

A group of people are gathered around a large, bright campfire at night. The fire is the central light source, casting a warm glow on the people and the surrounding grass. The background is a dark night sky filled with stars. The overall mood is cozy and communal.

4 Steps to Hone Your Brand Voice

AND IMPROVE YOUR MARKETING CONTENT

with Afton Brazzoni, Founder, Scribe National

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PRESENTATION OUTLINE

What You Will Learn

- The **importance** of a brand voice for impactful marketing
- What makes a **captivating** brand voice
- Four brand voice development **steps** for your business
- Examples of **companies** that have nailed their brand voices
- How to weave your brand voice into your **content** for better results

A LITTLE ABOUT ME...



I started Scribe National in 2019 to help my clients create undeniable brands, and to share those brands with their audiences through content.

I bring nearly 15 years in marketing and communications, with a journalism background, to my mission to deliver my clients excellent content that drives their companies forward.

AFTON BRAZZONI
FOUNDER, SCRIBE NATIONAL

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THE IMPORTANCE OF BRAND VOICE

And what is it,
exactly?

A brand voice helps your company become **recognizable to your market**.

Building **brand affinity** (the “know, like and trust” factor) starts with having a distinct brand voice.

This enables you to **build a connection** with your audience, and helps drive **demand and sales**.



WHAT MAKES A CAPTIVATING BRAND VOICE?

A brand voice that distinguishes you from competitors is:

1. Authentic to you and your company
2. Clear and consistent
3. Compelling

Your brand voice is, simply, how your brand sounds when it comes across in your marketing content, whether in writing, on video or on a podcast.

4 BRAND VOICE DEVELOPMENT STEPS

1. Get an outside perspective
2. Consider context
3. Evoke emotion
4. Write it down and show up consistently

86% of consumers say authenticity is key when deciding which brands they like and want to support
-Sprout Social

EXAMPLE #1: RUTH BADER GINSBERG



“...even in a time of reality-show presidential rule and shifting narratives, she remained unwaveringly who she had always been — as controlled at the core as she was in the now-vanished world of postwar Brooklyn.”

THE ATLANTIC

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EXAMPLE #2: ABSORB



**WE PARTNER
WITH SMART
COMPANIES
TO HELP THEM
GET SMARTER.**

EXAMPLE #3: MINDY KALING

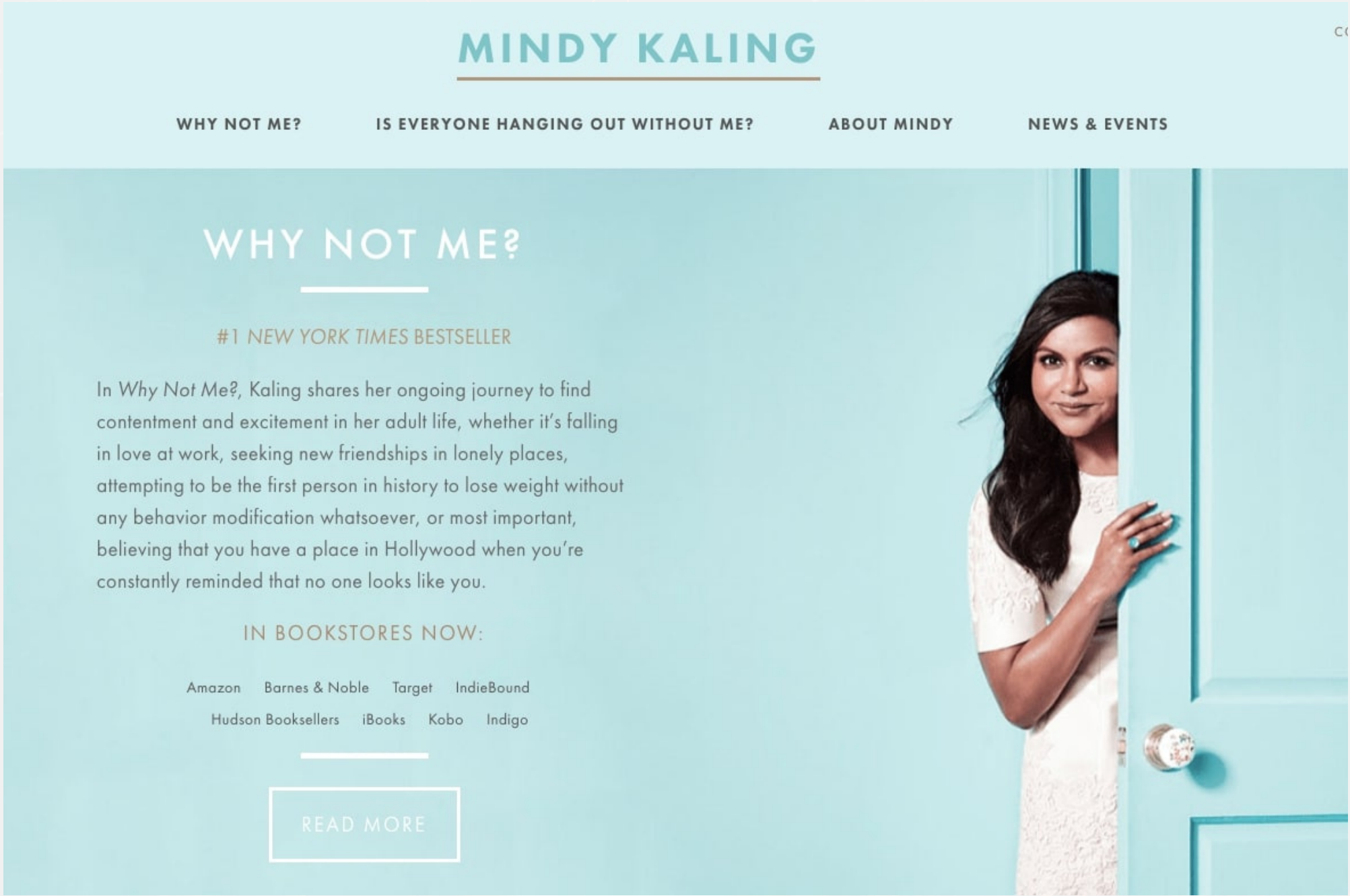


Photo Webflow.com

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EXAMPLE #4: NEO FINANCIAL

Finally, a credit card that encourages customers to spend locally

HOW TO WEAVE YOUR BRAND VOICE INTO YOUR CONTENT

Three key tips:

- Audit your existing content
- Lean into storytelling
- Focus on your expertise

Where is your brand already strong?

Where does it have an opportunity to improve?

BRAINSTORMING EXERCISE



Think about your mission or purpose. What **unites people** around that mission?

What riles you up about the **obstacles** that stand in the way?
What do you think needs to be done differently to achieve it?

What is the **unique approach** or process you bring to your work? Why do you approach it this way?

BRAINSTORMING EXERCISE



What do people say is the **impact of working with you?**

What are the **biggest misconceptions** about the issues you care about, or your work, that you can dispel?

What are some **personal stories** that can help people get to know you better?

Free brand guide for all workshop attendees:
scribenational.ca/brand-guide

Thank you for being here!

Feel free to reach out to me with questions about
brand messaging, content strategy or content writing

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