building trust in your brand with ux content marketing

storytelling | foundational docs | building a strategy

Outbound marketing

Outbound marketing is when you do cold outreach to potential customers.

Usual activities include creating email lists based on who could be a good fit, cold emailing, cold calls, paid social ads, and other hard sells.

Inbound marketing

Inbound marketing is when the potential customers come to you, because you've built trust in your brand and positioned yourself as an expert.

Usual activities include blog posts, social media communication, offering valuable downloadable content, and genuinely connecting with people online or F2F.

Content marketing is inbound

Strong brand presence

Your brand isn't just your logo and colours, it's also the way you talk to your potential and existing customers.

Highlight your expertise

Your content marketing efforts are a great way for potential customers to understand what you do.

Building trust

Making genuine connections and creating memories will bring potential customers to you.

How you solve pains

It's not just about creating content for the sake of looking alive, but providing real value to real people.

Activity 1

inbound vs outbound

which one is inbound?

1

Sending 1000 emails each week to the list in your CRM, with placeholders for names and companies.

vs.

2

Offering a downloadable whitepaper that shows that you understand your audience's problem.

which one is inbound?

1

Connecting with people on LinkedIn over their content and having real conversations about what they do.

vs.

2

Sending 20 messages using the inmail feature on LinkedIn to people who you haven't connected with yet, but fit your customer profile.

which one is inbound?

1

Offering valuable advice on LinkedIn posts where people, who fit your customer profile, speak about their industry concerns or problems.

vs.

2

Collecting phone numbers from LinkedIn profiles using a scraping tool and calling to tell people about your service or product.

67%

more leads are produced by companies with blogs than
companies that don't have active blogs

the difference between regular content creation & ux content creation

ux content is focused on the **users' experience** with your product or service brand

ux content is more than just words

Similar to UX in design, it's about delighting your audience and connecting with potential & existing customers.

UX content creation is everything from the words you choose to the way the words look in a piece of content. It's also about how effectively users navigate through your content.

ux content is more than just words

It's not uncommon to find websites or apps where the founders feel like their message is super clear, but then users or potential customers feel lost.

Users don't know what you actually do, how you solve their problems, what to do or where to go next. This is where UX content creation comes in.

Building trust and being authentic

with so much content out there, you need your content to stand out.

how to do that?
be genuine and authentic.

Activity 2

building trust

building trust is crucial

Say you want to buy a gold bracelet.

1. Will you buy it from some guy on the street in a trench coat telling you "yeah, this is real gold!"

   OR

2. Will you go to a jeweller that you know and trust is selling you an authentic piece?

why?

Building trust with potential customers, and then **maintaining that trust** with your existing customers, is crucial for the **longevity of your brand & business.**

storytelling &
content marketing

the past

Marketing used to be primarily focused on performance marketing. This includes efforts like SEO rankings and paid ads. While focusing on metrics like impressions, and clicks.

These efforts don't have the same impact anymore - not to say they don't have value - but to even get to the point where metrics like that are worth looking at, you need to get people to be engaged.

So how do we get people to engage and take action?

in a world where people are having content shoved in their faces all day - **"it's about quality, not quantity"**

the present

You don't need to create big campaigns that last for months or years.

It's more worthwhile to focus on smaller moments that you can create for users through the content you're creating - something that will stick with them.

It's more about telling a story about who you are, and what you do (as a company). This helps to create moments and memories for potential customers, rather than just showing up on their screen - make them want to pause for a moment rather just scroll past.

Activity 3

effective content marketing

which would more effective in the present?

1

Crafting educational branded social media posts, roughly 1-2 times a week, that offer valuable insight into how you can solve one of your audiences' problems.

vs.

2

Create branded facebook ads that are selling 1 specific service/product, targeted at your ideal customer profile.

which would more effective in the present?

1

Create a 2 year campaign for promoting a variety of services/ products/ features your product/ company offers.

vs.

2

Create a 1 month campaign offering a downloadable case study that highlights how your product/service helped one of your clients.

which would more effective in the present?

1

Think deeply about what would provide your users with value and create a journey to show them how they can arrive to a solution from their current problem.

vs.

