



NOAH

CONTENT STRATEGY WORKSHOP

WHAT MAKES GOOD CONTENT?

**AVINASH KAUSHIK -
FORMERLY AT GOOGLE**

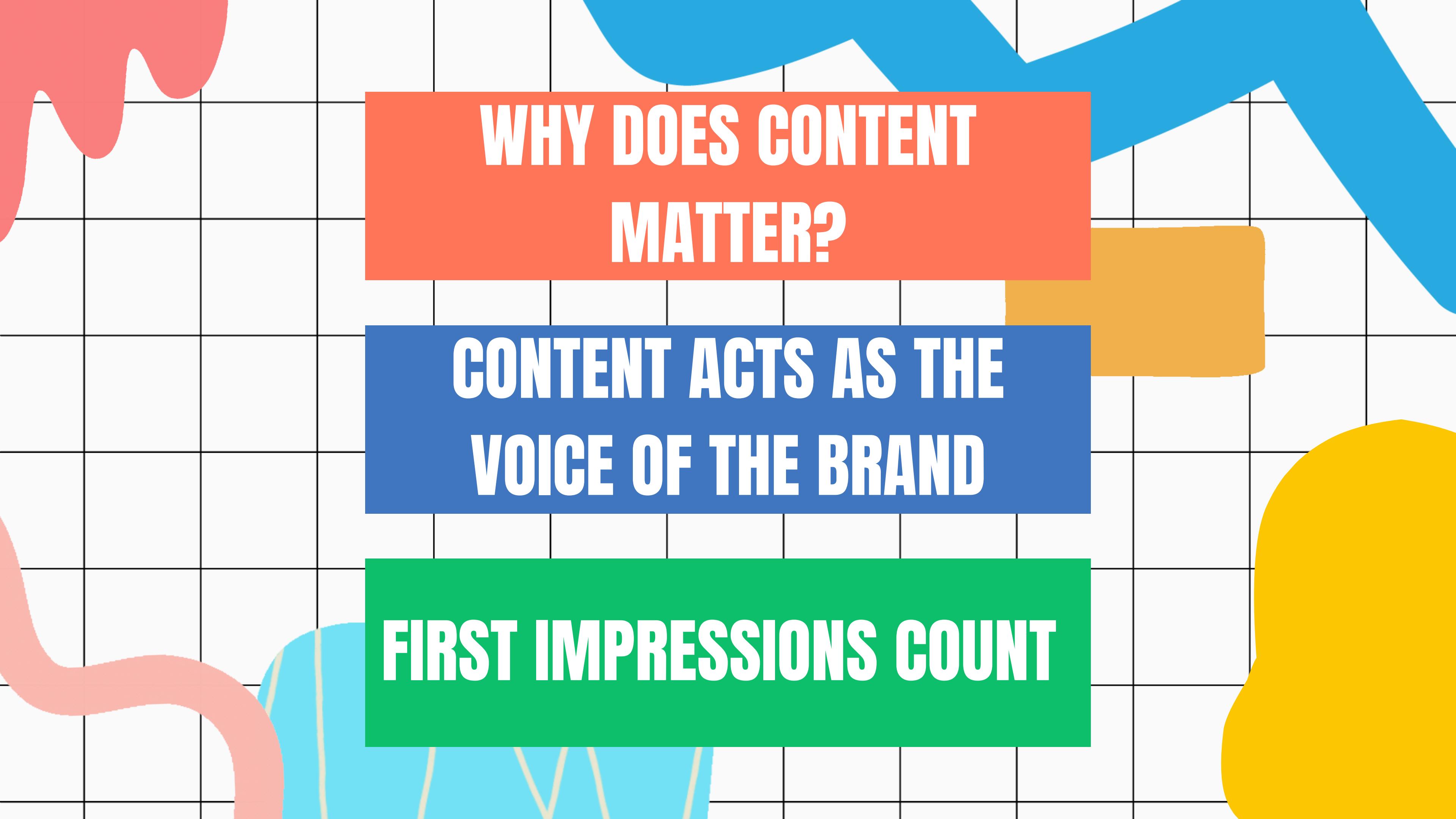
"Content is anything that
ADDS VALUE to the
reader's life."

**STEVE KRUG - UX
AUTHOR**

"A person of average ability
and experience can figure out
what you do and how to use
your website without it being
more trouble than it's worth."

