

H1 Does Your Content Match Your Brand? Four Easy Ways to Align Your Strategies

You've got a great brand, a robust mission, and a fantastic product. You have existing content to boost your exposure and engagement and ideas for more - but how do you make sure it all sounds like the same company? Does that even matter in B2B?

Consistency in your messaging can provide your audience with a sense of confidence and comfort, plus the obvious benefits of building your brand awareness. A customer should feel like they're dealing with the same company from the first click to the final contract signing. Your brand can get you 80% of the way but a consistent content strategy can bridge any remaining gaps and help your company stand out.

[graphic goes here - simple visual representation of consistency]



H2 Use Content That Supports Your Mission

1. Mission Consistency

- a. All the hard work is done - you and your team know your mission and your workplace culture exemplifies it every day. Echoing your mission statement is one of the easiest and clearest ways to drive brand consistency (and establish critical audience trust!)

2. Curate, Curate, Curate!

- a. Your content is all valuable to some degree - but does it serve your greater sales goals? Having an honest conversation about whether or not that very positive testimonial is a good selling tool that effectively communicates your story.
- b. There is a LOT of content out there. It can be incredibly difficult to push through the noise. An aligned strategy can help ensure your company and product claim its real estate in the sea of content.

- c. Your product is great, people need it, you have a stellar value differentiator, so why talk about anything else? Your team already knows what's important to your audience, use that to your advantage!

3. Think Outside The Box

- a. Don't rely on your existing audience to extol your virtues! It's sometimes too easy to produce content for the audience that already knows what you're talking about, but to build brand trust, having content that appeals to a wide variety of awareness and knowledge can obviously boost your conversions and engagement. If the messaging is consistent, the client will feel secure throughout the entire sales funnel, from novice to expert user.

Consistent messaging also allows for more accurate A/B testing and immediate customer feedback. Use your reporting and data to see what your customers are clamoring for. Is one blog post vastly out-performing another? Can you roll that successful blog into a different kind of media to boost exposure? Consistent messaging doesn't have to mean stagnant content types!

Looking for expert advice and strategy execution? Request a free marketing consultation! We can help you create, curate, and implement your content that will boost your engagement and awareness with the right audiences!

SOCIAL EXAMPLES

SUGGESTED KEYWORDS >> #brandmarketing #contentmarketing #content #marketing #strategy #contentstrategy

Your product is great, people need it, you have a stellar value differentiator, so why talk about anything else? Consistent messaging is your strongest sales tool - read more! [\[link\]](#)

Want to be instantly recognizable? Align your content! [\[link\]](#)

Feeling lost in a sea of content? Endless testimonials but not sure how to use them? You're not alone! Check out some effective tips on how to filter through the noise: [\[link\]](#)