

# Alice Hollis Ltd: messaging framework

## Target audience

IT and tech companies - from startup to enterprise - located anywhere from the M4 corridor to Silicon Valley.

Ideally specialising in:

- Consultancy
- Cloud computing
- Data and analytics
- Cybersecurity

Must have a marketing department with responsibility for coordinating and managing content strategy (NOT CEO/MD as even with the best will in the world, they have no time, so marketing always falls down the priority list).

## Pains

**Crowded market:** struggle to be seen in amongst the noise.

**Sales pipeline:** need to build a reliable drip feed of leads in a competitive market.

**Dry content:** often too close to the product/service, so create tech-heavy content.

## Aspirations

Bigger. Better. Different. Quirky. Leader. Remembered. More than the tech.

**Creatives:** to show some personality and push their people to the forefront. They dare to be different. They seek to make meaningful connections with their audience by taking a human and personal approach to their marketing communications.

**Disruptors:** to purposefully challenge the status quo – not for the sake of conflict, but because they see something isn't right (or no longer works) in the world. They question everything in an attempt to reach a new/better/different outcome. And seek to rally support from their community.

**Evangelists:** they're passionate about product and technology. They talk about the future – but substantiated because their opinion is based on experience and grounded in fact. They know that differentiation comes by showing the value they add.

## Organising idea: more than words®

### **Emotional connection**

When people work with me, I want them to feel safe. Happy. And like they want to smile.

Why?

- Because they already have enough stress in their lives. I want to be the one to take a little bit of that away.
- They have a need for copywriting/ghostwriting support, and I want to make that process as simple as possible, with minimal effort on their part.
- I can provide a fresh perspective with validated reasons based on my skills, knowledge, experience – and research.

## Value proposition

### **B2B copywriter & executive ghostwriter**

Whether you're too busy or simply can't find the words to express your ideas, I promise to deliver more than words®.

- Communicate the details that matter because your ramblings are structured into cohesive, coherent, and compelling copy.
- Give your ideas substance because they're wrapped in independent research and analyst commentary to give your opinion weight.
- Make it uniquely you because I inject your personality – quirks and all – to cut through the usual marketing fluff.

## The Golden Circle...

### **What (*your product/service*)**

B2B tech copywriting

- Tactical blogs/pillar pages to support the SEO strategy.
- Case studies to demonstrate the value delivered through the customer's eyes - and written in a way that can be used in all content.
- Long-form content, such as guides, reports, white papers and ebooks, based on a briefing from the company's subject matter experts, or by repurposing events.

Executive ghostwriting

- Adopting the tone of voice for the company's senior leaders/subject matter experts who are time-poor, but have sooo much knowledge and experience to share.

## **How (*credentials – why you're different*)**

### Specialism

- IT and tech sector: specifically digital transformation, cloud, data and analytics, cybersecurity.
- Content type: blogs, articles, case studies, long-form content like white papers.

### Experience

- 10 years working as a B2B tech marketer.
- A further 8 as a professional copywriter and ghostwriter.

### Clients

- Written content for 150+ companies – spanning startups to established enterprises.
- [Case study evidence.](#)

### Knowledge

- Written a series of ebooks that take a deep dive into specific content types, like thought leadership, case studies, and B2B blogging.
- Written and self-published [Copy Cats: 101 copywriting tips, tricks, and techniques](#)
- Created a series of practical templates to help marketers create amazing content.

## **Why (*the reason you are passionate - why you exist*)**

To make people happy.

Writing makes me happy, and when I write for my clients, I can make them smile too.

# Narrative for engagement

Framework overview:

Key theme	More than words		
Supporting messages	Strategies & skeletons	Campaigns & repurposing	Storytelling & science
Audience pain points	Crowded market	Sales pipeline	Dry content
Product/service selling points	Only communicate the details that matter and create copy with purpose.	Give ideas substance to ensure all content is interesting and useful.	Content that's uniquely you because it's injected with your personality.

