

Incredo Tone of Voice

This guide includes the content strategy, publishing strategy, the tone of voice, the guide on writing headlines for Incredo LLC.

Content Strategy

Published blog posts will be focused on 2 main buyer personas: Director Tal and Marketer Elliot of medium and big companies. The target of monthly blog posts will be 50/50 (50% for Director, 50% for Marketer). The headlines will be discussed and approved with help of Content Mapping, where the content will be divided in 3 stages: Awareness, Consideration and Decision.

The aim of content publishing is in quality, not quantity. Our Buyer Personas need high-end articles with a lot of stats, numbers, proof for growth with inbound/with us, screenshots and infographics.

Extra step will be the interviews with authority bloggers, executives, our clients and our best partners which will talk about the topics our Buyer Personas are interested in and also share the experience about working with us.

Publishing Strategy

The goal is the quality not quantity. From 1 to 2 post per week. The post must be +1500 words, include photos, screenshots, studies, research, etc. and 1 link per 150-200 word.

Special Notes

- Writing style has to be a mix of facts/stats, franky words and value all at once
- Super easy wording and phrasing, sentence construction, meaning, number of sentences→ everything. Easier the better.
- Word Length: As many as needed (1500 minimum), the number is irrelevant as long as the content is interesting, catching, funny, includes mental pabulum and is valuable
- When creating content pay attention to internal links and keywords. Each article should contain at least 2 internal links to previous articles, specifically, the keywords used in those articles.
- The content should be simple, like as simple as it gets. Use <http://www.hemingwayapp.com/> if needed to simplify content.

Headlines

The content headline is created based on these goals and challenges:

Director Tal:

Goals

To increase product sales and awareness through digital marketing, have a good online presence, have fully organized and integrated marketing and sales processes, have flawless communications between marketing and sales teams,

Challenges

Lack of an ultimate marketing tool, lack of a strong marketing plan, expensiveness of professional marketing services in his country, inability to keep full-time in-house marketing team.

Marketer Elliot:

Goals

To have an experienced digital marketing team, that will be able to provide excellent marketing plan and solutions for their company and products, to bring the company good ROI by the marketing services.

Challenges

Lack of in-house digital marketing specialists, lack of technical skills and time to learn new tools and strategies.

The headline should be in non-standard style. E.g. "Please, for the Love of God, Read This Post (Or How to Fight Content Fatigue)". We should NOT follow the trends, WE ARE THE TREND. We tell our audience what to read, how to solve problems, who to hire, how many to hire or NOT hire at all and at least how they should breath and walk :))

When creating the headline, think about if the content is going to help Director Tal and Marketer Elliot resolve/get one step closer to resolving their challenges.

Keep in mind the buyer's journey: What happens after they get to the end of the article? Do you have a naturally relevant CTA to take them further down the buyer's journey? Is the content going to attract Director Tal and Marketer Elliot and create high quality leads?

Headline Tips

No How-to's, no standard headlines we have done till now. We are using an aggressive strategy by transforming the minds of our audience and guiding them to the actions we need from them. Some examples of headlines styles to get Director Tal's and Marketer Elliot's attention when creating headlines.

- **Out of the box** - We need to create out of box headlines which will be catching with the creative style we have created them and with value we give.

Examples: Is A/B testing failing you? Here are 19 shorter, faster paths to growth for your SaaS startup.

The “It’s Toasted” Principle for Startup Differentiation.

How to Promote Your App: Unconventional Wisdom from People Who’ve Done It.

- **Surprising** – Something that the readers don’t expect to see, they never thought about it that way.

Examples: 1. Windows mobile devs to Microsoft: where is our money?

- **Shocking** – A hard hit to the brain. Something that is outrageous or so relevant to their pain points that they will be shocked when they read it.

*Examples: 1. The ugly truth about Coca-Cola and Pepsi: Deadly rivals or best friends?
2. Healthcare companies have been doing their content marketing wrong for the past 10 years*

- **Curious** – Curiosity is your best friend. Lots of readers are curious, curious to see more, find out more. Be careful not to overdo this. If you overdo the headline, but the introduction doesn’t deliver it, you will lose your readers.

Examples 1. What should your new password be?

2. The countries where it is easiest to become a self made billionaire

- **Questions** - Headlines that have questions evoke curiosity of readers. Just seeing a question already stimulates the brain and it starts thinking about the answer or what will the answer sound like. If the question in the headline is relevant to buyer persona’s challenges and pain points, they will want to click, read and find out.

Examples: 1. Are you utilizing your inbound marketing to its full strength?

2. Why does storytelling appeal to the public so much?

Guide the Writer

After creating the headlines, the account manager who assigned the headline will provide his/her idea and vision regarding the content of the article, unless it’s crystal clear from the headline alone. Provide as much information as you can to help the writer see your vision and what kind of content do you want to get. If there is any need for research, tell the writer what ideas should be researched.

Example of guide:

Editor	Target Audience	Focus keywords	Notes
			Article outline:1. Create introduction(include writing style examples, which is good for what and why. 2. do a/b testing. experiment with different styles to understand which is good 3. ask your buyer personas, see what they like, what is important for them in a writing style 4. do deep research, dont use the first material 5. what is the key important thing/feature in every writing style, what is it used for 1000+ P.S. add something from yourself
			deep research, compare costs for companies, define industry averages, what is the optimal cost for this, graphs, statistics, tables
			outline some key factors, show how storytelling can help your business get noticed, remembered and taken into account. Why people like stories so much? is there a secret? write in a storytelling style

Buyer Personas

Each writer has to read and understand the [buyer personas](#) first, in order to be able to address their challenges and goals. Take the necessary time to read, review and get to know the buyer personas of the give business. This will help you understand what kind of content should you be going after, and also what to look for if you need to research.