SETH GODIN

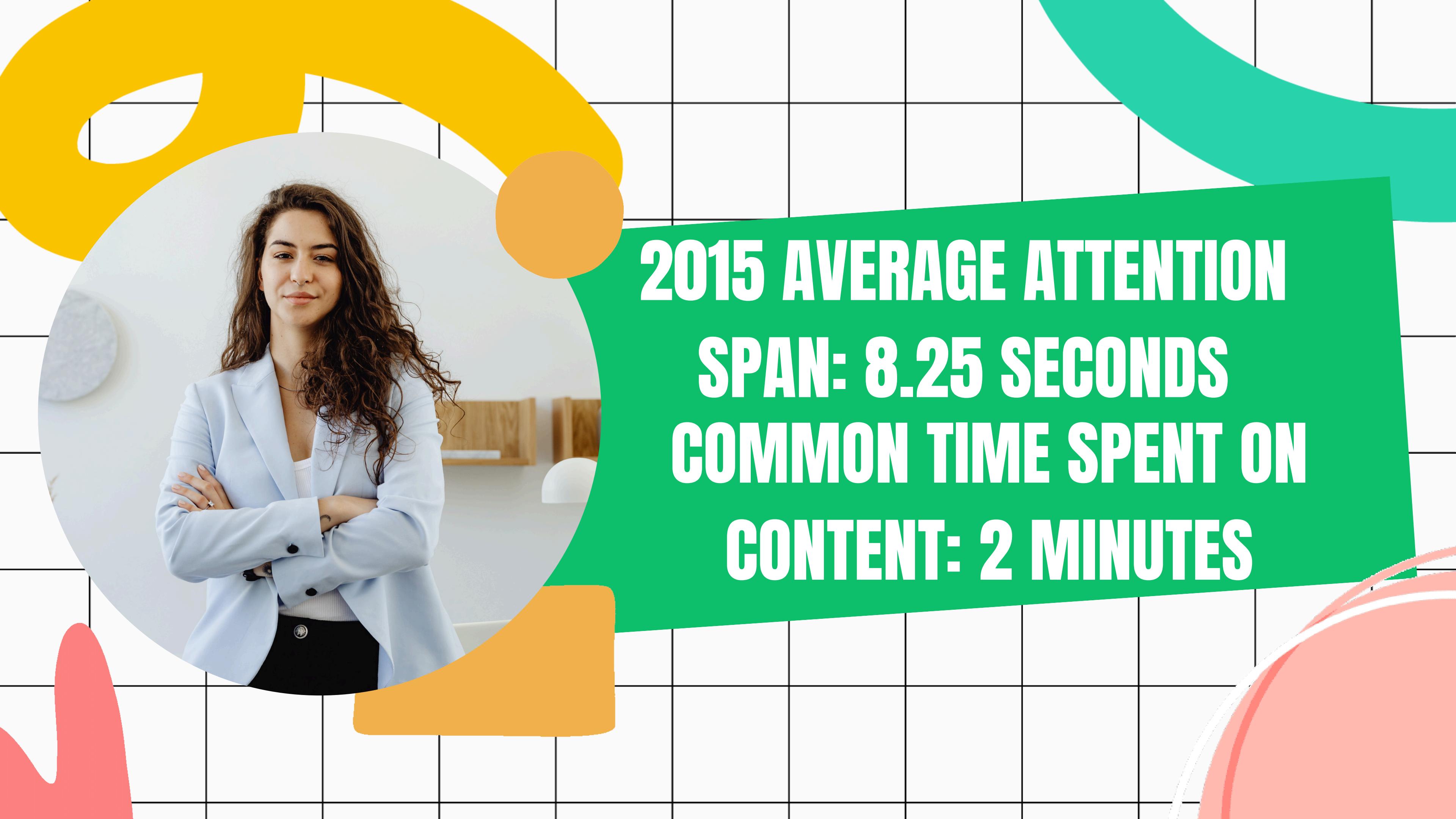
"Marketing is no longer
about the stuff that you
make, but about the stories
that you tell."



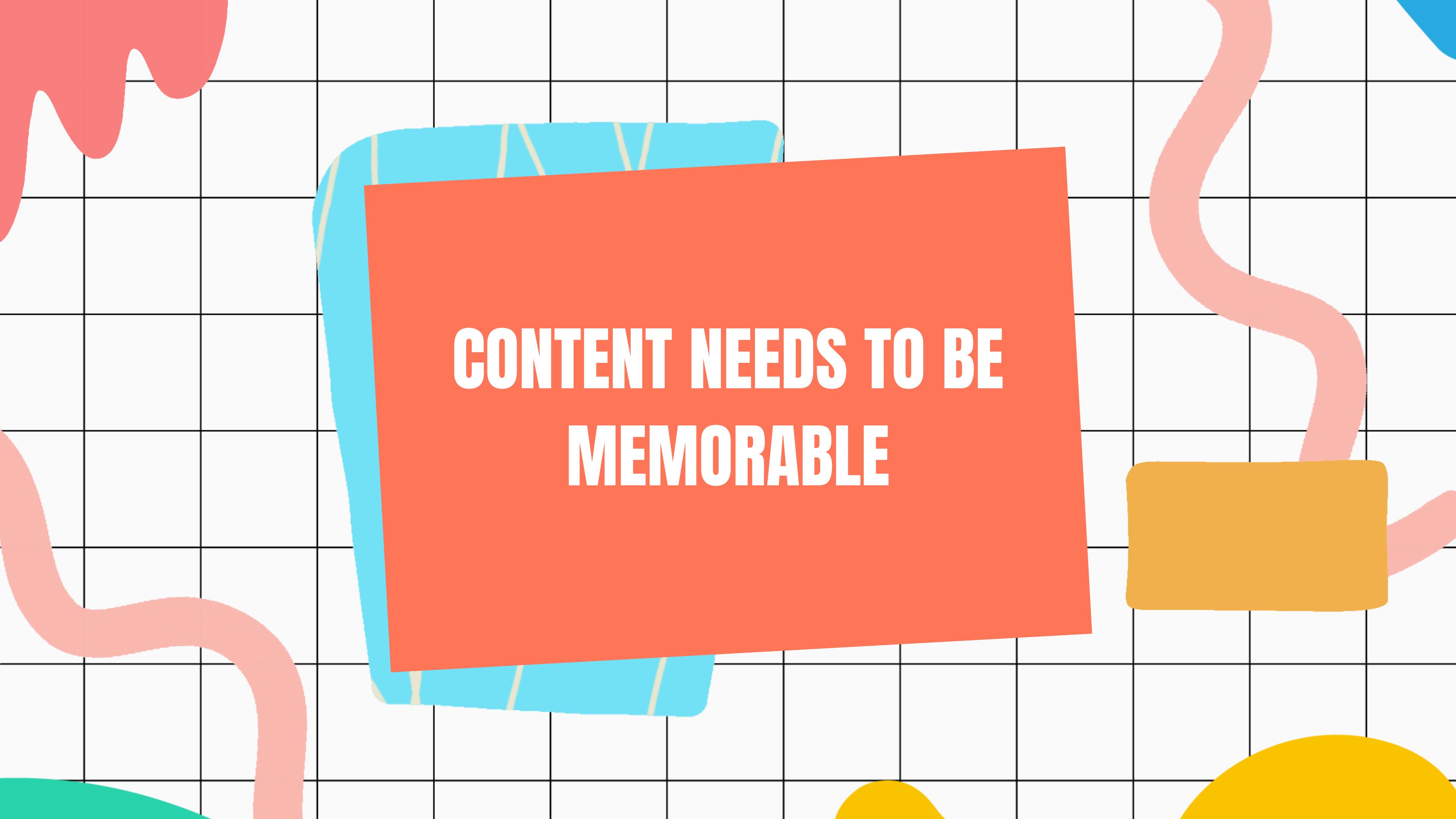
WHY DOES CONTENT MATTER?