## Key theme: more than words

**Show don't tell:** using words to make an emotional connection with the audience, rather than just shout about how amazing you are.

**Style and structure:** knowing the right copywriting techniques to employ at the right time and in the right place.

**Words with meaning:** go beyond the theoretical to give real examples. Share personal stories and experience of what has/hasn't worked in practice.

**Always looking to surprise with additional value:** SEO research, ideas, introductions.

**Making people smile:** always going beyond to give more than expected.

## Narrative 1: strategies & skeletons

[*context*] Without a content strategy you risk creating content for content's sake.

[*problem*] A crowded market makes it hard for you to stand out and be seen by your target audience.

- 96.55% of content gets no traffic from Google.  
Source: <https://ahrefs.com/blog/search-traffic-study/>

[*opportunity*] Highlight the importance of creating a content strategy, so you know what content to generate and why, as well as where it fits within the sales funnel. Also, emphasise the need to instil structure within content to get the key messages across. AND then share insights on how the audience can do it for themselves.

[*anticipated outcome*] After a week of reading educational content, there is a 9% increase in perceived trustworthiness, and 8% increase in how positive customers felt about a brand.  
Source: <https://nytlicensing.com/latest/marketing/why-educational-content-strategy-so-valuable/#:~:text=It%20Creates%20Trust%20With%20Your,consumers%20felt%20about%20a%20br and.>

[*solution overview*] Only communicate the details that matter and create copy with purpose.

**Feature:** start by focussing on what is causing the target audience the most pain, right now. Anything that isn't relevant can be omitted. Then write content that helps the audience to overcome the pain.

**Benefit:** the audience feels seen and understood, which makes them more likely to engage with your content and read it start to finish.

**Value:** get your audience to read to the end, and they're more likely to convert by completing your call-to-action. In addition, because your content is useful (i.e. it helps them overcome their pain) the reader is more likely to share your content with their network.

[*evidence*]

**Case studies:**

- ResourceIT: <https://www.alicehollis.co.uk/case-study-resourceit/>
- Exonar: <https://www.alicehollis.co.uk/case-study-exonar/>

**Content failure blog series:** <https://www.alicehollis.co.uk/category/content-failures/>

**Content creation ebook:** <https://www.alicehollis.co.uk/the-ultimate-guide-to-content-creation/>

**Content strategy ebook:** <https://www.alicehollis.co.uk/the-little-book-of-content-strategy/>

**Free templates to download:** <https://www.alicehollis.co.uk/category/templates/>

## Narrative 2: campaigns & repurposing

[*context*] A single piece of content is unlikely to achieve a great return.

[*problem*] The constant need to build sales pipeline.

- The rule of thumb for marketing ROI is typically a 5:1 ratio, with exceptional ROI being considered at around a 10:1 ratio. Anything below a 2:1 ratio is considered not profitable.

Source: <https://www.marketingevolution.com/marketing-essentials/marketing-roi#:~:text=The%20rule%20of%20thumb%20for,with%20their%20spend%20and%20returns.>

[*opportunity*] Be smart and repurpose existing assets to prolong the life of your campaigns – and generate a greater return.

[*anticipated outcome*] 65% of marketers agree repurposing content is cost-effective, because it allows you to make the most of your existing content and saves time and resources required to create new, original content from scratch.

Source: <https://www.linkedin.com/pulse/13-powerful-content-repurposing-statistics-2023-ukticontent/>

[*solution overview*] Give ideas substance to ensure all content is interesting and useful.

**Feature:** repurpose existing marketing activities, like events or thought leadership articles, to give them a new lease of life and prolong the life of the campaign. Also, think about repurposing internal assets, like proposals and sales presentations, into promotional content, like use cases and social snippets. Always include additional research to add interest and give credibility to your ideas/opinions.

