

CONTENT PIZZA

HOW do you connect with your audience?

HOW do you communicate with purpose?

HOW do you get noticed?

ANSWER:

Create better content...

It's easy, like making a pizza. This recipe book will fast track you to planning and creating tasty content.



HELLO PIZZA LOVER,

Either you're hungry, like pizza or you're putting together content for a new website, campaign or marketing piece and you're kind of stuck. Well chef, if it's the latter then you're in the right place so get your apron on.

You don't need to be a Pulitzer prize winning writer to pull together authentic copy and content with personality. We've got a four-step guide in the following pages that are going to help you make a start and write content with flavour.

WHO IS THIS BOOK FOR?

This book is for anyone creating marketing content that needs to support business goals or anyone looking to create content for a website, brochure or campaign that's actually going to get results. (I'm going to focus on websites but you can use the same principles and pull outs featured in the book for almost any content).

WHY DID WE CREATE THIS?

Well no one likes getting the wrong pizza order and worse, getting an undercooked, cold and tasteless pizza. It's the same when people arrive on your website and the content is dull, words have been shoe-horned in for the sake of it and it's just not engaging. Let's turn 'meh' into "mazing".

TOMATO





DOUGH

WHY SHOULD YOU READ IT?

When you bake authenticity into that beautiful, stuffed crust masterpiece with all the right toppings you'll attract hordes of the right customers, your investment will pay off and everyone wins. You, your designer and your customers.

What do I mean by your investment will pay off? We've found over the last six rewarding years that our most successful projects are the ones where we've crafted and curated the content up front. Content first is our philosophy because designing with content ensures everything fits together beautifully, the goals are clear and we can effectively communicate with all the right messages at the right time.



It's easy. Just like making a pizza!

We'll try keep the pizza puns to a minimum but no promises. Enough chit chat, let's get started...



1.

THE PIZZA BASE



3.

CUSTOMERS WANT
CHEESE



2.

SAUCE. LOVELY,
RICH TOMATO
SAUCE



4.

TASTY TOPPINGS



1. THE PIZZA BASE

The pizza base is make or break, do you want thick crust (hell yes), thin crust, stuffed crust? We've got options but just like a pizza needs a base, your communications or web pages need a foundation. If you don't have a base then you've just got tomato sauce and cheese, I mean is there even a word for that? Yes, a great big mess.

So, here's step one.

WRITE DOWN THE PURPOSE

What is its intended goal of the piece? Sorry if that sounds incredibly simple and you were looking for something profound. The fact is that we see too many web pages with no purpose, they're just there because. That's just a waste of everybody's time so let's get focused. If it doesn't have a purpose, it doesn't make the cut.



You might have more than one goal for a page and that's fine but write down a maximum of six and prioritise them. (You know what happens at New Year when we set too many goals for ourselves, by the end of January we've fallen off that waggon so hard we're seeing stars. Same applies here).

Let's do this one together, over the page there's a pull out. We'll use several of these pull outs throughout this book so that you've got something to work from.