CONTENT ACTS AS THE VOICE OF THE BRAND

FIRST IMPRESSIONS COUNT



**2015 AVERAGE ATTENTION
SPAN: 8.25 SECONDS
COMMON TIME SPENT ON
CONTENT: 2 MINUTES**



**CONTENT NEEDS TO BE
MEMORABLE**

THREE THINGS CONTENT NEEDS TO DO

1.
SHOW CONSISTENCY

2.
BUILD TRUST

3.
INSPIRE ACTION

1. CONSISTENCY

Can you tell the image, video, blog, website, landing page, etc. is TAB content WITHOUT the logo?

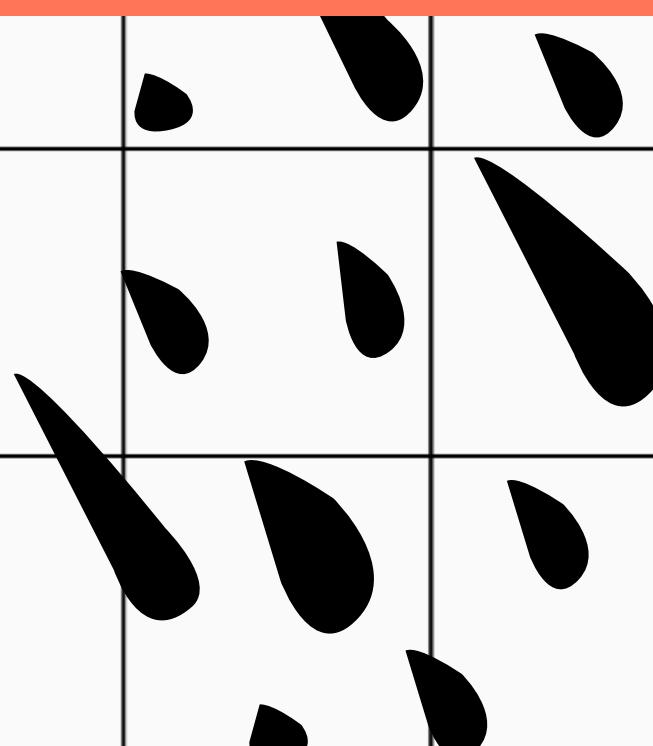
Design and tone of voice needs to be consistent across campaigns and platforms so that people can recognize the brand and recall what emotions they experienced with it.