2

Use an AI tool to create a series of posts for LinkedIn that you'll put out over the span of 3 months.

so, how do we tell our story consistently?

building brand messaging assets

Just like designers and developers, as UX messaging experts, we focus on building brand messaging assets.

Again, if we're building trust, it's important to be consistent across the board - *we'll get more into that in a bit.*

The documents, that we call "foundational documents," include buyer personas, a brand persona and tone of voice.

These foundations are what help your company keep true north, rather than putting out a bunch of content that doesn't mesh well together.

Brand persona

Lorem ipsum dolor sit amet consectetur. Molestie ullamcorper in dis d pretium leo cursus. Aliquam vitae urna quis tellus elementum mauris non mauris vel. Eu quis pretium nunc commodo. In sagittis sed vehicula feugiat diam eu.

Person's name

Funny
Lorem ipsum dolor sit amet consectetur. Molestie ulla duis pretium leo cursus. Aliquam vitae urna quis tellus mauris non mauris vel.

Personable
Lorem ipsum dolor sit amet consectetur. Molestie ullamcorper duis pretium leo cursus. Aliquam vitae urna quis tellus elementum mauris non mauris vel. Eu quis pretium nunc .

Friendly
Lorem ipsum dolor sit amet consectetur. Molestie ullamcorper in dis duis pretium leo cursus. Aliquam vitae urna quis tellus elementum mauris non mauris vel. Eu quis pretium nunc commodo. In sagittis sed.

ensure consistency in your customer-facing content, across the board

When customers interact with your brand, they want to know that they're always communicating with the same "person."

Especially when you have different people creating different content for your platform, it's easy for content to vary greatly, without consistency.

This is why we help to create brand messaging assets - so that no matter who works on your brand assets, everything always fits and flows consistently.

"It's harder to gain trust & keep it, rather than losing trust."

user experience in **content marketing**

kyc

It's important we build assets for a company so there are some basic principles we can follow to ensure clarity and consistency.

If we want to really connect with potential or existing customers, we need to know a few things, like:

- Who are we?
- What are we like?
- Who are they?
- How do they like to be talked to?
- Where do they go for trusted information?

foundational documents

1. **Buyer personas**

2. **Brand persona**

3. **Tone of voice**

1. Buyer personas

Definition: A detailed outline of the type of people we want to connect with - our ideal customers

- Can be developed by designers or content teams.
  - The reality is, the final product should be quite similar, but designers and content teams might have some differences in terms of what they need included in the documents
- General rule of thumb is to have between 1 and 3 personas

1. Buyer personas

- For UX content creation, buyer personas should include details like:
    - age range
    - education
    - job title
    - where they get their information online
    - and maybe even some bits about the kind of person they are

- It should also inform us of the type of content that would resonate with them
   - Long-form, short-form, videos, podcasts and more

all this helps us to determine the next steps in creating foundational docs. Primarily it **helps us to know who we are targeting –** so we can target them directly rather than just throwing content into the wind.

2. Brand persona

Definition: A personification of your company - who they would be if they were a person

