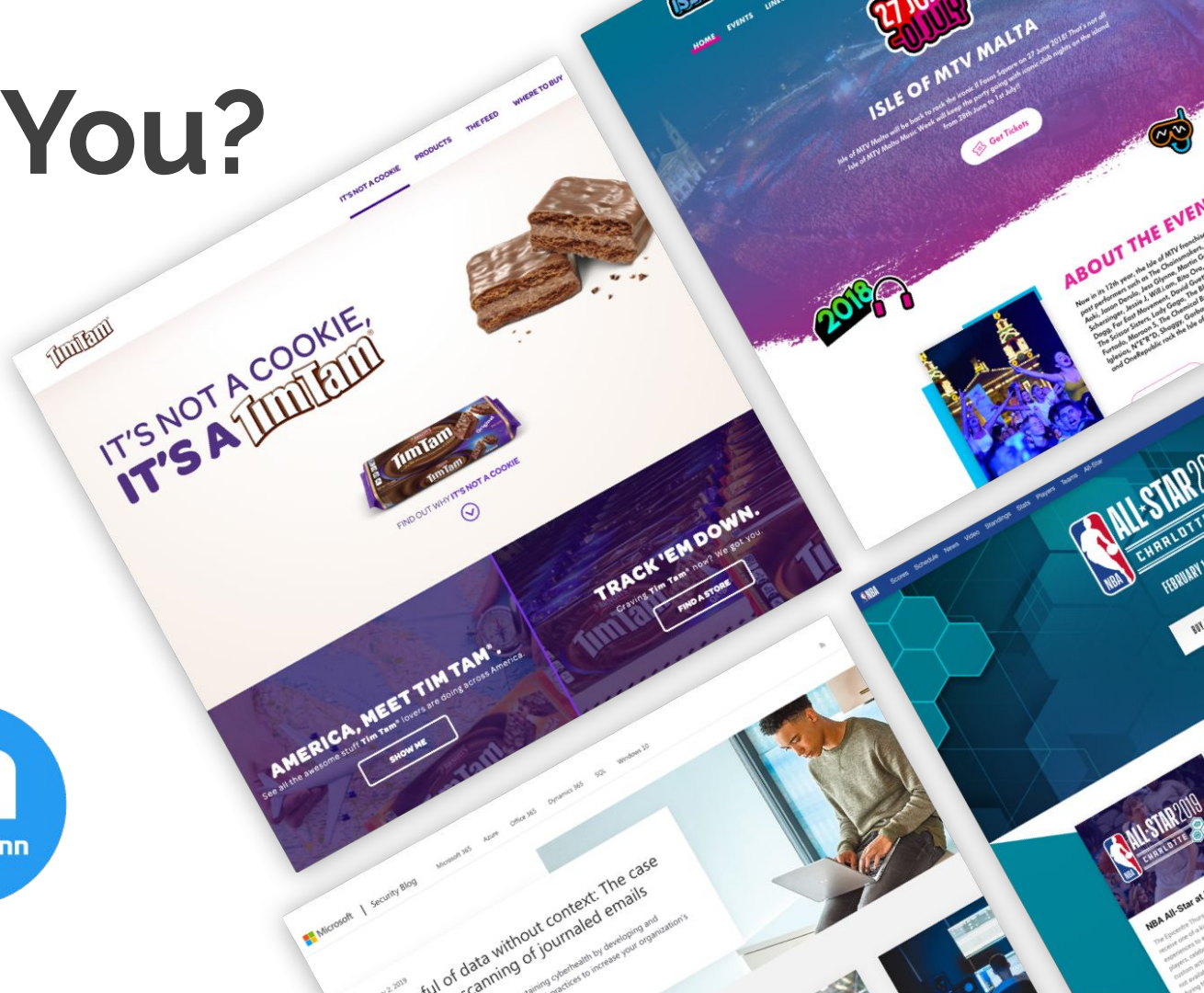


Who Are You?

Using **Voice**
and **Tone** to
Support Your
Brand's
Message

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Who Am I?

Laura Coronado

- Member of WordCamp Las Vegas Organizing Team
- Local Blogger at LollieShopping.com
- Communications Specialist at WebDevStudios, [Maintainn](#), and Pluginize
- Freelance Writer

Social Media @lollieshopping

Brand Messaging

- Your brand name
- Slogan / Tagline
- All the words on your website
- What you're saying on your social media

Examples: What you do, what you sell, where you're located, how to contact you, why you're the best...