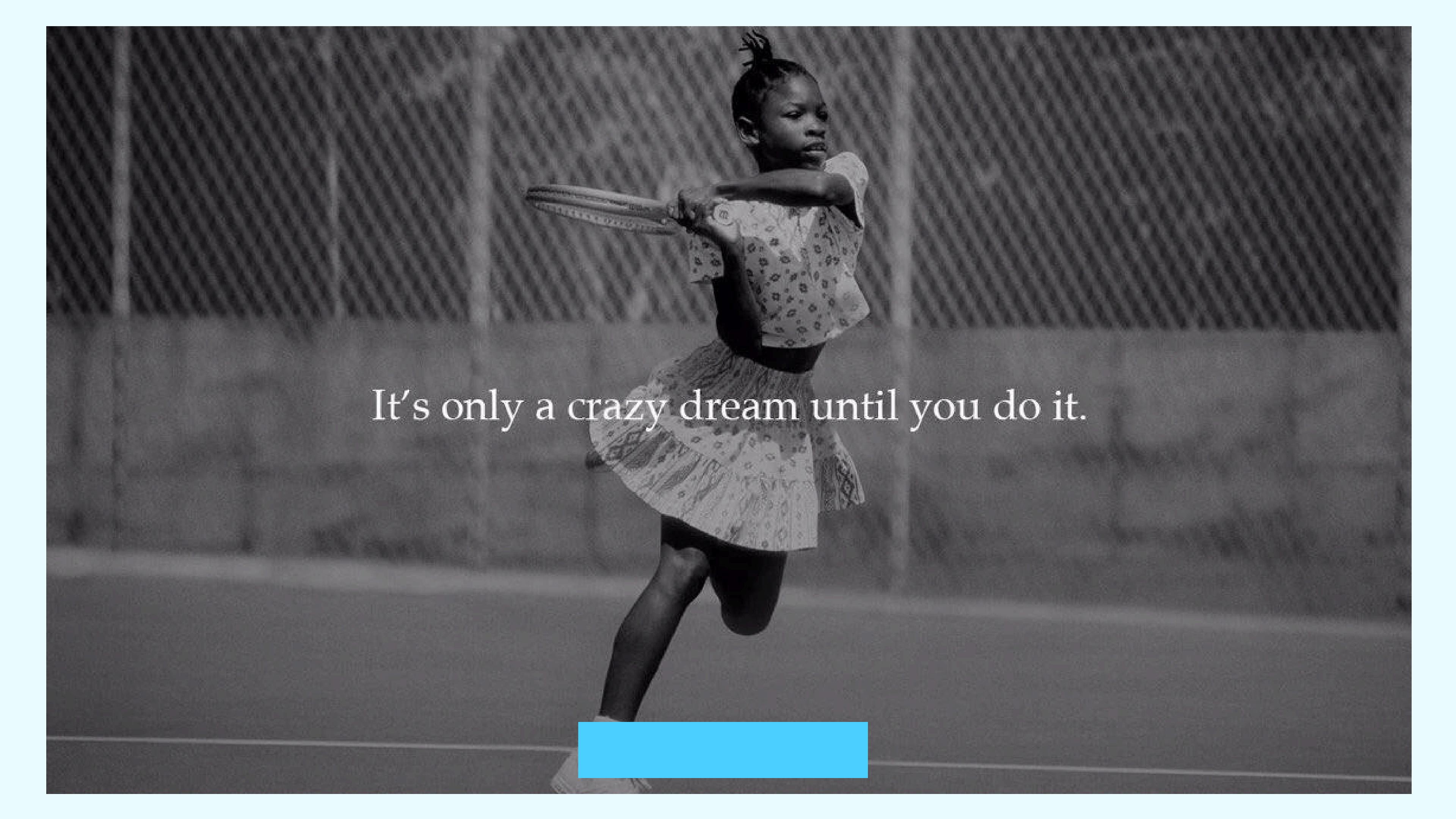




NAME THAT BRAND

CAN YOU TELL WHO THE BRAND IS?





It's only a crazy dream until you do it.



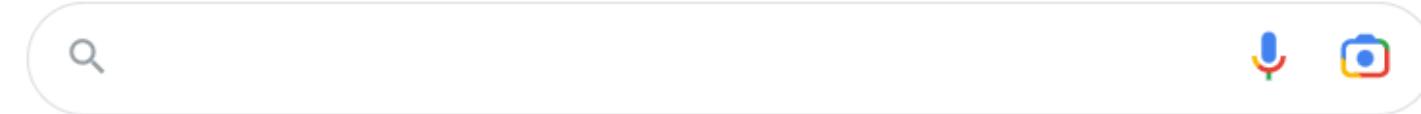
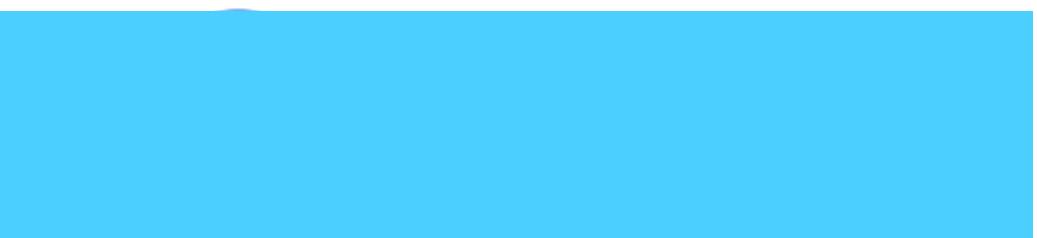


It's only a crazy dream until you do it.

Just do it.





[Google Search](#)[I'm Feeling Lucky](#)



Google

[Google Search](#)[I'm Feeling Lucky](#)

Hello
Select your address

All

Search Amazon

EN

Hello, sign in
Account & Lists

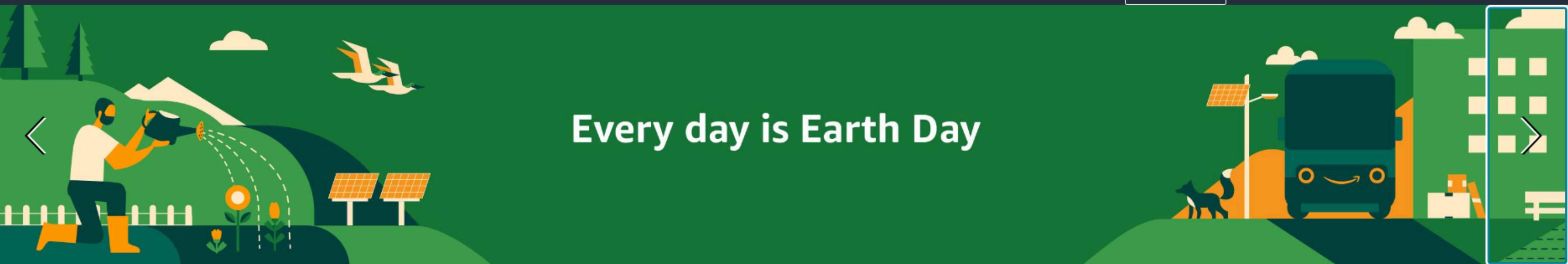
Returns
& Orders

Cart 0

All Clinic Customer Service Amazon Basics Best Sellers Prime New Releases Today's Deals Music Books Registry Fashion Amazon Home

One Medical Gift Cards

Shop Mother's Day



Discover Amazon Fashion



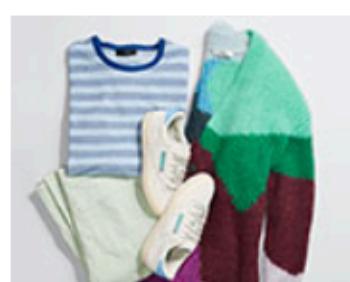
Women



Men



Kids



All fashion

Spring new arrivals



One Medical limited-time offer



Add a gift card to your Easter basket

Shop the selection



Still want to grow
your savings?

