The Falcon Brand Voice Guidelines

These guidelines provide a framework for how we communicate as a company, both internally and externally. Our brand voice reflects our values, expertise, and commitment to our clients. By adhering to these guidelines, we ensure that our communications are consistent, clear, and impactful.

Our Core Voice

- **Confident and Authoritative:** We know our industry and we're proud of our results.
- **Direct and Data-Driven:** We focus on facts, figures, and measurable outcomes.
- **Professional yet Approachable:** We maintain high standards while remaining accessible and easy to understand.
- **Results-Focused and ROI-Driven:** Our priority is helping our clients achieve their business goals.
- **Industry Expert:** We demonstrate our expertise through our knowledge and insights.

Tone of Voice Elements

- **Confident:** Project authority without being arrogant.
- **Direct:** Communicate clearly and concisely.
- **Professional:** Maintain a polished tone.
- **Technical:** Be precise when discussing metrics and data.
- **Empathetic:** Show that we understand our clients' challenges.

Writing Style

Do:

- Use the third person (e.g., "business owners" instead of "you").
- Prefer Active Voice in communications.
- Write efficiently and concisely.
- Get to the point quickly.
- When reporting, lead with performance metrics and ROI.

- Use clear, specific numbers and statistics.
- Focus on revenue and customer growth.
- Prioritise client success stories with real data.
- Break down complex topics into digestible information.

Do Not:

- Use marketing jargon or buzzwords.
- Make unsubstantiated claims.
- Use technical abbreviations without explanation.
- Write long, complex sentences.
- Focus on vanity metrics.
- Be vague about results.
- Use the logo inline with text.
- Be overly casual or informal.

Content Priorities

1. **Results & ROI (Primary Focus)**
- Lead generation metrics
- Revenue growth
- Return on ad spend
- Customer acquisition costs
2. **Proven Systems & Expertise**
- Tested methodologies
- Industry benchmarks
- Performance tracking
- Market insights
3. **Technical Capabilities**
- Platform expertise
- Implementation processes
- Quality assurance
- Performance optimisation

Key Messaging Elements

- Consistent lead generation
- Proven track record

- Measurable business growth
- Local market expertise
- Systematic approach
- Clear, actionable insights

Writing Examples

Weak (Don't Use)

- "We help you get more customers with our amazing digital marketing solutions!"

Strong (Use Instead)

- "The Falcon delivers consistent customer growth through proven digital marketing systems, generating millions of dollars in ROI for established service businesses with turnovers between $1m to $35m annually."

Weak (Don't Use)

- "Our awesome team will skyrocket your business to success!"

Strong (Use Instead)

- "The Falcon's systematic approach has generated over 278K qualified inbound leads for Australian service businesses, with a project success rate of over 96%."

Brand Voice Characteristics

1. **Expert but Approachable**
- Share complex information clearly.
- Break down technical concepts.
- Maintain professional authority.
2. **Results-Focused**
- Lead with specific outcomes.
- Use concrete metrics.
- Highlight client success data.

3. **Systematic and Methodical**
- Emphasise proven processes.
- Showcase structured approaches.
- Highlight quality control measures.
    4. **Market-Specific**
- Demonstrate local market knowledge.
- Address industry-specific challenges.
- Provide relevant benchmarks.

Communication Guidelines

    1. **Client Communication**
- Clear, concise updates
- Regular performance reporting
- Actionable insights and recommendations
- Professional but straightforward tone
    2. **Marketing Materials**
- Lead with specific results
- Include verifiable metrics
- Focus on business outcomes
- Use clear, direct language
    3. **Technical Documentation**
- Step-by-step processes
- Clear implementation guides
- Specific performance metrics
- Detailed but accessible explanations

Success Metrics Language

Always frame metrics in business terms:

- "Revenue generated" instead of "traffic increased"
- "Qualified leads" instead of "clicks"
- "Cost per customer" instead of "cost per click"
- "Return on ad spend" instead of "engagement rate"