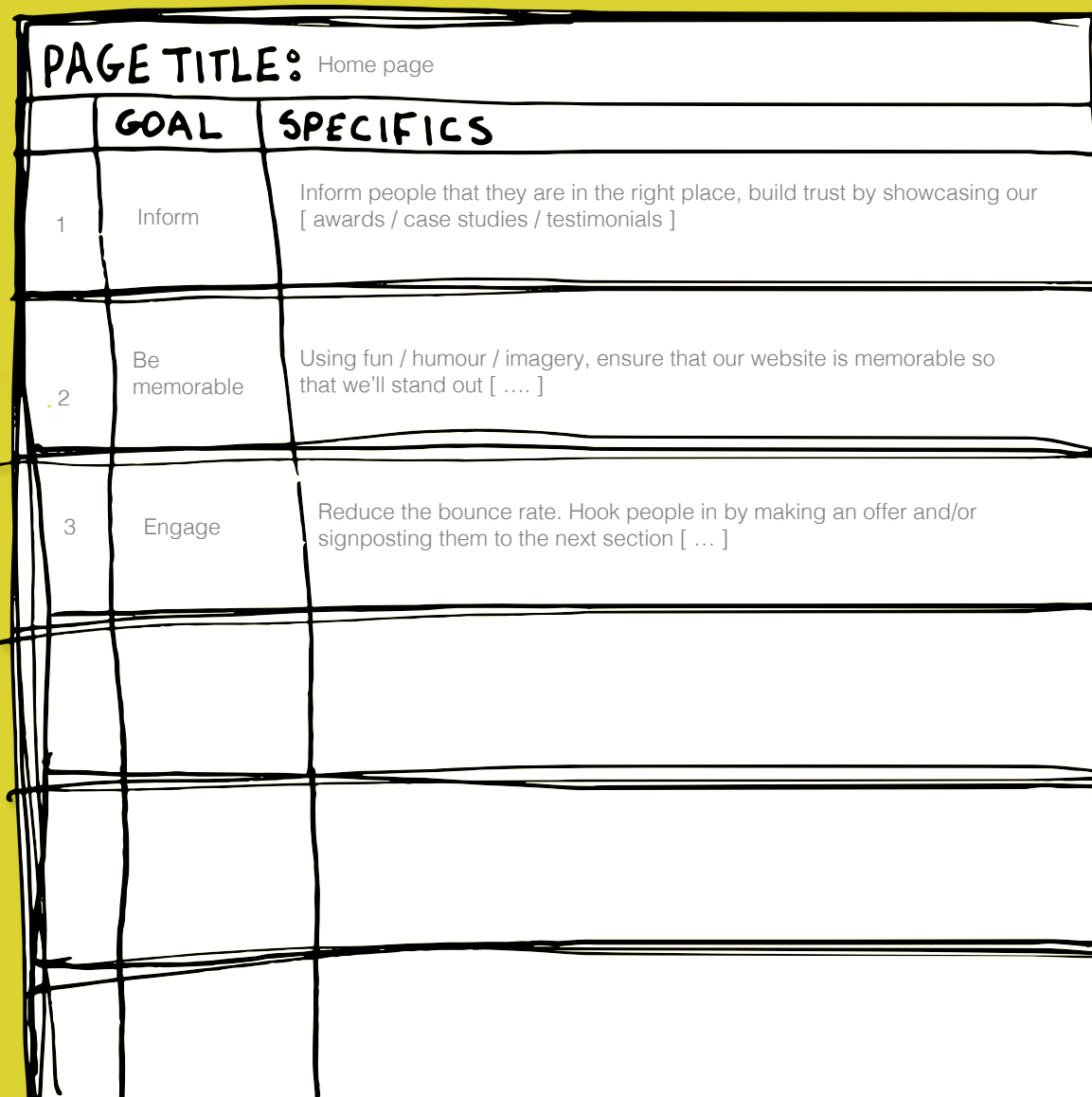


WHAT IS THE PURPOSE?

Using this table, write down your top three to six goals for the website / web page and describe some specifics that are relevant to you. We've included some examples to get you started...

This isn't easy and if you're finding it a challenge, then think in terms of your audience and who is reading the piece and answer this: what do you want them to **see** first, what do you want them to **do** and then what do you want them to **remember**.

See, do, remember.



PAGE TITLE: Home page		
	GOAL	SPECIFICS
1	Inform	Inform people that they are in the right place, build trust by showcasing our [awards / case studies / testimonials]
2	Be memorable	Using fun / humour / imagery, ensure that our website is memorable so that we'll stand out [....]
3	Engage	Reduce the bounce rate. Hook people in by making an offer and/or signposting them to the next section [...]