- This document is a smaller one usually, where you're crafting a profile for who your company is
- Is your company
  - male, female or non-binary
  - young or old?
- It's also helpful to look at brand archetypes to determine where you think your company would fall
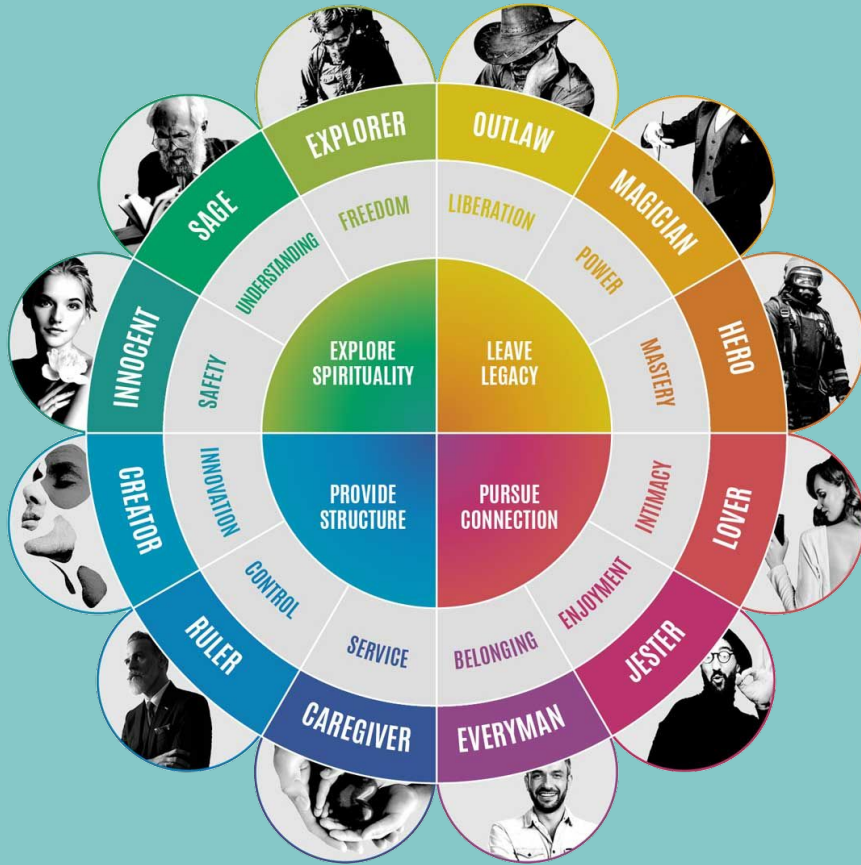
