

### Why Define Brand Voice

What is brand voice? Before we begin, let's define what that means. Put simply, it is how a brand speaks to its consumer or audience. You wouldn't speak to your high school buddies like you would to your 80 year old grandmother, and the same works for brands - it makes a real difference in both brand image and how information is conveyed.

So, before you do anything to market your product or service, you'll need to think about your audience. What are you trying to sell or market? It's essential to understand your own product as well as who is the target audience for the content you're trying to create.

Defining your brand's voice is important in order to develop a strong identity for your brand as well as communicate effectively to your chosen audience.

There's a whole range of audiences out there, so it's a good idea to do your research on who will be potentially reading your content - one way is through creating specific personas for imagined consumers of your content.

### Creating Personas

Generating personas involves coming up with an imaginary member of your target audience. Whittle this down to age, gender, income bracket, interests, etc and you'll have a clearer idea of who you're writing for. Doing this exercise means you'll get a taste of who your intended audience or buyer is and be able to build from there. For example, if your product or brand is a new energy drink, your persona might read like this:

Name: Mike Zhang

Age: 22

Occupation: IT student

Concerns: Getting good grades and into a job of choice, impressing friends/peers, finding a girlfriend

Hobbies: Video games, vaping, memes, Reddit, gym, Marvel/action movies, the latest popular Netflix series

Habits: Staying up late, eating junk food, procrastinating

From here, you can think about how this persona would think and talk. By putting yourself in their shoes and identifying their interests, goals and concerns, you can better reach this audience and address said interests and concerns.

### Teacher

This brand personality and writing tone would suit education topics, authoritative magazines or newspapers, and nonprofit organisations in which the main brand values are imparting knowledge. This

particular tone of voice is ideal for conveying authority in knowledge and establishing oneself as a 'thought leader'. A lot of content put on platforms like LinkedIn and blogs would fall into this category. Although the focal point in conveying a 'teacher' brand personality would be objective facts and knowledge through straightforward knowledge, there's still room to inject some personality into the content as well, through a casual conversational tone, to prevent the content from being too dry and potentially boring your audience.

- Value facts and education

The 'teacher' brand voice's goal first and foremost is to inform - therefore, facts are important. Adding facts about the topic will help you to look like an expert in the field of knowledge you are trying to convey.

- Statistics

Similar to facts, statistics can add even further credibility to your statements and audience.

- Blogging

A regularly updated blog is a good way to inform your audience on a consistent basis with facts and knowledge.

- Infusing a bit of casual conversation

Although the teacher brand voice is largely an informative one, it doesn't hurt to add some casual conversation to the content so you don't completely bore your audience. Adding anecdotes is a good way to keep them engaged.

Examples of Teacher Brand Voice:

#### Neil Patel

A top influencer on all things web and one of the top 10 marketers, Neil Patel is also a bestselling author and has been recognised as a top 100 entrepreneur under the age of 30 by President Obama and a top 100 entrepreneur under the age of 35 by the United Nations. On his website, his credibility is

substantiated by use of statistics that support his success.



Source: <https://neilpatel.com/about/>

#### New Scientist

The scientific journal and magazine lends a credible voice to their content through the use of matter of fact statements, and statistics that are conveyed through charts and visuals.