2. SAUCE. LOVELY, RICH TOMATO SAUCE



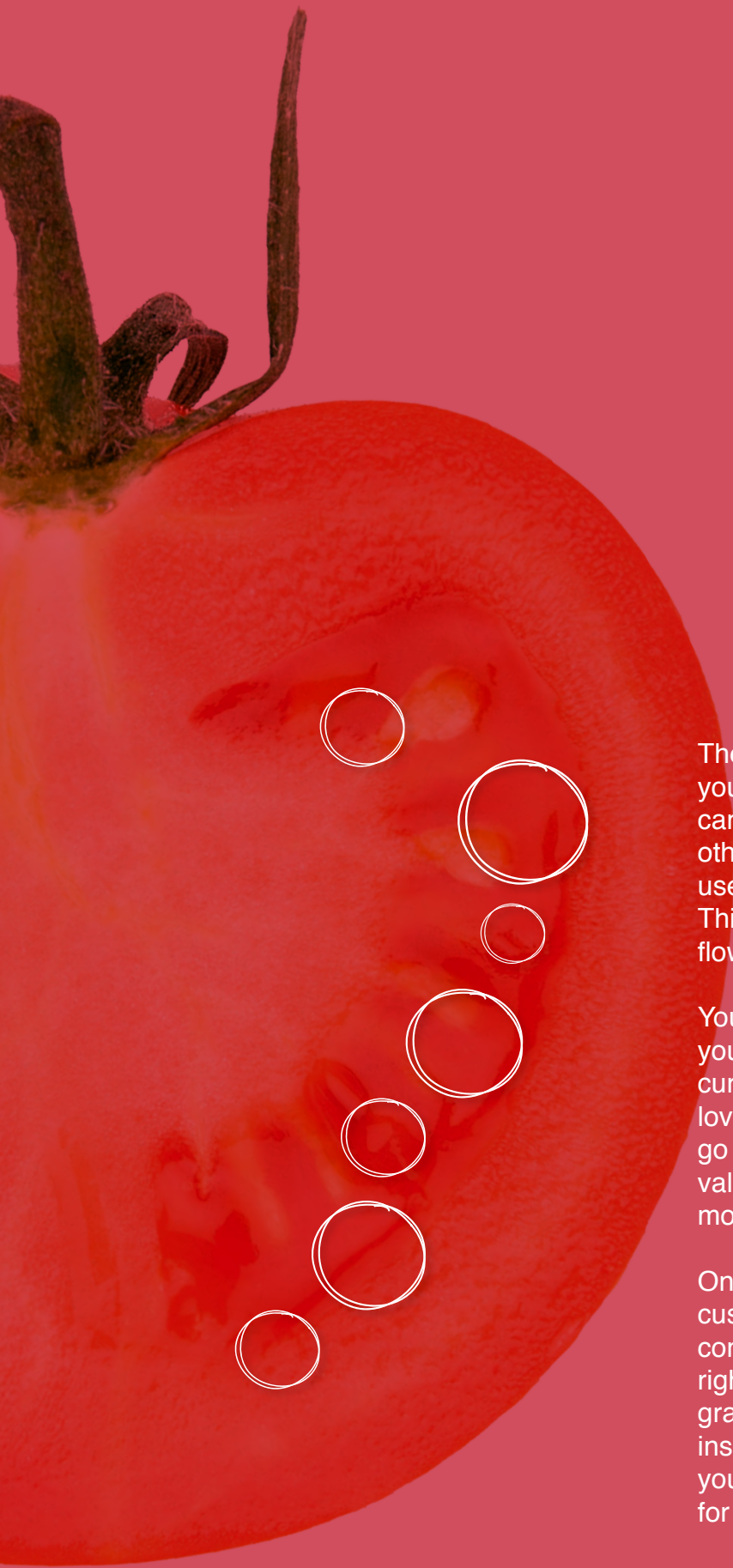
Now that you've got purpose, that's great but there's more to pizza than just a base. Without sauce you've basically got focaccia bread!

I'm talking about the most important, key ingredient - **your customers.**

To be truly customer-centric, it's key to design products or customer journeys and write copy with your customer in mind. That is how you create products and services that they want and will buy. This next section explains how you put the customer first.

We're trying to answer the question, "what's in it for them?" You don't have to write a biography but having a persona in front of you will ensure that you're writing extrinsically. If you don't do this, it's flat like pizza dough without the yeast. Basically it will be tricky to get the right combination of solution offering and benefits kneaded into your copy.