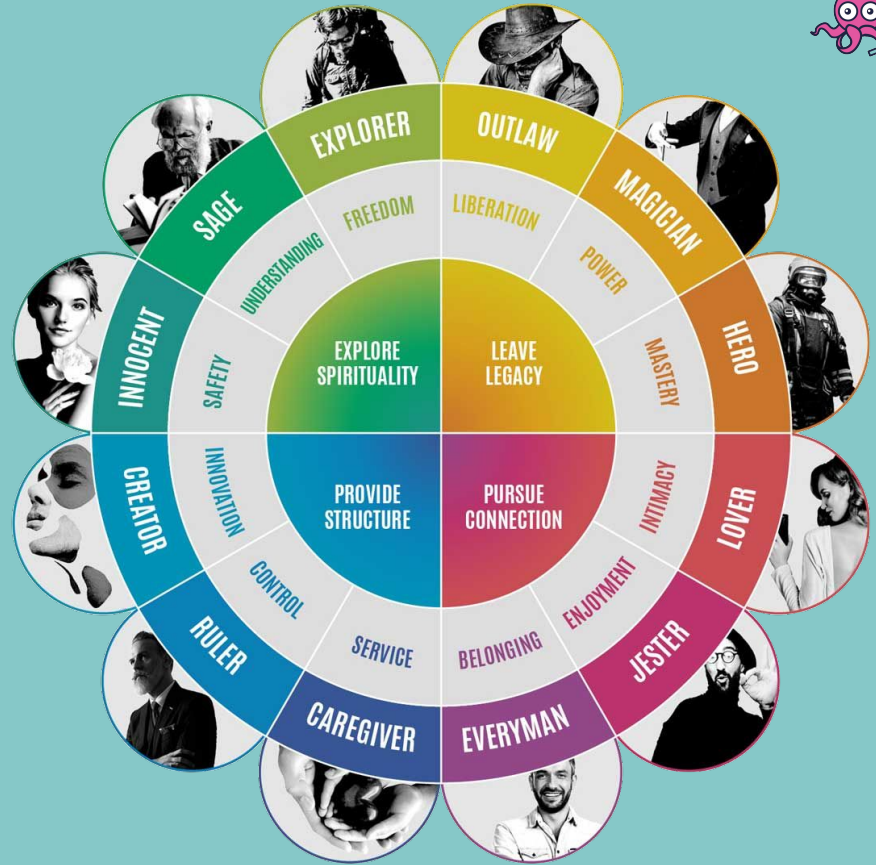- You can of course, be more than one of these, but we often recommend choosing a max of 2
  - And if you do choose 2, we'll determine which percentage of each one you actually are
- The decision about your brand archetype will depend on your buyer personas mixed with your vision
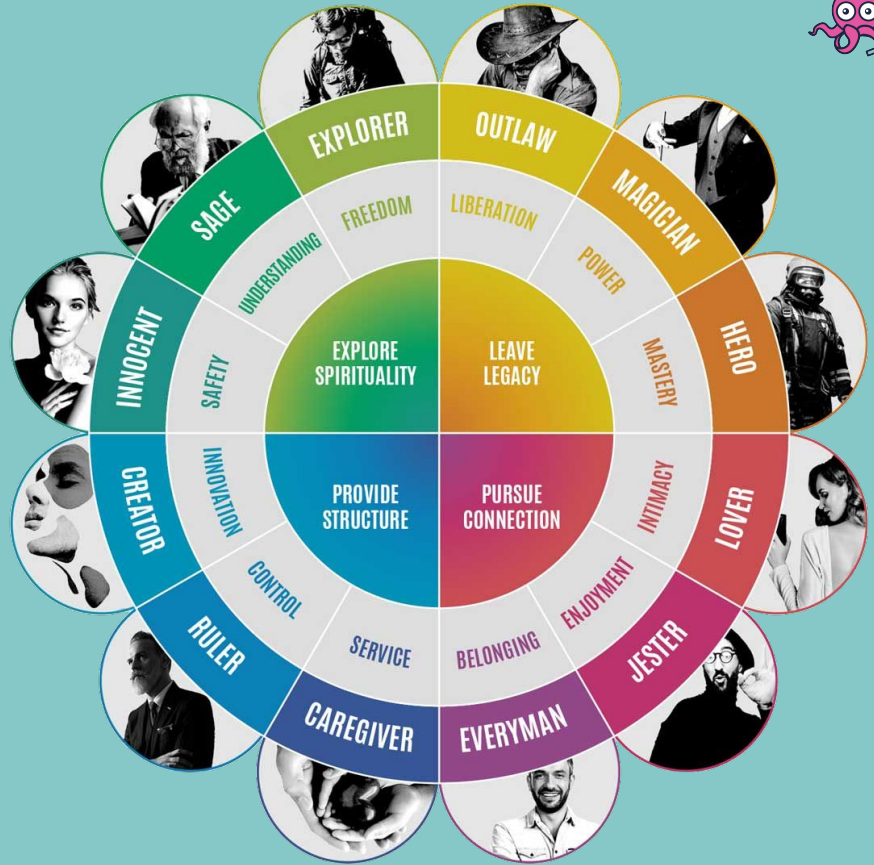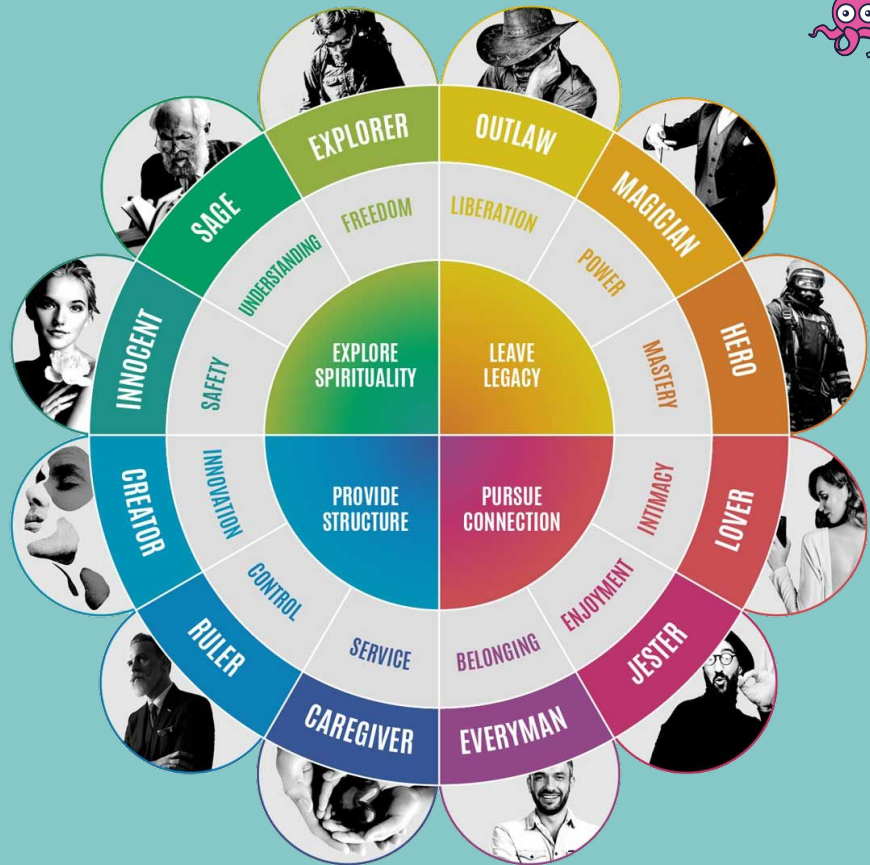
Activity 4