**Benefit:** reach a wider audience with a consistent message.

**Value:** because your content is of value to the audience, your content becomes highly sharable, which will boost the number of conversions each piece secures.

[*evidence*]

### Case studies:

- S&S: <https://www.alicehollis.co.uk/case-study-sullivan-and-stanley/>
- Wonderful World of Words: <https://www.alicehollis.co.uk/case-study-wonderful-world-of-words/>

**Content creation blog series:** <https://www.alicehollis.co.uk/category/content-creation/>

**Content marketing ebook:** <https://www.alicehollis.co.uk/the-little-book-of-content-marketing/>

**The ultimate guide to white paper writing:** <https://www.alicehollis.co.uk/white-paper-writer/>

## Narrative 3: storytelling & science

[*context*] Our brains are hard-wired to think in a certain way. Tapping into your target audience's subconscious biases allows you to position your content in the right way and connect with the audience.

[*problem*] Only 53% of marketers are focusing on improving the quality of their content.  
Source: <https://www.semrush.com/blog/content-marketing-statistics/>

[*opportunity*] Inject simple techniques into content – like storytelling technique to frame the narrative, as well as behavioural science techniques, like rhythm, intense verbiage, loss aversion and social proof.

[*anticipated outcome*] Companies that use testimonials (i.e. social proof) on their website see a 34% increase in conversions.

Source: <https://wisernotify.com/blog/social-proof-statistics/#:~:text=Social%20Proof%20Statistics%20for%20SaaS%20Product,-Let's%20check%20out&text=Companies%20that%20use%20testimonials%20on,just%20after%20reading%20positive%20reviews.>

[*solution overview*] Content that's uniquely you because it's injected with your personality.

**Feature:** content that sounds like it was written by a human, for a human.

**Benefit:** makes a personal and emotional connection with the audience – people always buy based on emotion, and then rationalise their decision with facts.

**Value:** differentiates your copy by choosing to engage your audience on terms that matter to them, rather than shout sales messages at them.

[*evidence*]

### Case studies:

- SureCloud: <https://www.alicehollis.co.uk/case-study-surecloud/>
- BCS: The Chartered Institute of IT: <https://www.alicehollis.co.uk/case-study-bcs-the-chartered-institute-for-it/>

**Thought leadership ebook:** <https://www.alicehollis.co.uk/the-little-book-of-thought-leadership-content/>

**Storytelling technique template:** <https://www.alicehollis.co.uk/template-3-tips-to-get-you-started-with-storytelling-technique/>

**Behavioural science template:** <https://www.alicehollis.co.uk/template-3-tips-for-applying-behavioural-science/>

# The nuts and bolts

## Tone of voice

**Bookworm:** subject matter experts who want to demonstrate they've 'been there, done that'.

**Educator:** those who want to demonstrate they have breadth and depth of knowledge on a specific subject, as well as the periphery areas.

**Friend:** companies that want to demonstrate the personal touch.

## Through the content, I:

- Am generous - share everything, my skills, knowledge and experience to genuinely help people and give them new ideas.
- Honest - there are no secrets or rose-tinted glasses – but in a fun way (not all doom and gloom!).
- Teach, don't tell (or sell).

## Words I like...

Imagination. Intrigue. Reflect. Percolate. Distil. Crystallise. Understood.

## Words I don't like...

Utilise, solutions, first-class, trusted partner

## House style

- UK English.
- Simple English.
- Spell out 'and', but use symbols like '%', '£', '\$'.
- Use 'for example', not 'e.g.'.
- Use "*double quotes and italics for speech*" and 'single quotes to emphasise'.
- It's ok to start sentences with 'and', 'but', 'however'.
- Write numbers one to three, and then use numerals from 4.
- First person ('I', 'we' or 'our') and/or second person ('you').
- Don't assume the audience understands.
- Use headings to guide the reader - even if they skim read, they need to take away the key points.
- Keep paragraphs short - 3-4 sentences maximum – with a conversational tone.