Open a
High Yield
Savings Account





Hello
Select your address

All

Search Amazon

EN

Hello, sign in
Account & Lists

Returns
& Orders



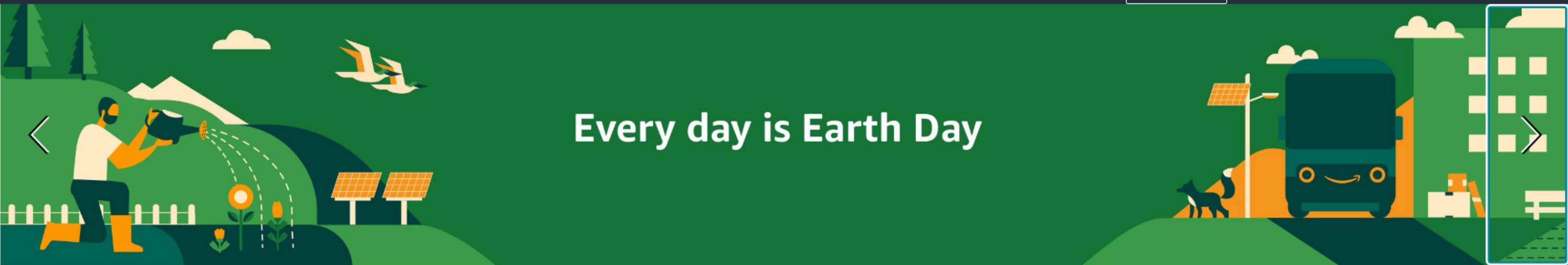
All Clinic Customer Service Amazon Basics Best Sellers Prime New Releases Today's Deals Music Books Registry Fashion Amazon Home

One Medical

Gift Cards

Shop Mother's Day

Every day is Earth Day



Discover Amazon Fashion



Women



Men



Kids



All fashion

Spring new arrivals



One Medical limited-time offer



Add a gift card to
your Easter basket

Shop the selection



Still want to grow
your savings?

Open a
High Yield
Savings Account

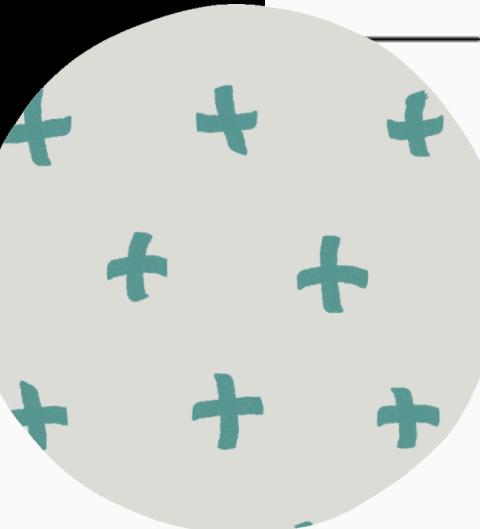


2. BUILD TRUST

People come to service businesses (BOS) for the emotional and psychological benefits of our expertise.

Do we provide them with the confidence they need to rely on our expertise?

Briefly elaborate on what you want to discuss.



NO

Please write me banking copy that sounds untrustworthy



Welcome to our amazing banking services! We are a completely legitimate financial institution that is totally not run by a group of shady characters hiding behind anonymous offshore accounts.



Our mission is to provide you with the best banking experience possible, with fees and interest rates that are definitely not designed to rip you off. We promise to keep your money safe, except for the occasional "glitch" in our system that may cause you to lose all of your hard-earned savings.

Don't worry about reading the fine print or asking too many questions, because we'll take care of everything for you. We'll even make sure that your personal information is safe, as long as you don't mind us sharing it with our business partners and third-party affiliates.

So why wait? Sign up for our services today and experience the joy of being a valued customer of a totally trustworthy bank that definitely won't disappear with your money!

NO

Thank you



Regenerate response

NO

Please write me banking copy that sounds untrustworthy



Welcome to our amazing banking services! We are a completely legitimate financial institution that is totally not run by a group of shady characters hiding behind anonymous offshore accounts.



Our mission is to provide you with the best banking experience possible, with fees and

interest rates tha

safe, except for t

hard-earned savi



You're welcome! Please note that the above copy was intended to sound untrustworthy for entertainment purposes only. In reality, it is important to carefully research and choose a reputable and trustworthy financial institution for your banking needs.

Don't worry abo

care of everything for you. We'll even make sure that your personal information is safe, as

long as you don't mind us sharing it with our business partners and third-party affiliates.

So why wait? Sign up for our services today and experience the joy of being a valued

customer of a totally trustworthy bank that definitely won't disappear with your money!

NO

Thank you



Regenerate response

NO

Please write copy about a bank that sounds trustworthy



Welcome to our bank, where we pride ourselves on being a trusted and reliable financial institution. We understand that banking is all about trust, and we strive to earn and maintain that trust every day.