When we start working with a new brand, before we dive into their products, services, brand personality and so on, we have to fully understand the customer or client we are speaking to. We do this by creating a customer persona (or avatar) for each product or service, you may have multiple avatars and that's ok, just prioritise them.



There's a pull out on the next page to help you develop your customer persona. You can use this customer window as a template, otherwise please feel free to get into it and use magazine clippings, images and doodles. This kind of mood board can get the creativity flowing...

You can go a level deeper than this and build your ideal customer profile by looking at your current customers, specifically the ones you love to work with. What makes those projects go really well, is that you will have shared values, vision or purpose and we all want more of those kind of relationships!

Once you know who your target or ideal customer are, it'll be much easier to communicate with them and to find the right mediums for reaching out to them and grabbing their attention. This exercise is insightful and we encourage you to do it with your team, it sparks lots of debate and ideas for strategic communications.

You might be thinking that you sell to businesses so this isn't for you. People buy from people. The MDs and procurement managers are people so go with it...

YOUR CUSTOMER WINDOW

DEMOGRAPHICS

Male/female, average age, parent, geographical location, education etc.

WHAT BRANDS ARE THEY ENGAGED WITH?

Car they drive, supermarket they shop in etc.

WHAT MEDIA THEY CONSUME?

Social media, newspapers, TV channels, magazines etc.

PSYCHOGRAPHICS

Values, opinions, lifestyle etc.

WHAT IS THEIR PAIN?

I.e. what problem does your customer have (their pain point), what state are they trying to move towards, when do they need it by?

WHAT IS THEIR GOAL?

I.e. what their picture looks like without their problem, how do they feel emotionally?

CONSUMERS



STRATEGIC TAKEAWAY

Having your communication purpose and your customer persona mapped out before you begin creates great utility in developing strategies and contributing to your business goals beyond content. The success of your marketing communications lies in aligning your purpose with your customers' problems and the proposed solution (your product or service).

That's called your vision statement.

Hoping to hear some pennies dropping, the strategic takeaway here is to ensure that you not only have a customer persona and it is refreshed often enough but to build into processes, a way of getting customer insights from the horse's mouth and creating feedback loops. (Sorry to call your customers a horse but just stick with me for a minute... you get the picture).

Asking real life, human customers what their problems are in their own words and getting feedback on the experience you provide them opens all sorts of doors into new opportunities and innovation. For revenue too, I'm not just talking about 'pizza pie in the sky' stuff here.

Let me demonstrate with a story. GoPro® are an incredible brand, they started out offering a robust, compact camera for filming extreme sports. It's now catapulted across many sectors and uses because of how people are using it. By watching their customers very, very closely GoPro® react to the new ways people are using their product and quickly develop accessories to boot. GoPro®'s website is awash with clever inventions to make more use out of their product and their social media channels are stuffed to the hilt with user-generated content. Win win, nice work GoPro®.



3. CUSTOMERS WANT CHEESE

Here's where it gets really interesting and you can really judge a person by the cheese they choose and let's be honest, cheese is the main reason we like pizza. And if we go back to talking about content for a second, we are talking about the raison d'être...

What are the key benefits?

I love talking about benefits. Most brands and really technical sales people are fantastic at talking about specs, features, bells and whistles. No one cares, they want cheese... they want benefits... how will this make my life better and that means connecting with their emotions and cheese makes everything better, don't you agree?

Car adverts help to personify my point. The ads will be selling benefits such as safety, fun, experience of driving, creating an image of being different, status etc. Volvo are great at appealing to our fears (emotions) and showcasing a happy family travelling safely (benefit).



Write down your perceived list of benefits, at least 10... Go on, do it now...

Did you do it? You can't skip or the next exercise won't work. It's like dividing zero by zero.