brand archetypes

3. Tone of voice

Definition: Outlines how you'll talk to your customers, both potential and existing

- It ensures that all your customer facing communications are consistent
- Imagine if you log on to a website, and they're brand colours are blue and black, with very rounded shapes, and then you receive an email from the same company, but the design is red and yellow with sharper edges.
  - This would immediately irk you, and put your trust in question
  - The exact same goes for tone of voice

Your tone of voice document is **one of the most important brand assets** that shouldn't be underestimated or skipped over.

- If you're used to seeing a brand reaching out to people saying "Hey Ella!", and then receive an email from them greeting you with a "Good afternoon madam" - you'll be confused.
  - Are these even the same people?!
- Tone of voice documentation keeps your content facing true north, and consistent across every single piece of customer-facing copy

"Hey Ella"

vs.

"Good afternoon madam"

- Even small things like "hey" vs. "hello" are super important to outline
- Which english spelling do you want to use?
  - US, UK, Canadian?...yes, there are differences and we'll notice!
- This is why we also include items like "words we like and dislike"
  - This part is particularly important depending on the industry

- TOV is especially crucial for highly regulated industries like healthtech or fintech
- This is because there is important regulatory compliant language that you need to use in all your copy
- TOV documents can help to guide your content writers and sales teams to ensure you don't end up in hot water

building a content strategy

ux content strategy

You can choose to build either a short- or long-term strategy, or you can build both.

For startups, short-term strategies are usually enough for UX content marketing.

We recommend at least 6 months to 1 year - but that doesn't mean you give up after this!

The first 6 months to 1 year should give you some idea of what content people are engaging with.

It's an opportunity to fine tune some of your assumptions.

It can also be an opportunity to look at your foundational documents and make some tweaks if you notice that you aren't connecting with your target audience just right.

Your UX content strategy will include details like:

- what content you'll create
- how you'll create it
- where you'll share it and how often
- what story you want to tell
- the approval process before publishing

Metrics aren't necessarily the most important part of this - your primary focus should be on your messaging and fine-tuning it.

Once you've fine tuned, the metrics will start to be more useful.

It's important to note that you should be realistic about your capacity when building your strategy.

- For a content strategy to be effective in practice, it needs to be achievable.
- Don't include posting on LinkedIn 5 days a week if you won't be able to keep that up long term.
- Consistency builds trust - and people learn what they should expect from you.

Using **SMART goals** can be really helpful when building a content strategy.

Specific	Making specific goals that you want to achieve.
Measurable	Quantifying or indicating progress to help define success.
Achievable	Are your goals achievable? Is there something else required to make sure they are?
Relevant	Are the specific goals and quantifiers you set relevant to your overall business goals?
Time-based	Setting a period of time in which you expect to get results.

be patient

not for the faint of heart

But *it is* proven to be the most effective method of marketing in the world today.

People want authenticity and to make connections.

They don't want to be told what to buy and how - they want to know how you solve their pains, and that your product/service will be there to take care of them.

Strategies & goals should be updated, foundational documents should be iterated on – your ux content marketing efforts are a living thing.

They need consistent love & attention.

question time

get in touch

If you have additional questions about UX content marketing, or just want to be in touch with me - scan the QR code.