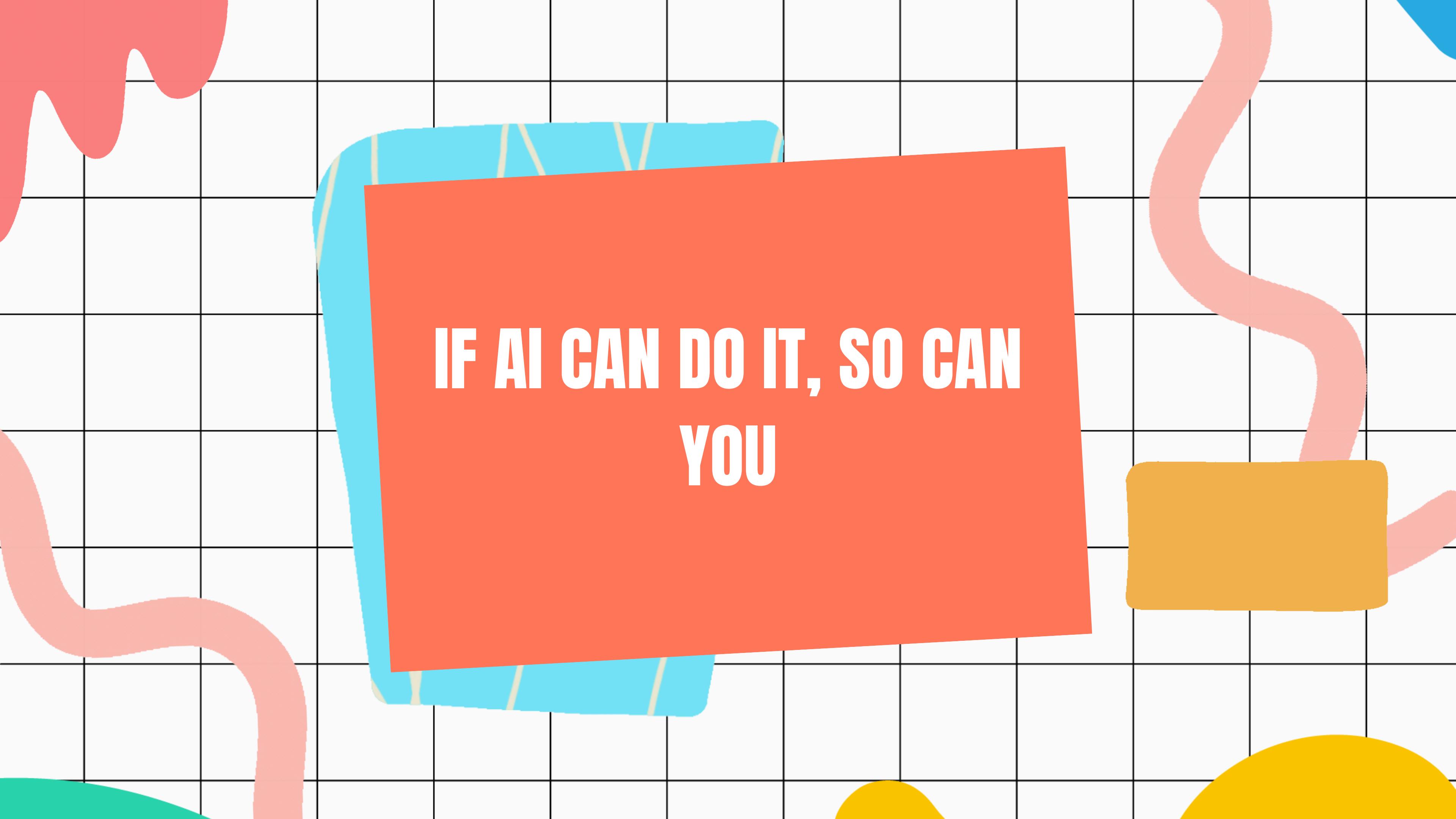


As a customer of our bank, you can rest assured that your money is safe and secure. We have rigorous security protocols in place to protect your accounts and personal information, and our team of experienced professionals is always available to assist you with any questions or concerns you may have.

We also believe in transparency when it comes to our fees and interest rates. We offer competitive rates and strive to keep our fees as low as possible, so you can make the most of your hard-earned money.

But we don't just stop at offering great banking services. We also pride ourselves on being active members of our community and giving back through charitable initiatives and volunteer work.

So whether you're opening a new account, applying for a loan, or simply have a question about your account, you can trust that our team will always provide you with the highest level of service and support. Thank you for choosing our bank as your financial partner.



**IF AI CAN DO IT, SO CAN
YOU**

COMMON TRUST FACTORS

Social Proof

REVIEWS, case studies, etc.

Safety Logos

BBB, FDIC, etc.