Ideas and suggestions regarding topics and headlines are always welcome. Submit them with your vision and ideas to the content team or account manager in contact with you.

Simplicity

Articles need to be written in small, short paragraphs, **4-5 lines at max per paragraph**. Use simple sentences. Simple doesn't mean irrelevant or stupid. Simple means minimize the usage of complex words and phrases and make the content easy to understand. Each sentence should not be longer than 25 words. Avoid using irrelevant sentences. Each sentence has to

represent value to the reader. **If you see that a sentence is doing nothing, but adding word count, just delete.**

Writing Styles

Persuasive - Similar to expository writing style, however it doesn't heavily rely on solid facts and data. Use this style to convince readers to agree with your point of view. Some exaggerations, examples and drama can be included to achieve this goal. Think of this like expository writing: you still maintain the clear, concise, strict and intelligent language, but you have more room for personal opinion.

Example: Pringles were first sold in 1967, being distributed nationwide since 1975, and introduced overseas in 1991. They were originally known as "Pringles Newfangled Potato Chips", but other snack manufacturers objected, saying Pringles failed to meet the definition of a potato "chip". "Pringles" is the crispiest, crunchiest and most delicious brand of chips you will ever taste. Give it a try and see for yourself.

Conversational – Fun/friendly tone and easy going content. Speak your own voice and feel free to include some of your own ideas apart from the instructions and vision you receive. Speak with your own voice and address the reader a lot.

Example: If you think your conversion rates are fine the way they are, think again. It's pointless to have great content on your website if you aren't getting any leads, don't you think?

Business Storytelling/Narrative – the content should evolve in a story like way. Try to include examples and make them appear as a story. Readers should be able to go through the whole thing in a single breath without reaching for the "back" button. This type of articles will generally be longer. This style aims to entertain the reader, make him imagine scenes, colors, characters and settings and help connect to the plot. (1500+ words)

Example: Every idea starts with a problem: our's was simple. Glasses were too expensive. We were students when one of us lost his glasses on a trip. The replacement was so expensive that we had to spend a whole semester without glasses. We were amazed how you could not find glass frames that wouldn't kill your wallets for the rest of the month. What are the options?

That's when we started Warby Parker to create an alternative.

Mix - A mix of value, solid facts, fun and entertainment in the form of a narrative all delivered in a creative way.

No specific example included.

Research

When conducting any research on a topic and using certain numbers and statistics, make sure to provide the source for all possible ones. Avoid being too general like "a lot of researches have shown...". Readers need evidence, even if they do not click on the source link. After the content is ready, ensure that it is 93%+ original on [copyscape](#) or other checking tools.

Formating

Outline important information in **bold**, *italics* or underlines depending on the situation and overall context. Use grey/mild grey color for the actual text and black for headlines/subheadings. If there are a lot of bullet points, listing examples or different context examples to be used, [coloring text in different places](#) is acceptable.

Subheadings

Break down the content into subheadings. Each subheading has to specifically address the content inside it. Use the 8 principles of headlines mentioned above to make the subheadings more attractive and interesting.

Visuals

Each article must have at least one picture, usually coming after the first paragraph. The picture has to fit the content and headline contextually. More pictures, examples and illustrations are welcome.

Online Help

Use the [Merriam-Webster Dictionary](#) if you need to check spelling, acronyms, and abbreviations. Synonyms and antonyms can be handled with thesaurus, which is on the same page.

Hyphenated & Business Specific Wording

USE: words like easy, efficient, interactive, organized, on time, smooth, bright in one word: content should be positive

Here is the list of feeling words, you can use only positive once: <http://www.psychpage.com/learning/library/assess/feelings.html>

AVOID: Avoid negative wording, basically antonyms of positive: difficult, complicated, disorganized, inefficient, anxious, can't, confusing. Avoid using Passive Voice as much as you can

Article Introduction

Introduction is the most important part. Jump straight into the matter and make the first paragraph straight and to the point. It should intrigue the reader enough to make him want continue reading. Show that the content is relevant to his/her pain points and will help solve challenges or provide ideas how to solve those.

Article Body

The body can vary from case to case. If you need to include some background information, do it in the body after the introduction. Constructing the body is up to you, just make sure to stay relevant to the instructions and overall guidelines that you get provided with.

Article Conclusion

The conclusion could be a summary of the whole post, a suggestion based on the information provided in the article or some interesting facts and ideas. At the very end of the article, encourage readers to participate in a discussion and comment their concerns/ideas/thoughts below.

Blog

Blogs are one of the main methods of content marketing.

The planning process should be as follows:

1. Defining/choosing the long tail keywords based on buyer personas
2. Making the TITLE (under 60 characters)
3. Writing the content with picture(s)
 - English
 - Making headlines (H1, H2, etc.)
4. Optimizing the blog for SEO
 - URL
 - Image alt-tags
 - Meta description
5. Internal & external linking
6. Assigning TOPICs (no more than 25 overall topics)
7. Placing social sharing & following buttons
8. Placing CTAs (which will land into Landing Pages which in their place are based on offers and have defined template with a form to convert visitors into leads, then Thank You page will appear and, already, the lead will continue its journey by reading additional blogs, case studies etc.)
 - One on the right panel of the blog post template (the CTA should be based on a general offer for all the buyer's journey stage)
 - At the end of each blog post (specific for that blog post & its target buyer's journey stage)
9. Placing static subscription box for the blog

10. Special pop-ups (offer suggestion, subscribe) will be designed to further increase conversion rate for the blog page.