



NOAH

CONTENT STRATEGY WORKSHOP



WHAT MAKES GOOD CONTENT?

**AVINASH KAUSHIK -
FORMERLY AT GOOGLE**

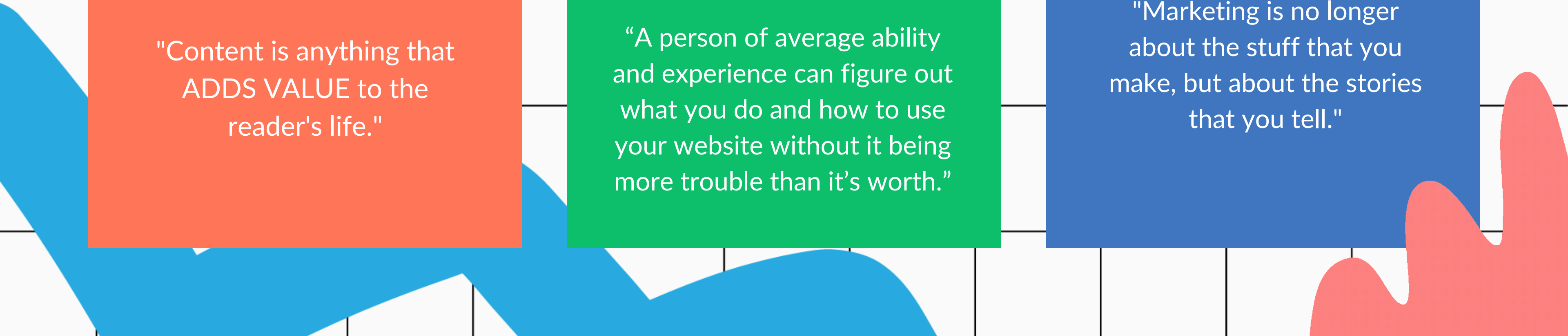
"Content is anything that
ADDS VALUE to the
reader's life."

**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."



The background features a light gray grid pattern. Overlaid on this are several large, colorful, abstract shapes: a red wavy shape in the top left, a blue wavy shape in the top right, a yellow rounded shape in the bottom right, and a light blue shape in the bottom left. Three horizontal bars of different colors (orange, blue, and green) are positioned in the center, each containing white text.

**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**

The background features a light gray grid. A large, tilted orange rectangle is centered, containing the text. Behind it is a blue rectangle with yellow diagonal stripes. To the right is a yellow rectangle. Wavy lines in red, pink, and blue are on the left, and yellow and teal shapes are at the bottom.

**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 accross 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?



A black and white photograph of a young girl with dark skin and hair in a small ponytail, captured in motion on a tennis court. She is wearing a light-colored, short-sleeved dress with a dark floral pattern and is holding a tennis racket with both hands, ready to swing. The background is a chain-link fence. The text "It's only a crazy dream until you do it." is overlaid in the center in a white serif font. A solid blue rectangular box is positioned at the bottom center, partially obscuring the girl's feet.

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

A black and white photograph of a young girl with dark skin and her hair in a small ponytail, captured in the middle of a tennis backswing. She is wearing a short-sleeved, patterned tennis dress and is running on a tennis court. In the background, a chain-link fence is visible. The overall tone is motivational and aspirational.

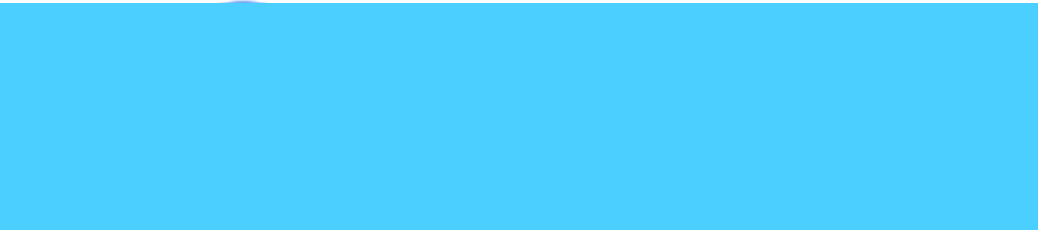
It's only a crazy dream until you do it.