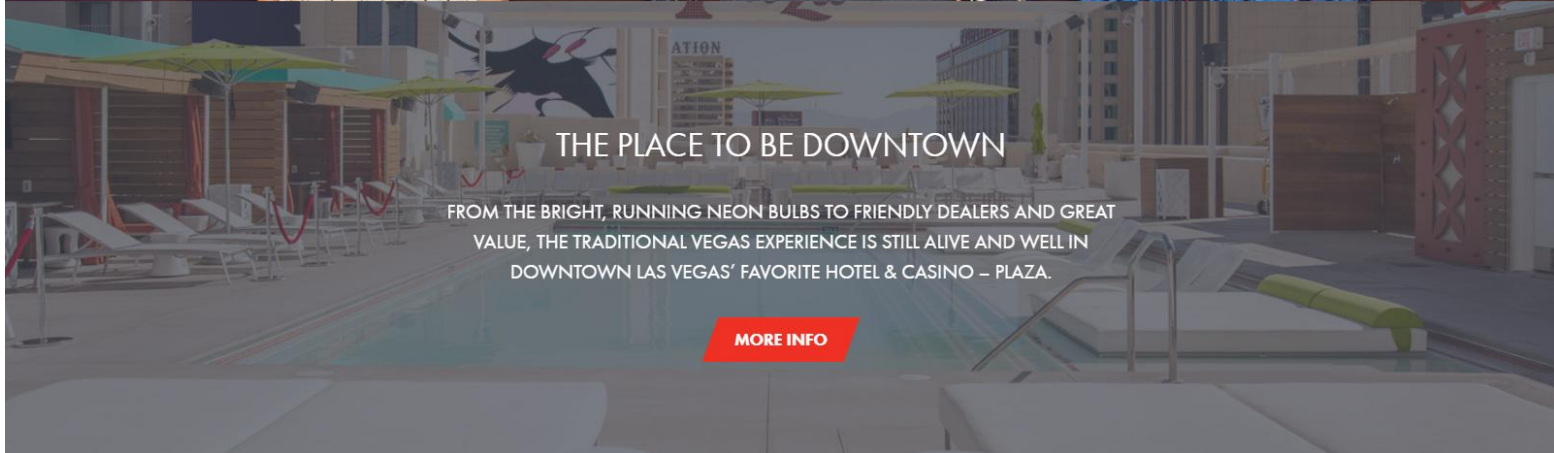
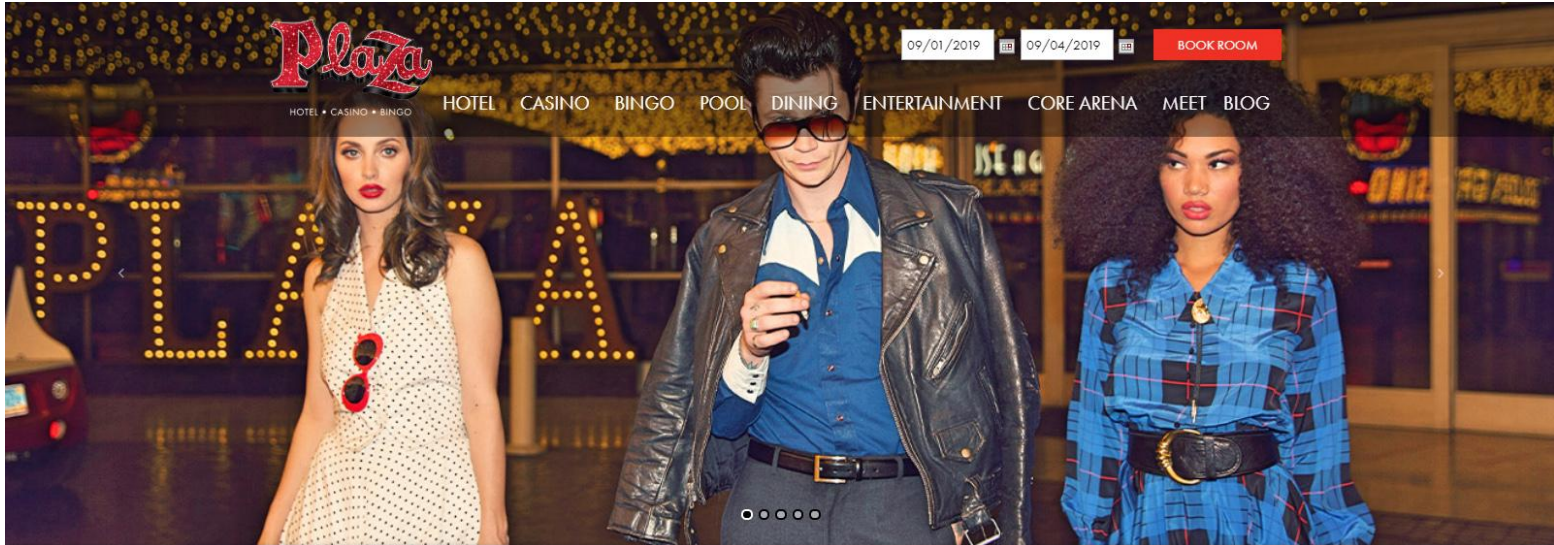
HOTEL • CASINO • BINGO

HOTEL CASINO BINGO POOL DINING ENTERTAINMENT CORE ARENA MEET BLOG

09/01/2019

09/04/2019

BOOK ROOM



THE PLACE TO BE DOWNTOWN

FROM THE BRIGHT, RUNNING NEON BULBS TO FRIENDLY DEALERS AND GREAT VALUE, THE TRADITIONAL VEGAS EXPERIENCE IS STILL ALIVE AND WELL IN DOWNTOWN LAS VEGAS' FAVORITE HOTEL & CASINO – PLAZA.

