



**Radix
Communications**

B2B technology copywriters

The Content Alchemist

Turning technical
content into
marketing gold

David McGuire
25th September 2018



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50+ B2B tech brands

ORACLE®



NOKIA



CACI



Panasonic



VEEAM



CITRIX®



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Ten B2B tech specialists



Fiona Campbell-Howes
Founder / Lead Copywriter



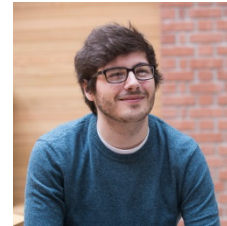
David McGuire
Creative Director / Writer



Matt Godfrey
Head of Copy Team



Kieran Haynes
Senior Copywriter



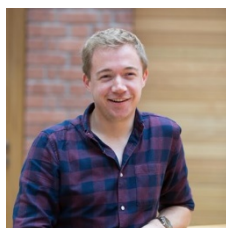
Steve George
Senior Copywriter



George Reith
Senior Copywriter



John Kerrison
Senior Copywriter



Nick Prescott
Copywriter



Ben Philpott
Copywriter



Katy Eddy
Copywriter





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Dedicated client & project support



Sophie Reynolds
Operations Director



Sarah Gray
Senior Account Manager



Chloe Tidy
Senior Account Manager



Jordan Brown
Junior Account Manager





What about you?

Your name

Your work

What you want to achieve this morning





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What do you think when you
hear “**content marketing**”?





Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.



CONTENT
MARKETING
INSTITUTE™



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**“Help, don’t sell
Talk, don’t yell
Show, don’t tell.”**

- Valuable Content
Company Mantra





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**OLD SALES
ENGAGEMENT
POINT**



AWARENESS

**INFORMATION
GATHERING**

EVALUATION

SELECTION

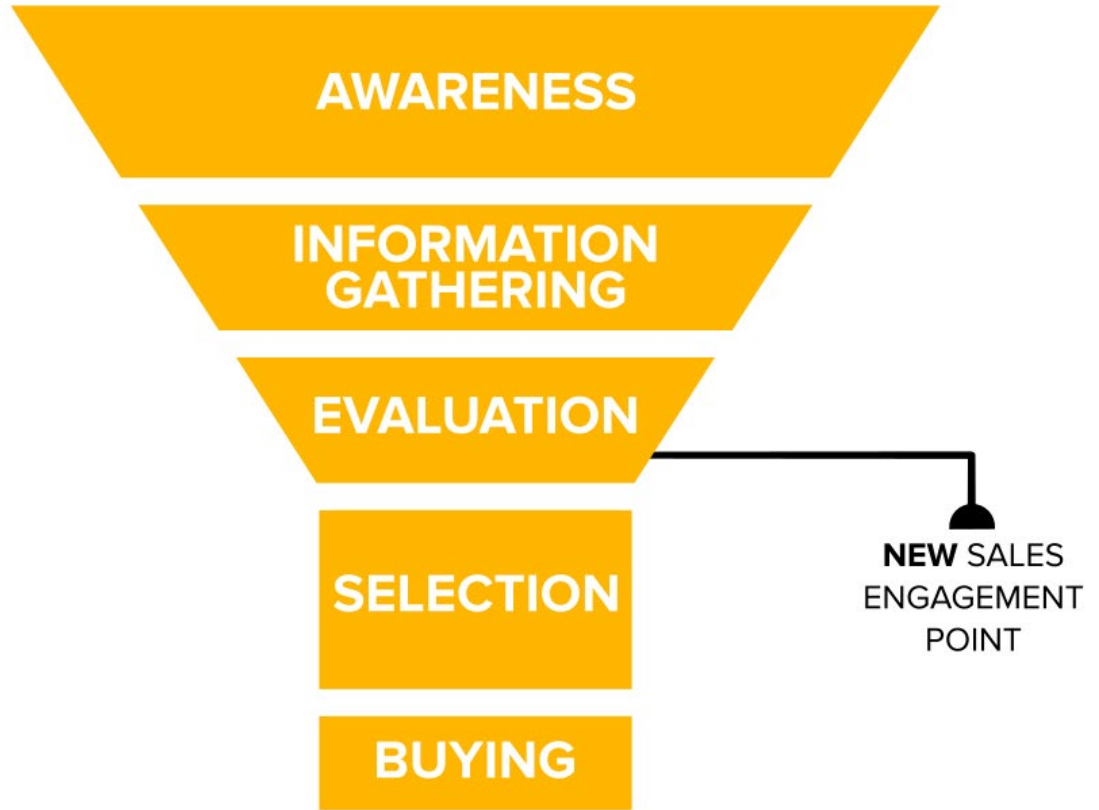
BUYING





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**“Content marketing is
all the marketing that’s
left.”**

- Seth Godin





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What content **formats** are
available to us?