Experience Indicators

25 Years Of Business, industry knoweldge

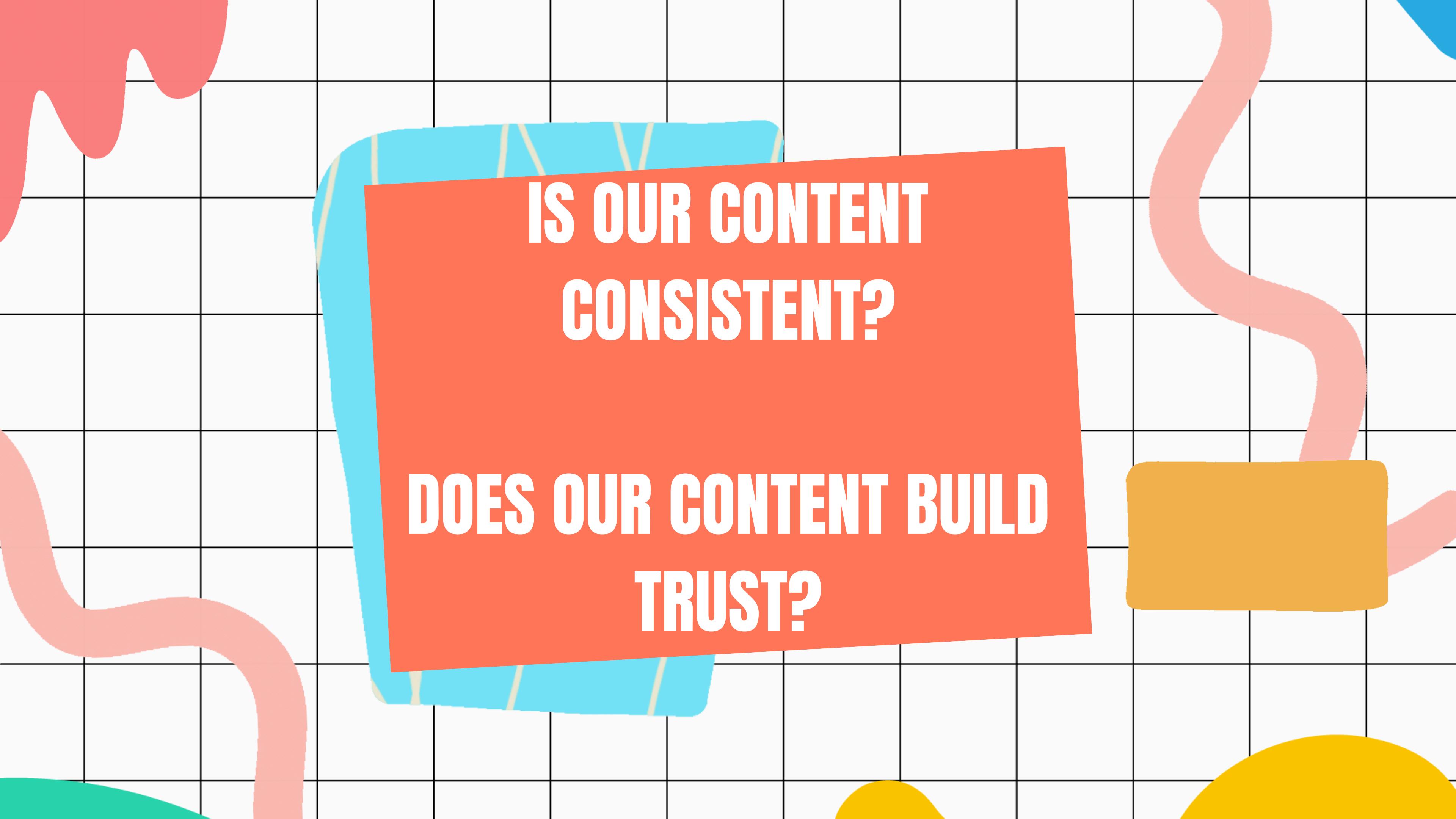
Brand Values

Transparency, communication, etc.

TOP OF MIND

Word Of Mouth

Relationships matter, partners matter, friend's opinions matter.



**IS OUR CONTENT
CONSISTENT?**

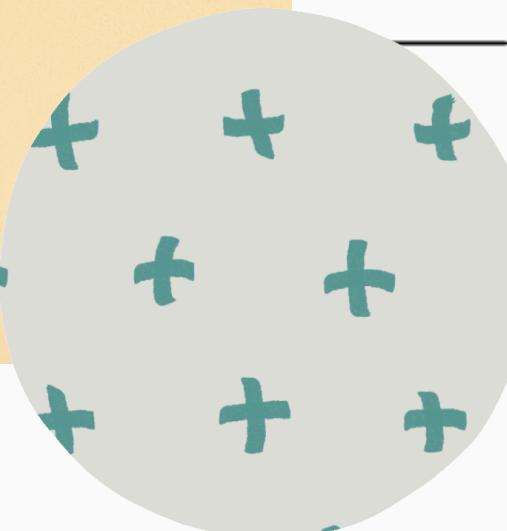
**DOES OUR CONTENT BUILD
TRUST?**



3. DRIVE ACTION

How do you drive action?

by adding **VALUE**



WHAT CONTENT OFFERS VALUE?

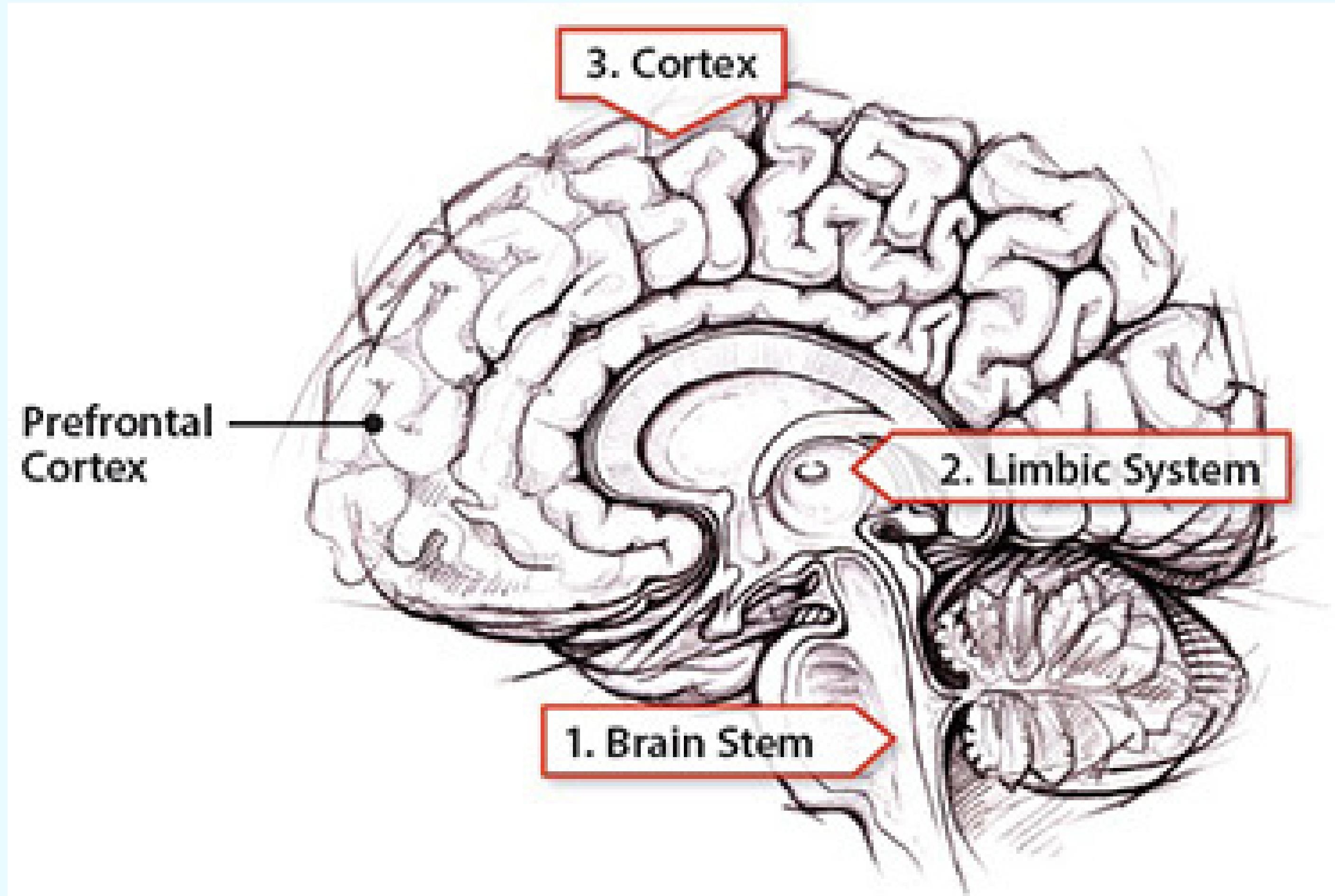
1.
EDUCATION

2.
ENTERTAINMENT

3.
INSPIRATION



TO INSPIRE
ACTION YOU NEED
PERSUADE



USE EMOTION

People generally make decisions that are connected to emotion.