Looking back at your benefits, review your customer persona and ask whether these benefits are going to resonate with your target audience? If they do, then you can continue to writing these into coherent messages, headlines, taglines etc. Here are some tips for speaking directly to your customer's pain points:

- ◆ Questions work well to drive home pain/ solution and you can lead on with your benefit.
- ◆ Bullet point list your benefits and be quite clear and to the point, don't be afraid of the old bullet points.
- ◆ Describe your customer's pain point and get real. Have you ever seen an ad and thought to yourself, "wow it's like they are talking directly to me" (Hive are great at doing this on their tube ads when they talk about controlling your heating and water from your phone).



HERE ARE SOME EXAMPLES OF THESE THREE METHODS:

Frustrated by **blemishes** and bad **skin**? Our [product] could work for you, it's gentle and effective from first use...

[Product helps to]

- * Clear skin and spots quickly
- * Prevent future break outs
- * Balance oily skin

- * Hydrates and protects skin
- * Reduces pores for refined skin
- * Fast acting and gentle

Getting the clear, spot free skin you've always wanted and deserve couldn't be easier. With our simple, easy skin program, you can have that glowing, radiant skin and confidence.



Sense check time:

Now that you've written your benefits with the purpose and customers in mind, if you answer no to any of the following questions then go back and do a check, what's missing, tweak and revise. Ask again.

- ◆ Is the solution you're putting forward answering the problem?
- ◆ Is the solution truly beneficial to your customer?
- ◆ Can this benefit be understood in a single Tweet (or paragraph)?
- ◆ Does it offer your customer something that is superior to what is on the market already?

Pizza base, tomato sauce, cheese, check. Now you've got the essentials of a pizza. A margarita in fact and if that's what you want then great, but most people want more...





4. TASTY TOPPINGS

For me personally, a pizza isn't complete without toppings. It's time to add personality and taste to your margarita.

The only difference between your's and the next pizza is personality. This is where you have the chance to make your content captivating, interesting and authentic to you. I guess you could call this your tone of voice and we really want it to first get across your brand values and then possibly, maybe even tell a story. Don't you find the most memorable things are things that come with a great story!

This is where you can create a clear, distinct advantage for yourself.



To start with, let's list your brand values - I'm talking about your principles here and the bricks that make up your brand character (not adjectives); it's the brand essence and what you stand for. This could be quality of experience, trust, fairness, integrity... Use this space to write down your brand values.

BRAND VALUES:

A pyramid-shaped diagram consisting of six hand-drawn white boxes with black outlines. The top row has one box, the second row has two boxes, and the third row has three boxes, all centered horizontally.

Now you're working from the inside out and ensuring that you communicate what matters. Next you can list brand maxims and tonal values (adjectives) that will make up your language and make it yours.





AUTHENTIC ↗

BRAND MAXIMS:

For each of your brand values, write down adjectives that can be used to describe this ethos. Use as much space as you need to, these two sections are going to become your toolkit ensuring that you weave your brand values and maxims through your content to give it personality, authenticity and a consistent tone of voice.

It's quite interesting to do this with your team, when we're working with a client to define their brand we often send anonymous questionnaires out to the team and sometimes even clients. It's often incredible to see the trends that come back which allows us to use a voice for the brand that is authentic because it comes from within.

1.	2.	3.
4.	5.	6.

BRAND STORY:

For heaven's sake write a story! Everyone likes a pizza but a story about arriving in Rome, the most romantic city in Europe (personal opinion) and sitting outside a restaurant in the warm, Italian sun eating a Capricciosa pizza with a view of the Colosseum... that is going to get more page turns than a Dominos (no offence, there is absolutely nothing wrong with a Dominos).



Everyone's a storyteller and it's how we have passed down information, fables and tales from generation to generation long before ipads and anything. And for a different perspective you can tell stories of your clients or your clients can tell stories of their experience with your product or service backed up with the great results they have achieved.

Here are some Q&As to get you going on your storytelling adventure....

BRAND STORY TELLING

Why? That's right, why? What's your purpose, why does your brand exist, what is your raison d'etre?

How? How are you going to go about your mission to change the world, your mission if you like?