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What should it be **about**?





Blog posts

Case Studies

Articles

eBooks

iPapers

Reports

White papers

Parallax Sites

Calculators

SlideShare Rants Tweets

Reviews

LinkedIn Pulse

Podcasts

Microsites

Videos

Cheat Sheets

Q&As

Animations

Maps

Interviews

Infographics

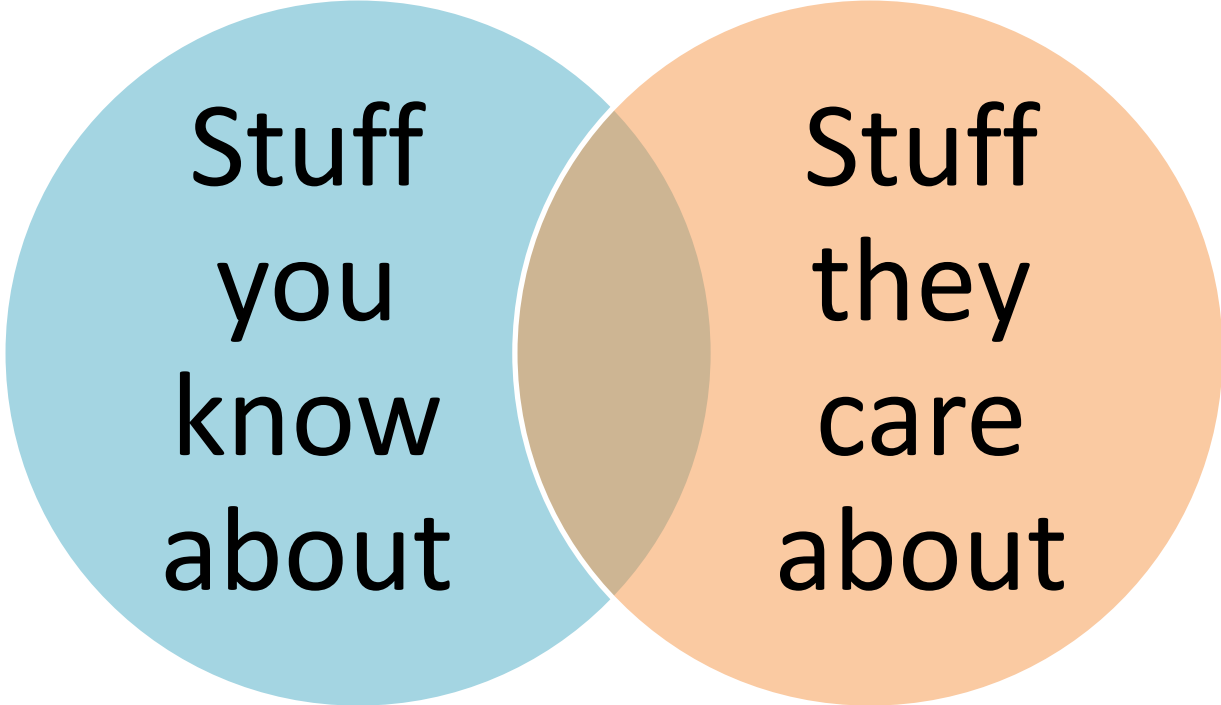
Workbooks

Webinars

Checklists

Quizzes

Magazines



Stuff
you
know
about

Stuff
they
care
about





All articles about 'Home maintenance'



Five simple tips to help you look after your laptop

03 OCTOBER 2016

AUTHOR: REBECCA MILLIGAN

Many people complain about the performance of their laptop, we've asked two of our computer repair specialists for some tips on how to get the best out of your machine



The GPS Week Number Rollover: how to tell if your receivers are affected

Published on January 9, 2018



Guy Buesnel | [+ Follow](#)

PNT Security Technologist - Robust Positioning Navigation and Timing at ...

[28 articles](#)



32



1



6

Some GPS receivers may malfunction on or after 6 April 2019 due to the GPS Week Rollover. Here's what that means and how to check if a receiver is vulnerable.

If your vehicles or equipment rely on GPS receivers, now is the time to check if they're affected by the GPS Week Number Rollover issue.



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What makes content **good**?





Good content is...

