

Tone of voice

Finding the right tone of voice is essential to communicate with your audience effectively. A good tone of voice allows you to build a connection with your audience and demonstrates consistency and professionalism throughout your entire business.

Brands with a strong tone of voice can communicate who they are with just their style of content. So, how do you create and maintain a tone of voice that's right for your brand? Here's how you can get started.

Define your core values

Here are some of the core questions you should be asking yourself when it comes to establishing your brand's way of speaking:

What are your company goals?	Increase brand awareness in the SME sector.
Who is your audience?	Small and medium enterprises in the technology sector
What differentiates you from your competitors?	Exceptional customer service and innovative solutions.
What products/services are you offering?	Marketing automation software.
What are your company values?	Innovation, customer-centricity, integrity.
What's unique about your company?	Proprietary technology developed in-house.
What's the purpose of your content?	Educate SMEs about the benefits of marketing automation.
What do you want your company to be known for?	A reliable partner for marketing solutions.

Define your tone of voice

One of the simplest ways to decide on your tone of voice is with a “what we are” and “what we’re not” exercise.

Figuring out what kind of tone of voice you *don't* want your brand to have is just as crucial as the kind you do want it to have.

Fill out the table below by following the examples:

What we are	What we're not
Empathetic Example: <i>"We understand the challenges SMEs face in navigating the digital marketing landscape. That's why our solutions are tailored to simplify and amplify your marketing efforts, ensuring you can focus on what you do best - running your business."</i>	Technical
Informative	Distant
Engaging	Passive

As part of your tone of voice document you may also set out example paragraphs for each specific “what we are”, demonstrating how it looks in practice.

Tone of voice guidelines

You want to ensure you have guidelines in place that all your employees can refer to when they're creating copy for your website, social media platforms, emails, etc.

It makes everything a lot easier as your company grows and your onboard more people if they have a helpful document to refer to when they need to know how to write for your company.

Here are just some examples of things you could specify in your tone of voice document:

Vocabulary to use	Simplify, amplify, navigate
Vocabulary to avoid	Utilize, leverage, paradigm
Grammar rules	(see below)
Exclamation point usage	Use exclamation points sparingly.
Emoji usage	Emojis are acceptable in informal communication.
Use of <i>italics</i> / bold	Use italics for emphasis.
Contractions	Use contractions for a friendly tone.
Tense	Write in the present tense.
Capiltization	Capitalize only proper nouns and the first word in a sentence.
Paragraph length/style	Keep paragraphs short and concise.
Number styling	Write numbers as numerals.