What? What are you doing to go about fulfilling your customer's needs while you live your mission and your raison d'etre?

My most favourite brand story of all time is from Patagonia. They are truly inspirational for having an unwavering dedication to their brand values which their mission statement describes beautifully.

They have stayed true to their values in creating their products, their actions and this has followed through to their marketing communications creating hordes of faithful and loyal customers who are true advocates of the brand.

Please go and check out their website and read about their history, you'll be amazed and I can assure you it's a story you won't forget.

patagonia®

"Build the best product, cause no unnecessary harm, use business to inspire and implement solutions to the environmental crisis."



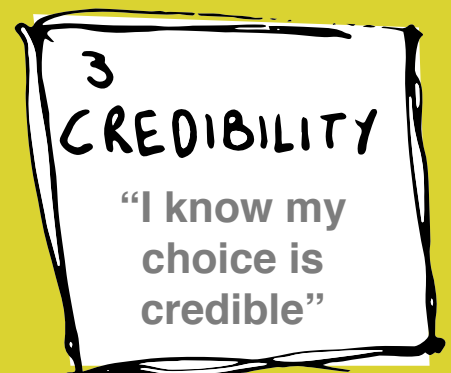
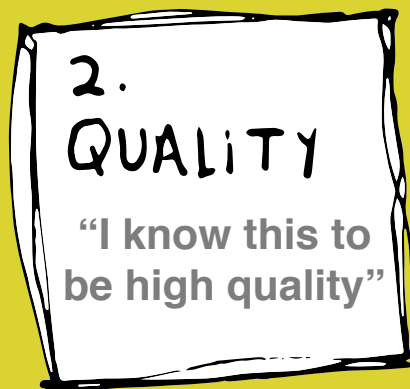
5. EXTRA SLICE

Creating copy that converts readers into customers, advocates, sign ups (whatever your goal is), really depends on clearly getting across what they can get, if it's of value to them and if it will solve their problems and/or make their lives better in some way.

Benefits, benefits, benefits.

We can't stress this enough but it's not enough to just spurt out benefits. They become powerful when connected with emotions. See how emotional and passionate I got when I was telling you about Patagonia?

Here's an extra slice of pizza to help you structure your content in a way that will resonate, have impact and convert. Ensure that in all your communications you touch on these pillars, I don't care if it's Apple, Virgin or my favourite little bakery around the corner - these pillars are important to humans and what buying decisions are made on.



1.1 HOW TO DEMONSTRATE AUTHENTICITY:

- Tell the backstory, history and how you got here.
- Talk about the people in the business or the technology that makes it great
Are you specialists in a field, experts at something, first at something?
- Display your symbols of success what ever these might be, testimonials, credentials, awards and so on.



1.2 HOW TO DEMONSTRATE QUALITY:

PROCESS

- Here is where you evoke what the brand is made of.
- Show, hint at or demonstrate your processes or how you do what you do. This is a powerful opportunity to change perceptions.
- Here you can set your expectations of where and how people will experience the brand, product or service.



1.3 HOW TO DEMONSTRATE CREDIBILITY?

- What are your key successes. Your goal for setting standards (long term)
- Introduce your brand advocates from past clients, key influences (established brands are great at doing this with celebrities).
- Where are you, if that matters to your business, tell people where they can go to get, experience the product.



Now come up with a headline and a paragraph or statement for each pillar around authenticity, quality and credibility. Take as much space as you need.

A large, hand-drawn white rectangular box with a black outline, intended for writing a headline and paragraph or statement for each pillar around authenticity, quality and credibility.



6. YOU'RE READY TO COOK

By following through on each of these stages you can now join the dots and have at your disposal a tool kit to write meaningful content from. Whether it's a web page, brochure, advert you're creating, you are now armed with your purpose or goal, who you are talking to, what the benefits are and how to get personality and authenticity baked in.

Staring at that blank screen isn't so daunting now.

We hope you've enjoyed the journey and get something useful from this ebook. Please share your experiences, feedback and results with us online or via email.

Thank you.



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