Useful

Well-written

Shareable

Different

Interesting

Relevant

Effective

Appropriate

Accurate

Honest





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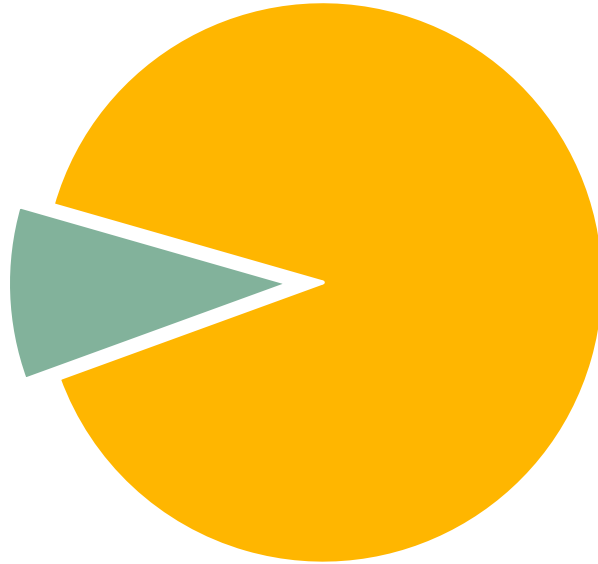
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B2B technology copywriters



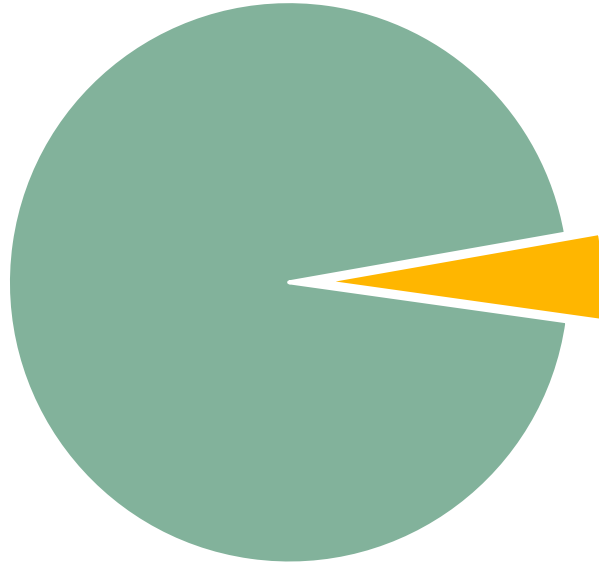
90%
of audience
engagement





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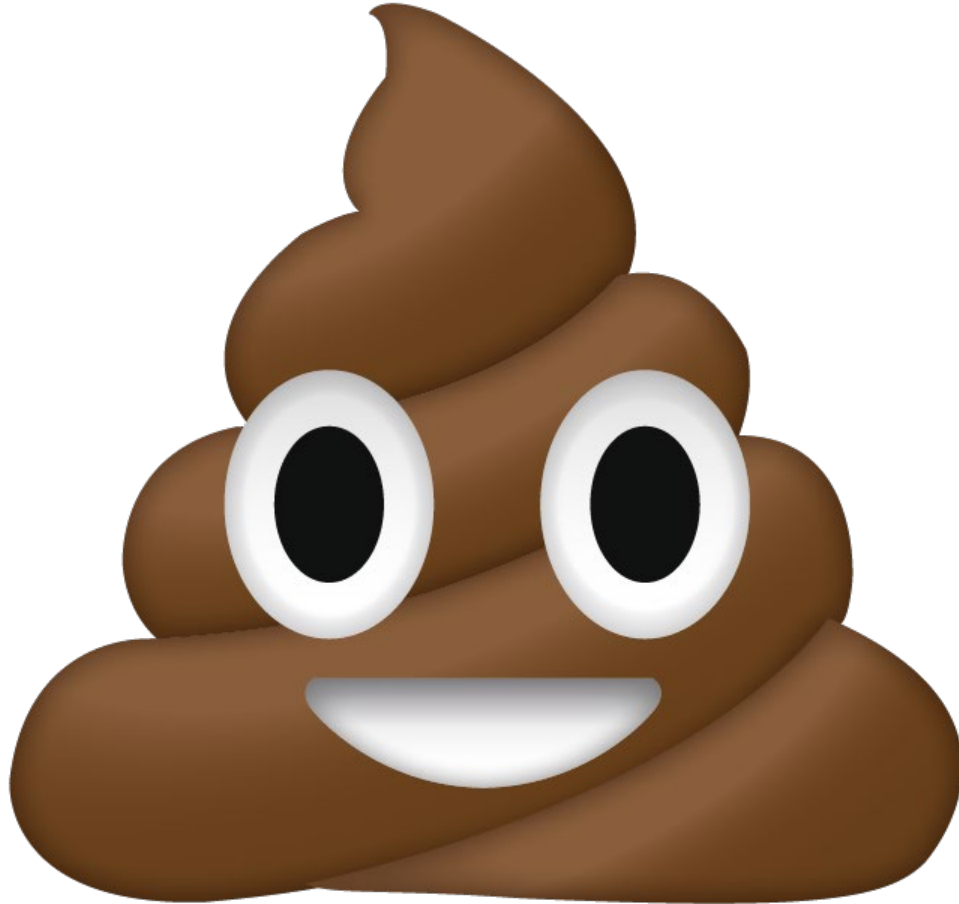
5%
of content