Just do it.









Google Search

I'm Feeling Lucky





Google Search

I'm Feeling Lucky

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



https://www.amazon.com/onemedical/h/?ie=UTF8&node=57181331011&ref_=nav_cs_one



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](#)



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https://www.amazon.com/onemedical/h/?ie=UTF8&node=57181331011&ref_=nav_cs_one

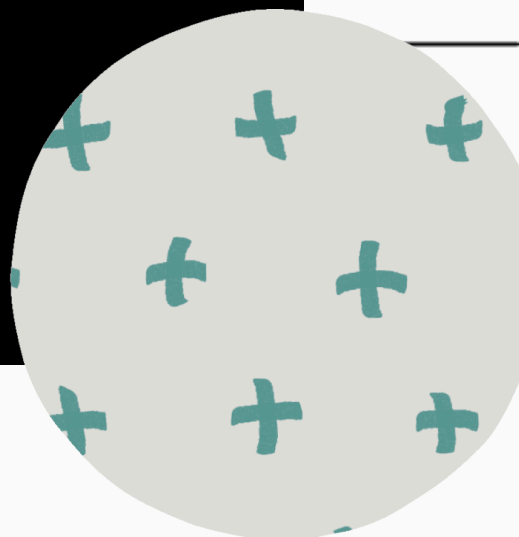
2. BUILD TRUST

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.





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!



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 that are as low as possible. We are committed to keeping your money safe, except for the small fee we charge for the privilege of holding your hard-earned savings.



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 about your money. We will 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



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.

The image features a light gray grid background. A large, tilted orange rectangle is the central focus, containing the text "IF AI CAN DO IT, SO CAN YOU" in white, bold, sans-serif font. Behind this orange rectangle is a light blue shape with thin yellow diagonal stripes. To the right of the orange rectangle is a solid yellow rectangle. Several thick, wavy lines in shades of pink and red curve across the grid. In the bottom right corner, there are two yellow semi-circles. The overall style is modern and playful.

**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
knowledge

Brand Values

Transparency, communication,
etc.

TOP OF MIND

Word Of Mouth

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

The background features a light gray grid. On the left, there are wavy lines in red and pink. On the right, there is a pink wavy line and a yellow rounded rectangle. At the bottom, there are yellow and teal shapes. A blue and yellow striped rectangular shape is partially visible behind the main orange box.

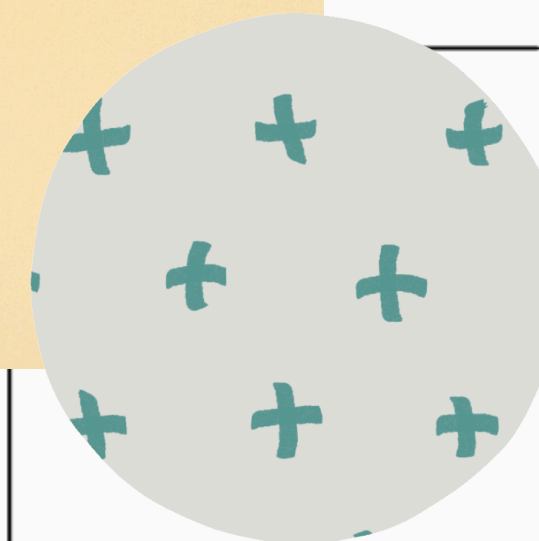
**IS OUR CONTENT
CONSISTENT?**

**DOES OUR CONTENT BUILD
TRUST?**

3. DRIVE ACTION

How do you drive action?

by adding VALUE



WHAT CONTENT OFFERS VALUE?

1.

EDUCATION

2.

