

TOP TIPS



for establishing your brand pillars

It helps to identify key pillars to build your brand language around. These come from your vision, your mission and the way you want customers to think of you.

Step 1: Write down all the words you or your customers would use to describe your brand and what you do. (Your testimonials are a great place to start if you're a bit stuck on this one.)

Step 2: Once you've got your list, take a closer look. Can you group any of those words together? Are there any clear patterns or themes?

Step 3: Now choose 4/5 of these words or characteristics that you feel really represent where you want to be as a brand. These are your pillars.

Step 4: You've got your foundations! The next stage is to look at each of your pillars and think how your tone and language can embody them.

For example, if you've chosen 'empowering' and 'relatable' as some of your pillars, you could expand them as follows:

Empowering means you're...

Supportive - using positive language to nurture and encourage action.

Confident - speaking clearly and with conviction.

Inspiring - helping people to envisage a better future.

Relatable means you're...

Engaging - speaking directly to customers, creating connection by using 'you' and 'we'.

Approachable - welcoming people into the conversation with a focus on being inclusive and removing barriers.

Relevant - speaking directly to your customers' experience.

Now you've got brand pillars, a tone of voice guide and ideas to build on for your content marketing strategy.

Just like that!



Want to know more?

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