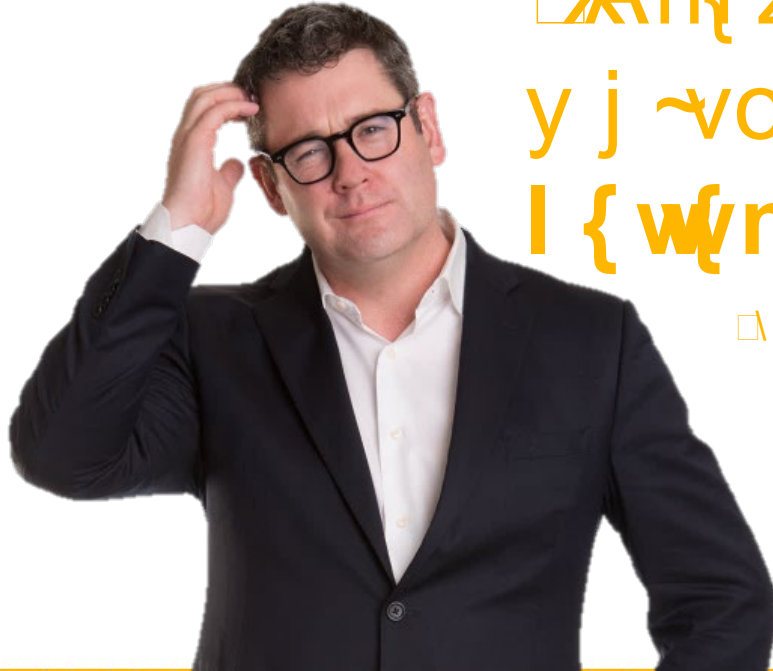




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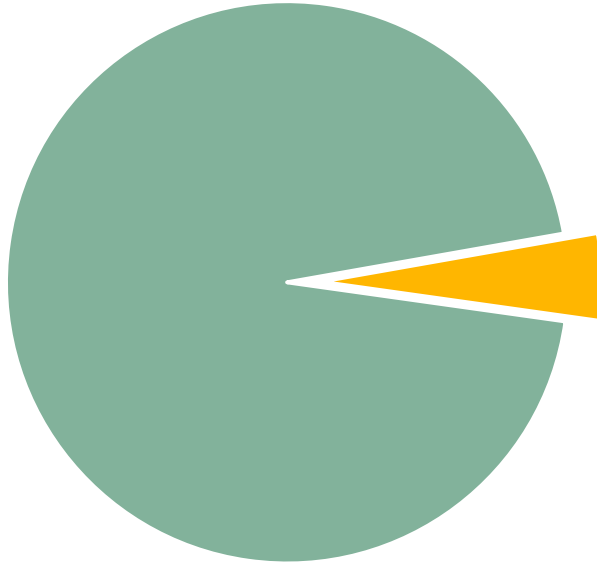
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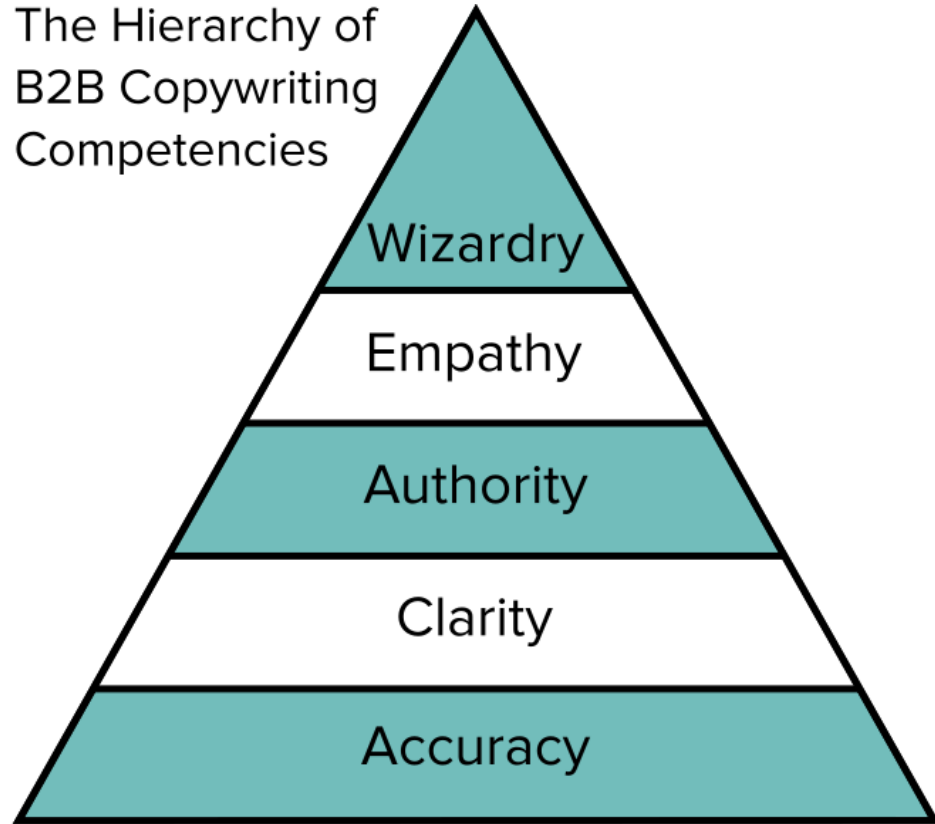