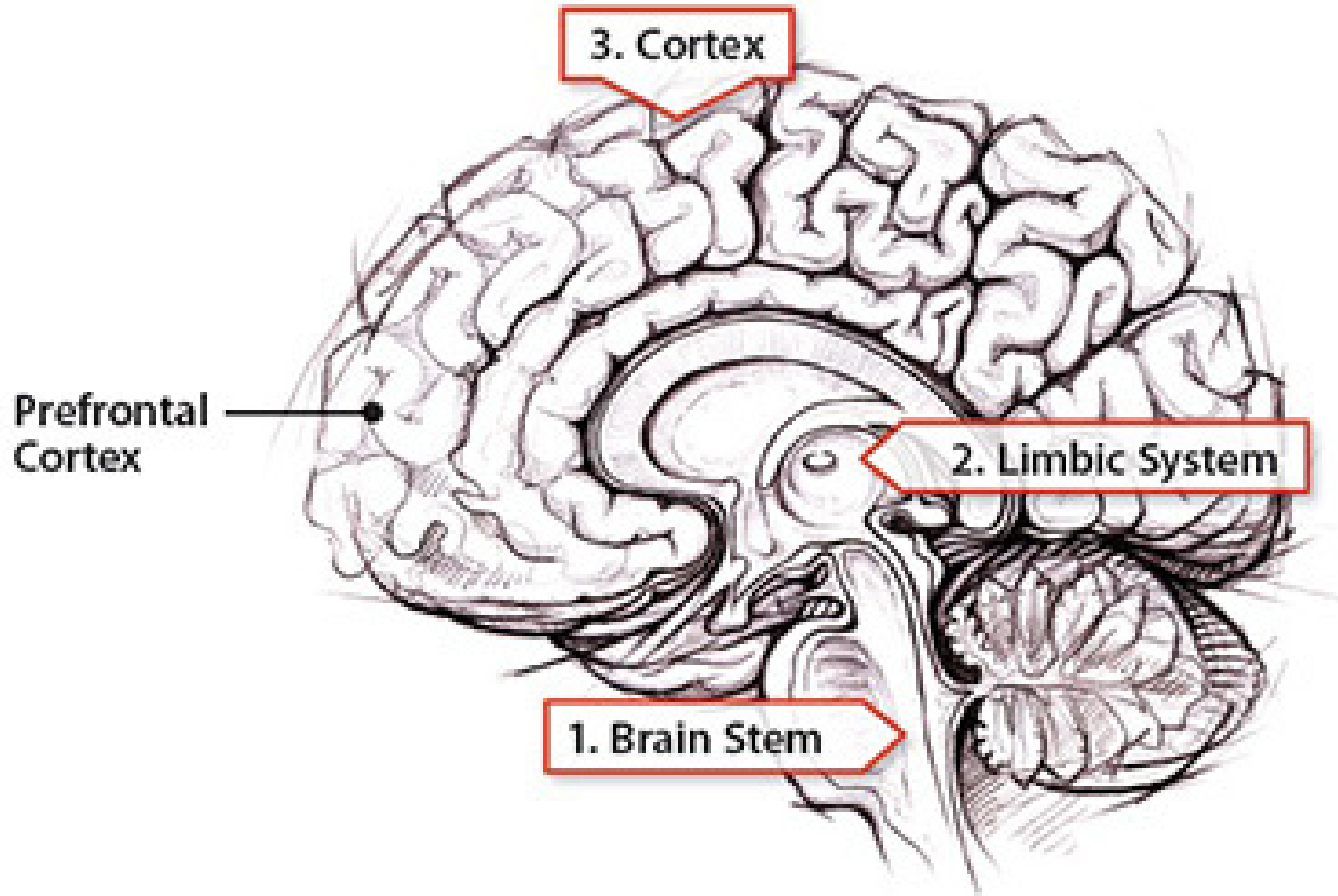
ENTERTAINMENT

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


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

31% less page exits




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?**