## The UK's existing goal is an 80 per cent cut in emissions

UK greenhouse gas emissions, millions of tonnes CO2 equivalent

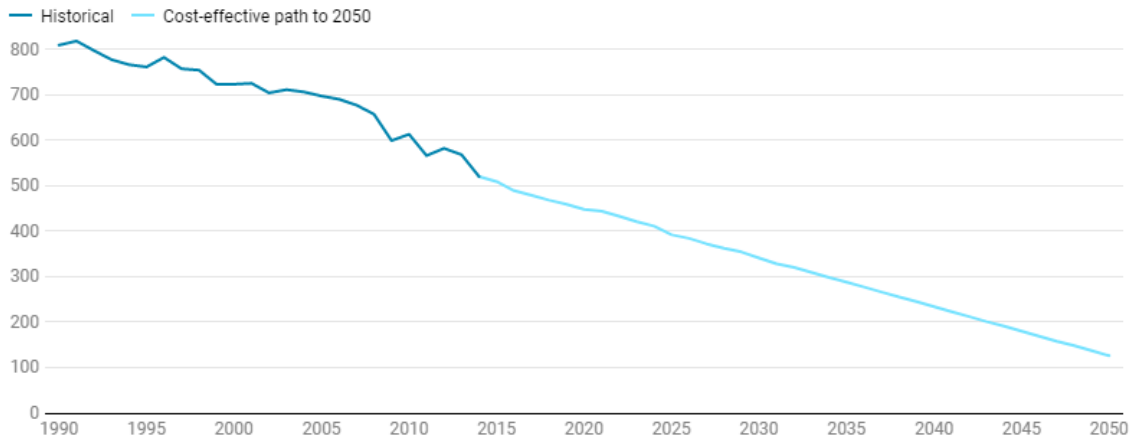


Chart: New Scientist • Source: CCC • Get the data • Created with Datawrapper

Source: <https://www.newscientist.com/article/2201416-seven-charts-that-explain-what-net-zero-emissions-means-for-the-uk/>

### Pitfalls of the Teacher Brand Voice and How to Avoid Them

One downside to utilising a Teacher brand voice is that you have to be careful not to be too 'stuffy' or seem arrogant - you don't want to make your audience feel like they're being talked down to. This can be mitigated by ensuring that there's still a feeling of connection through the occasional relatable anecdote. Another downside is that when using an authoritative voice you should ensure the facts are actually correct, so that your audience won't simply listen to the tone and assume misinformation.

### Entertainer

Fun, play, connection - these are the things that come to mind with the Entertainer brand voice. What kind of branding would benefit from an Entertainer brand voice? Brands like comedians, actors, brands that target youth eg. street fashion labels, junk foods, energy drinks, games, TV shows. The goal here is capturing the attention of your audience (particularly under 35s) conveying playfulness, energy and bombastic appeal. This includes:

- Fun with personal domains - feel free to be creative with your domain name choice. A number of online domain name generators exist out there but it doesn't hurt to have a brainstorming session to come up with the right kind of ideas.
- Interaction on social media

A number of companies have gone viral on Twitter for their fun and humorous engagement style. Use of memes, in-jokes, even bizarre and surreal statements will stand out and increase your chances of going viral, thus growing visibility for your business. (Although it can also be distracting - more on that later).

Answering questions that your audience has for you on social media is also a good way of engagement and letting your audience know that you're available to answer any questions they might have.

- Humour and playfulness

Keeping the tone light and not too serious means that your audience can relate to you more easily. In contrast to the authoritative brand voice, the image you give should not be one of detachment, but rather, one of connection through humour and irreverence.

- Passion and enthusiasm

Above all, your passion and enthusiasm should come through for the content. This kind of passion and enthusiasm ends up inspiring the same in your audience.

- Fun videos, Snapchat stories

The inclusion of fun or amusing videos is a good way to connect with your audience and create brand visibility. Everyone loves a cute or funny video, especially if it involves animals, kids, or weird situations.

- Conversational

When you define your audience, you're then able to deliver the content better and in a more tailored way.

Use the entertainer brand voice if you want to engage with your audience in ways that are unexpected, exciting or stimulating - in ways that are impactful in a highly visual, aural or sensory way.

Onomatopoeia and short, punchy catchy phrases are great ways to engage the audience for an entertainer brand voice. The inclusion of GIFs, memes, and high-impact images in the content is another surefire way to stand out from the rest of the pack.

### Pitfalls

When using the Entertainer brand voice it's possible to be **too** entertaining. It's definitely fun to try novel strategies for engaging your audience, but having too much of a good time can in some ways hinder your brand's credibility. For example, American fast food companies have taken to starting fights on Twitter which, while fun to an extent, can actually cause real conflict. Being casual might capture and audience's attention, but it can also redirect attention from the brand's actual purpose and direction, especially if the attention is negative or focused on something potentially offensive to certain audiences.



Source: <https://mashable.com/2017/11/25/11-times-brands-greatest-trolls-twitter-2017/>

Regardless of your brand voice, once you've written your web content, sit on it, let it breathe. Walk away and come back to it the next day. You can also incorporate or inject aspects of one brand personality into another, as it helps to be flexible.

Both the teacher and entertainer brand voices have their value and purpose, but it depends on what audience you're looking for. If your audience is looking to be informed, then the priority will be on delivering the facts in a way that the audience can respect, that conveys authority on the subject matter.