How do I get
**into that
5%?!**



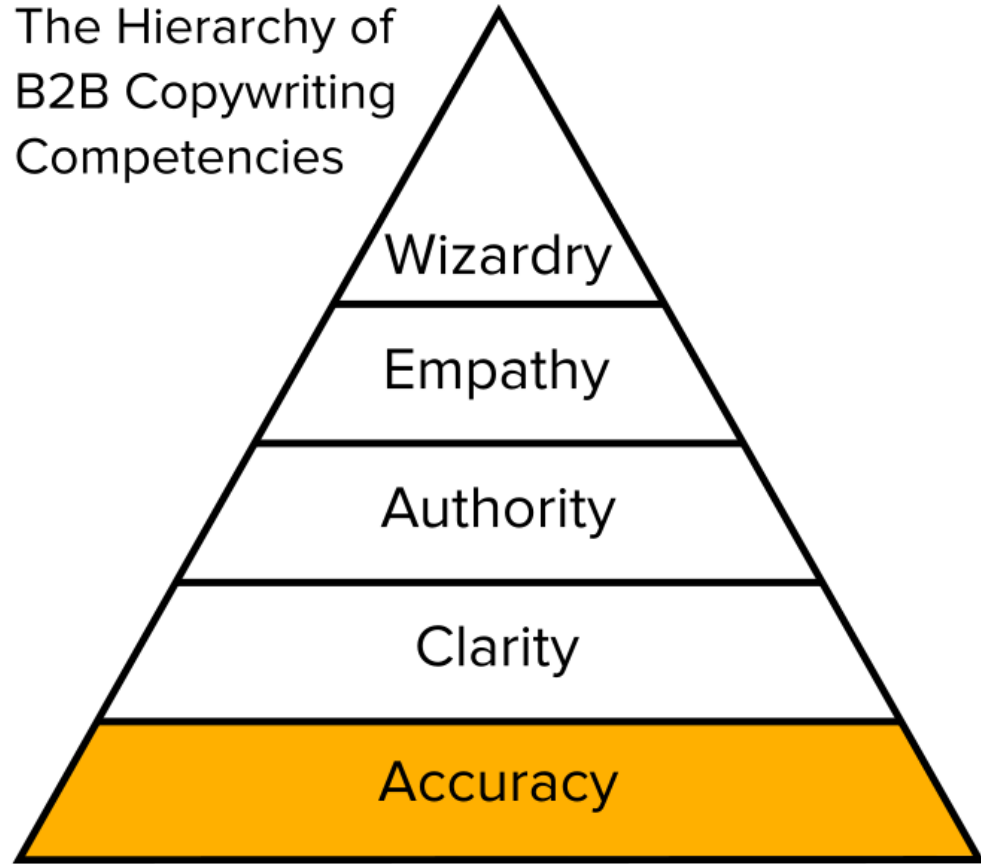


The Hierarchy of B2B Copywriting Competencies





The Hierarchy of B2B Copywriting Competencies





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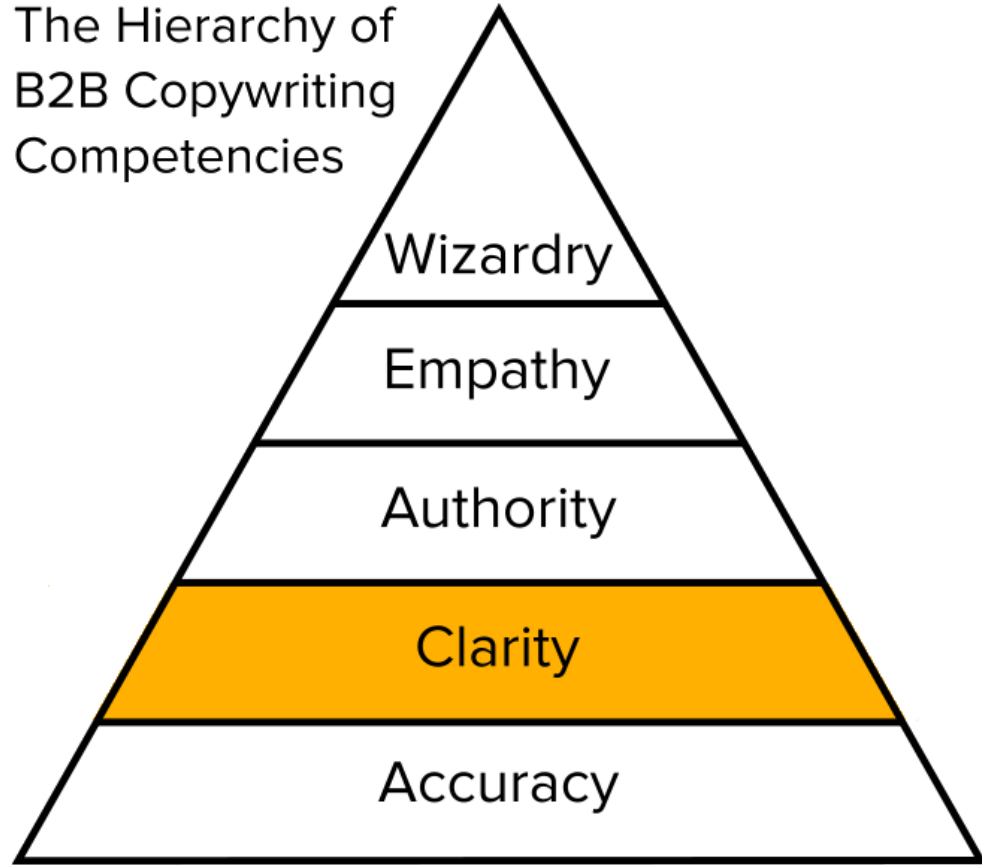
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**“Is this free from
obvious mistakes?”**





The Hierarchy of B2B Copywriting Competencies





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“Did I have to **read**
anything **twice?**”





	Overall	Less than Bachelor's	Bachelor's	Master's & Doctoral	Juris Doctor
Annoyed	41%	44%	42%	40%	34%
Bothered a little	19%	24%	14%	19%	15%
No influence	30%	23%	31%	30%	44%
Impressed	0.5%	2%	0%	0%	0%
Other	10%	9%	12%	11%	7%

*Source: "The Public Speaks: An Empirical Study of Legal Communication"
Christopher R Trudeau, 2012*





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B2B technology copywriters

“What would I learn
in **ten seconds flat?**”

