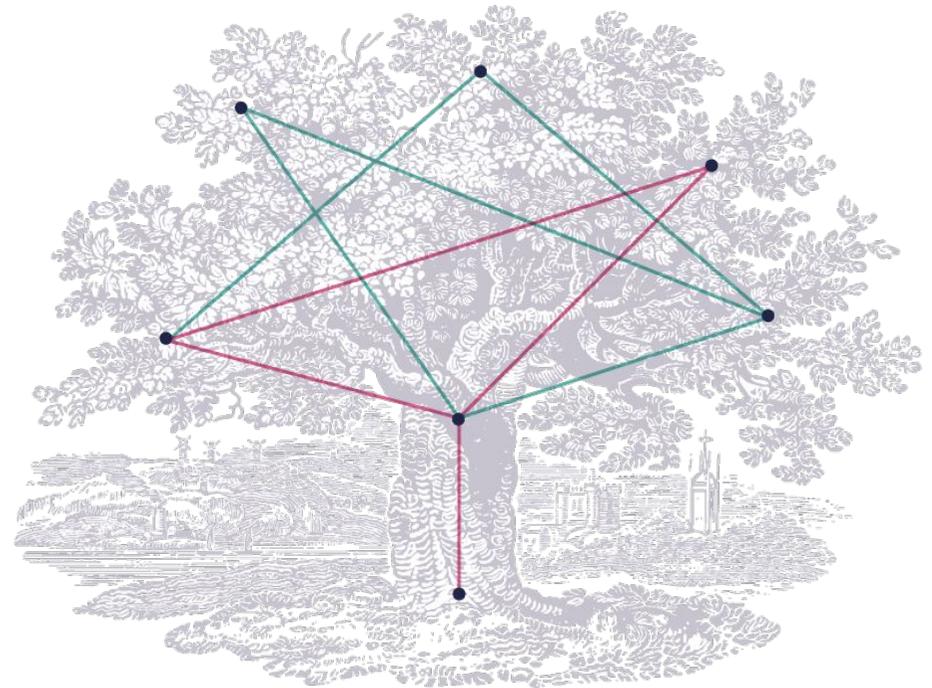
Refurbished Cisco Router X

Page goal = Gimme leads.

Brand Goals = Efficiency and dependability for the customer.

Potential Call To Actions =

- Find your next dependable router
- I want efficient connectivity
- How can refurbished tech help me grow?
- Tell us about you project
- Ready for a fair quote?
- I need a dependable network
- I need an efficient network



Shite content ignores everything we just spoke about.

The moral of this story is, you'll struggle to create compelling content, stand out, serve an audience, or even serve yourself, without establishing:

Your **"why"**.

Your **audience**.

Your **goals**.

The best brands are content brands.



I hope this has been useful to you.

/in/jjamesscribbler/

@jjamesscribbler

Next Sessions

Session Three - How to Avoid Writing Shite
(Monday, June 15th 10:00) <https://bit.ly/2XEeR6Y>

Session Four - Storytelling (Monday, June 22nd
10:00) <https://bit.ly/2ZSmlpP>

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