[MORE INFO](#)

Brand Voice

&

Brand Tone

Brand Voice

PERSONALITY



Brand Voice

PERSONALITY

- Friendly
- Dependable
- Honorable
- Reputable
- Respectful
- Consistent
- Rebellious
- Pleasant
- Optimistic
- Conscientious
- Sincere
- Bubbly

The customer's wants and needs include things that can't be measured

Empathizing with an end user means that you've tuned in to what they want to feel. And this is not a quantifiable thing. Our product teams have to be ready to notice the desires and aspirations of the intended customer.

Perhaps, the solution we build will make the customer feel smart. Or empowered to achieve something without the help of a professional. Or included. Or productive. A description of the product's requirements and the product's utility will feature heavily on the product brief, but so will the emotional language that demonstrates how we have deployed empathy to observe behavior and draw conclusions.

A culture that values experiments

Our product teams are working in an open-minded culture, where we really value the learnings that come from bold experiments.

We know that we have to explore different ways to solve a problem.

Because we work right alongside the product owner as we test solutions, we like to say that we "work in public." Working in public also means learning in public. Our first drafts are public. Our first assumptions are public. We share our rough prototypes.



/Revelry

- Creative
- Empathetic/Good Listeners
- Bold

Brand Voice

PERSONALITY

- Nail down three personality traits to emphasize
- Consistently rely on these traits to support your brand's message
- Other traits will be apparent; That's okay but ensure they align with your lead personality traits
- Make sure these traits attract customers

Brand Tone

ATTITUDE



Brand Tone

Attitudes

- Snarky
- Lazy
- Inspiring
- Eager
- Dour
- Aggressive
- Shady
- Lively
- Youthful
- Casual
- Formal
- Serious



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Liquid Web™

- Clever
- Casual
- Wholesome

The BEST Practice of Voice & Tone



The BEST Practice of Voice & Tone



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Brand Voice

- Fun
- Trendy
- Approachable

Brand Tone

- Youthful
- Cheeky
- Cool

But if your brand messaging is good, why should **voice** and **tone** even matter?

Messaging INFORMS people.

Voice and **tone** **WIN** them over.

Brand Voice

&

Brand Tone

TIPS

Brand Voice Tips

Begin at the beginning.

Brand Voice Tips

Take the brand message and mix in the personalities of company leaders, team, and overall company culture.

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Brand Tone Tip

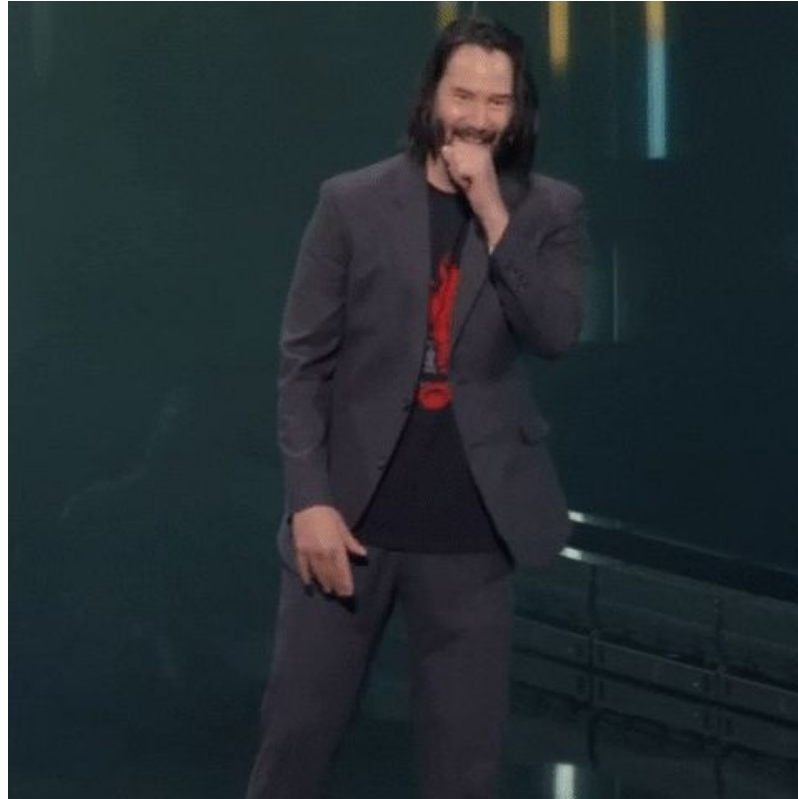
Consider your audience.
HOW do they want you to speak to them?



Brand Voice & Tone

Should COMPLEMENT one another.

Complement, not Compliment



Brand Voice

- Dependable
- Trustworthy
- Trendsetting
- Knowledgeable
- Helpful

Brand Tone

- Stoic
- Formal
- Snarky
- Inspiring
- Casual

Brand Voice & Tone

Fails

1. Financial advisor with a judgmental voice and a sarcastic tone
2. Sporting goods eCommerce store with a boring voice and business formal tone
3. Yoga studio with an uptight voice and a harsh tone.

Your **Brand Voice** and **Brand Tone** could
very well be YOU!

Be consistent.

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