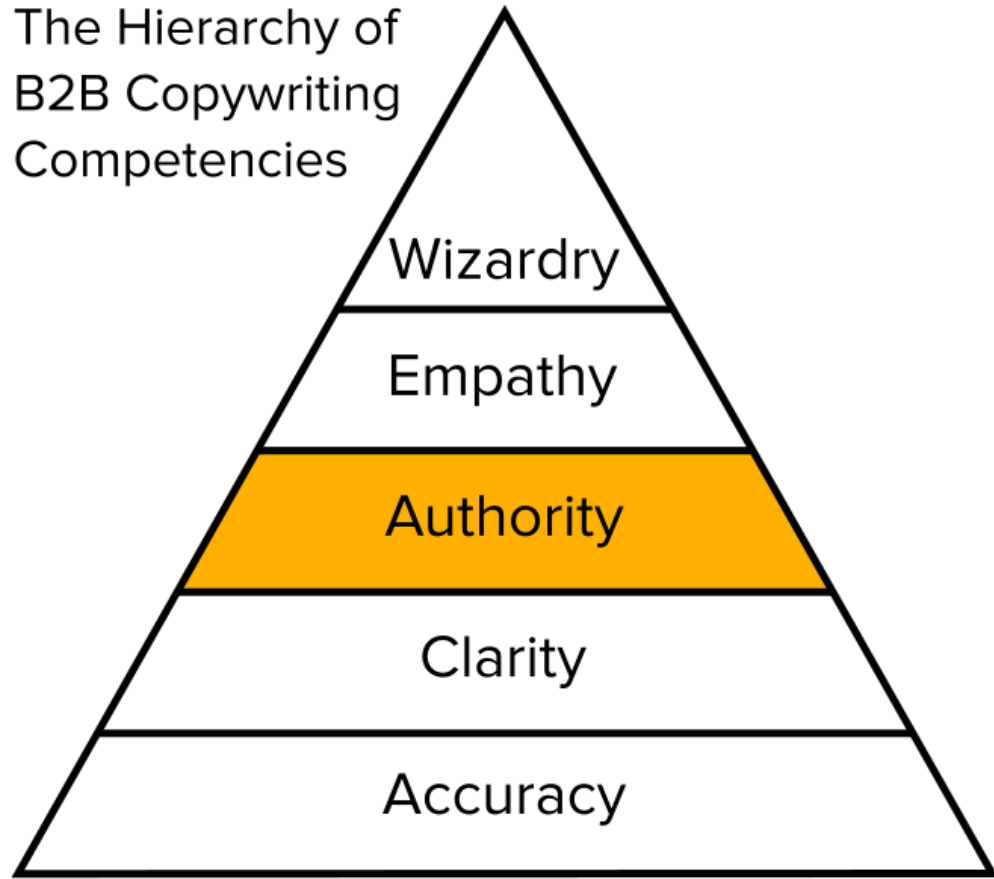




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The Hierarchy of B2B Copywriting Competencies





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Mobility

Check Out the Cisco Flexible Radio Assignment Whitepaper!



Wes Purvis - February 23, 2017 - 0 Comments





Mobility

Check Out the Cisco Flexible
Radio Assignment Whitepaper!



Wes Purvis - February 23, 2017 - 0 Comments





Mobility

Check Out the Cisco Flexible
Radio Assignment Whitepaper!



