

BRAND VOICE BUILDS LOYALTY

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When creating a brand identity, the visuals such as a logo or website, are often discussed first because they're tangible. However, a brand's voice is equally important, though sometimes overlooked. Why is it key? Let's break it down....

Brand Personality

Brand voice gives your business a persona. And since people relate to other people, a brand personality helps customers connect with your brand. With a connection established, customers are more likely to listen to your message, which is vital for marketing success.

Emotional Appeal

Brand voice helps communicate your brand values and make an emotional appeal to customers. To illustrate this point let's use a personal stylist as an example. Her goal is to attract more customers. Her brand's lead value is helping others look and feel their best through a personalized approach. Those who haven't used a personal stylist may think that hiring one is too expensive or frivolous. How does our personal stylist strike that belief? She uses purposeful language that appeals to the emotional desires of potential clients.

For example, her website could say, "My clients often tell me that working with me is one of the best things they've ever invested in. I'll show you how to choose the perfect colors and styles for your body. You'll feel good and develop confidence from knowing what looks best on you." Through using the right language, our personal stylist conveys her values and appeals to a potential client's deep desire to feel confident. The copy also squashes any financial reservations, calling the service an "investment."

Here are a couple of tips for creating a voice and keeping it consistent across all channels:

Creating a Brand Voice

This step can be a little daunting. Don't fret. Imagine your brand is a person. Let's say you own an upscale men's clothing store. If it was a person, what would he be like? Maybe he's a replica of Carson from *Downton Abbey*. Or maybe he's more like Matthew, proper, but not so uptight. Another way to develop a brand voice is to decide how you want your customers to feel when interacting with your business.

Keeping it Consistent

With all of the marketing vehicles including Facebook, Twitter, Pinterest, blogs, and advertising, it's easy for a brand to be inconsistent in its messaging. However, consistency helps customers recognize and trust you. After all, do you trust someone who says one thing one day and something different the next? Probably not. Gaining your customer's trust works the same way. Consistency helps maintain brand loyalty and every business likes repeat customers.

To recap, developing and maintaining a consistent brand voice will help you connect with your target customers and build brand loyalty.