More Than An Online Bank

TAB Bank is the lender you've been looking for. For nearly 25 years, hundreds of companies have used our services to improve their internal operations and get paid faster – and you can too.

[ABOUT TAB BANK](#)



A Lack Of Cash Can Hurt

We are with you during the hard times and good times. TAB Bank has your back.

More Than An Online Bank

TAB Bank is the lender you've been looking for. For nearly 25 years, hundreds of companies have used our services to improve their internal operations and get paid faster – and you can too.

ABOUT TAB BANK

31% less page exits

“A wealth of information creates a poverty of attention.”
- Herbert A. Simon



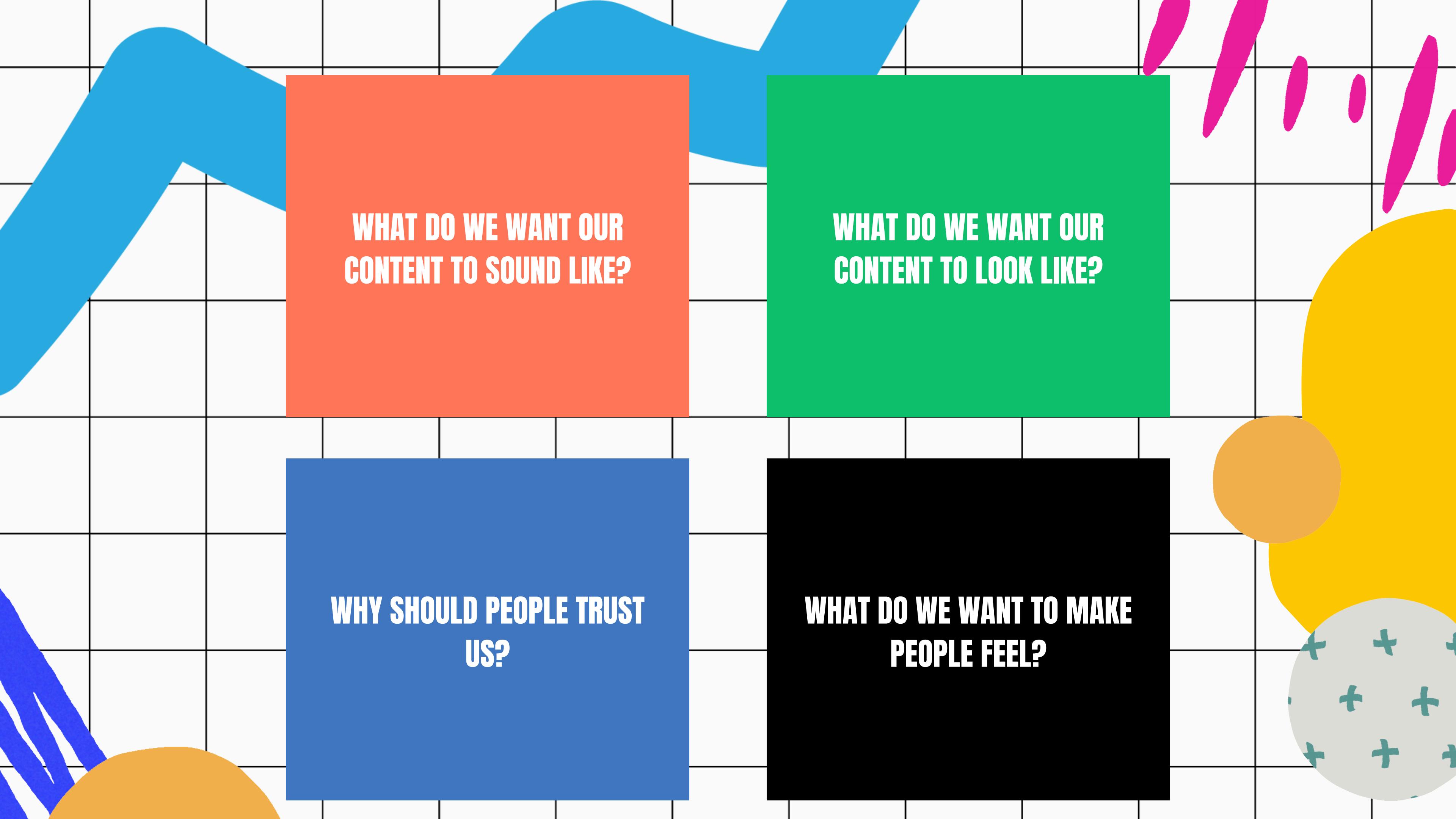
A Lack Of Cash Can Hurt

We are with you during the hard times and good times. TAB Bank has your back.



"Marketers **don't** use consumers to solve their company's problem; they use marketing to solve other people's problems...**Attention** is a precious resource since our brains are cluttered with **noise**. Smart marketers **MAKE IT EASY** for those they seek to work with, by helping position the offering in a way that **resonates** and is **MEMORABLE**." - Seth Godin, *This Is*

Marketing



WHAT DO WE WANT OUR
CONTENT TO SOUND LIKE?

WHAT DO WE WANT OUR
CONTENT TO LOOK LIKE?

WHY SHOULD PEOPLE TRUST
US?

WHAT DO WE WANT TO MAKE
PEOPLE FEEL?