Wes Purvis - February 23, 2017 - 0 Comments





Authority? Look out for:

- Jargon you don't understand yourself
- Lack of specific detail
- Peacock words and hyperbole
- Using formal words to cover over issues
- Acronyms and initialisations



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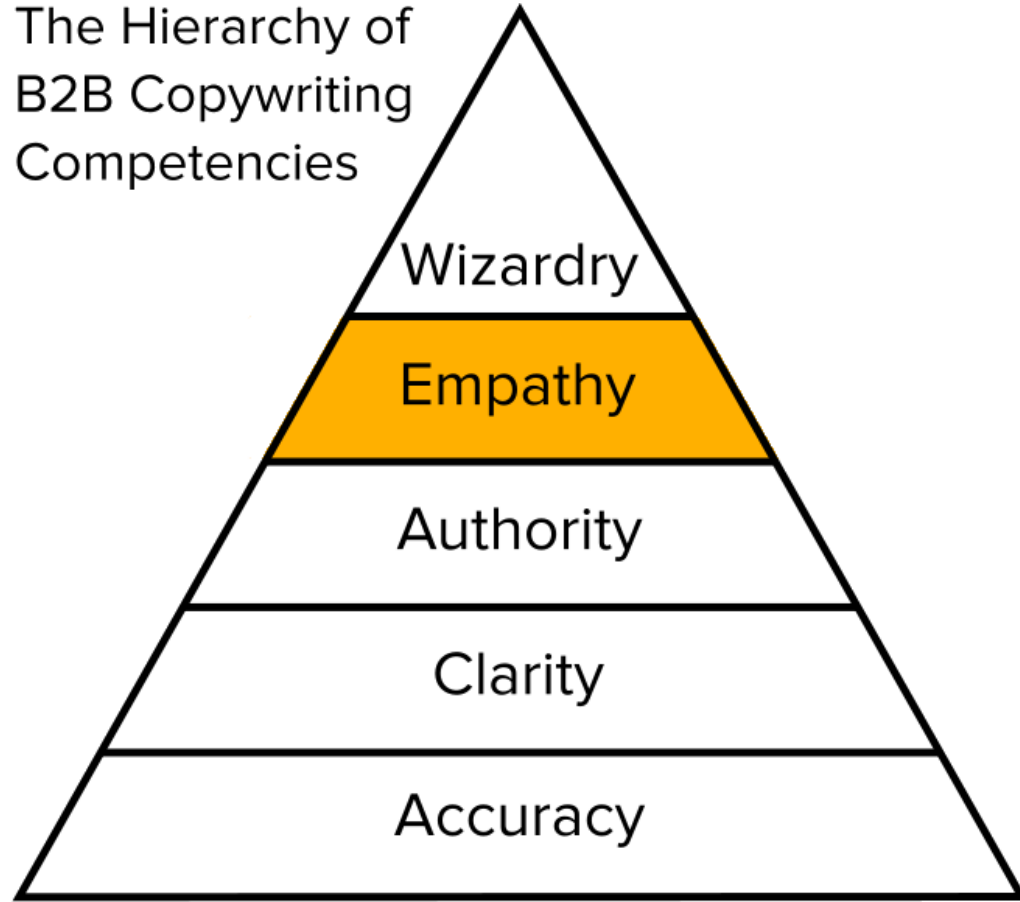




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The Hierarchy of B2B Copywriting Competencies





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“Who cares?”





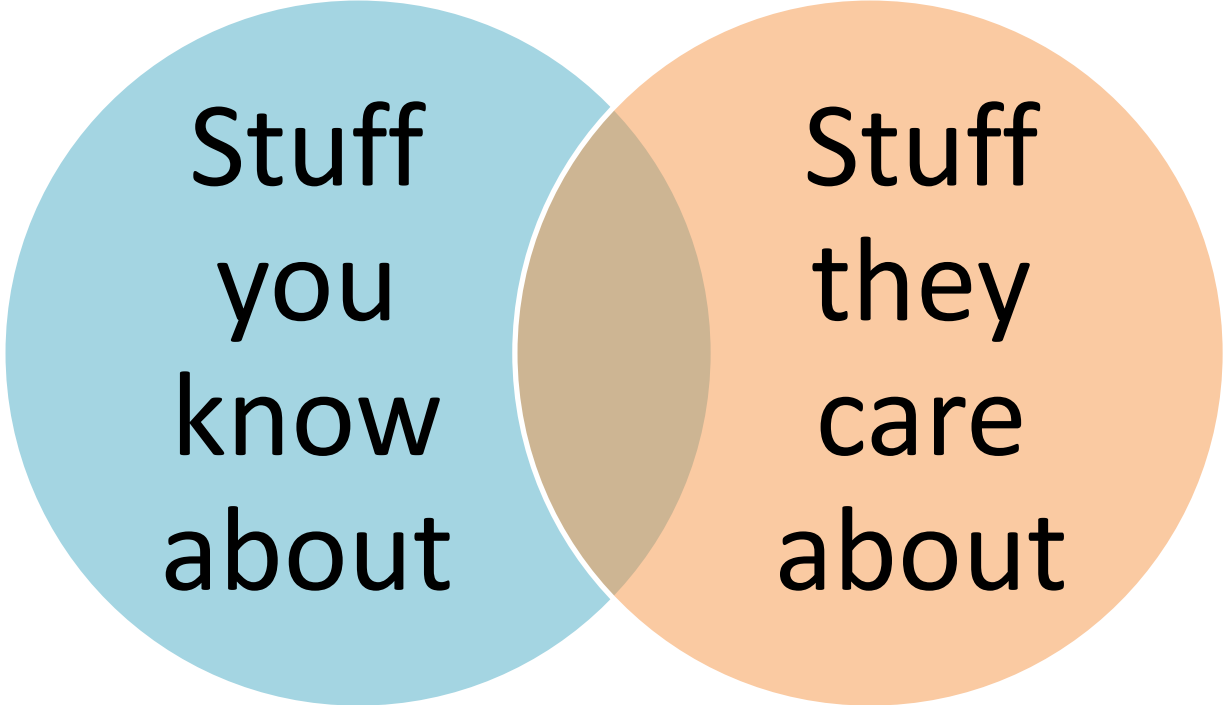
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Answer their **real questions...**

(not the ones you wish they'd ask)





Stuff
you
know
about

Stuff
they
care
about



Explore what the world is searching

Enter a search term or a topic



Or start with an example

HIDE

Taylor Swift Kim Kardashian



Interest by subregion, Past 7 days, United States

World Cup



Interest by region, Past 7 days, Worldwide

Football American football



Interest by subregion, 2004 - present, United States

< Showing 1-3 of 6 examples >

Language

EN

Region

Pro only

Enter your keyword & he'll suggest content ideas in seconds...

e.g. dresses, xbox, flights, etc.

Get Questions



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“Who is our reader?”





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Prior knowledge

Time

Decision stage

Education

Aspirations

Authority

Fears

Preconceptions

Motivation

Emotion





A GUIDE FOR PROJECT-BASED MANUFACTURERS AND SECRETS FOR SOFTWARE BUYERS

Ubiquity, Volume 2007 Issue November | BY [SANJAY KUMAR PAL](#)



Full citation in the ACM Digital Library



Most systems have their heritage in the Material Requirements Planning (MRP) philosophy developed in the 1960s. This concept utilized computer power to calculate time-phased material requirements. It later evolved into MRPII promoted by APICS and Ollie Wight during the 1980s, and further evolved to the Enterprise Resource Planning (ERP) systems available today.

The original premise of all of these systems is that material planning is the center of the universe. The typical manufacturing system was designed with an MRP process at the heart of the system. The emphasis of such systems is on standard bills and routings and standard costs.





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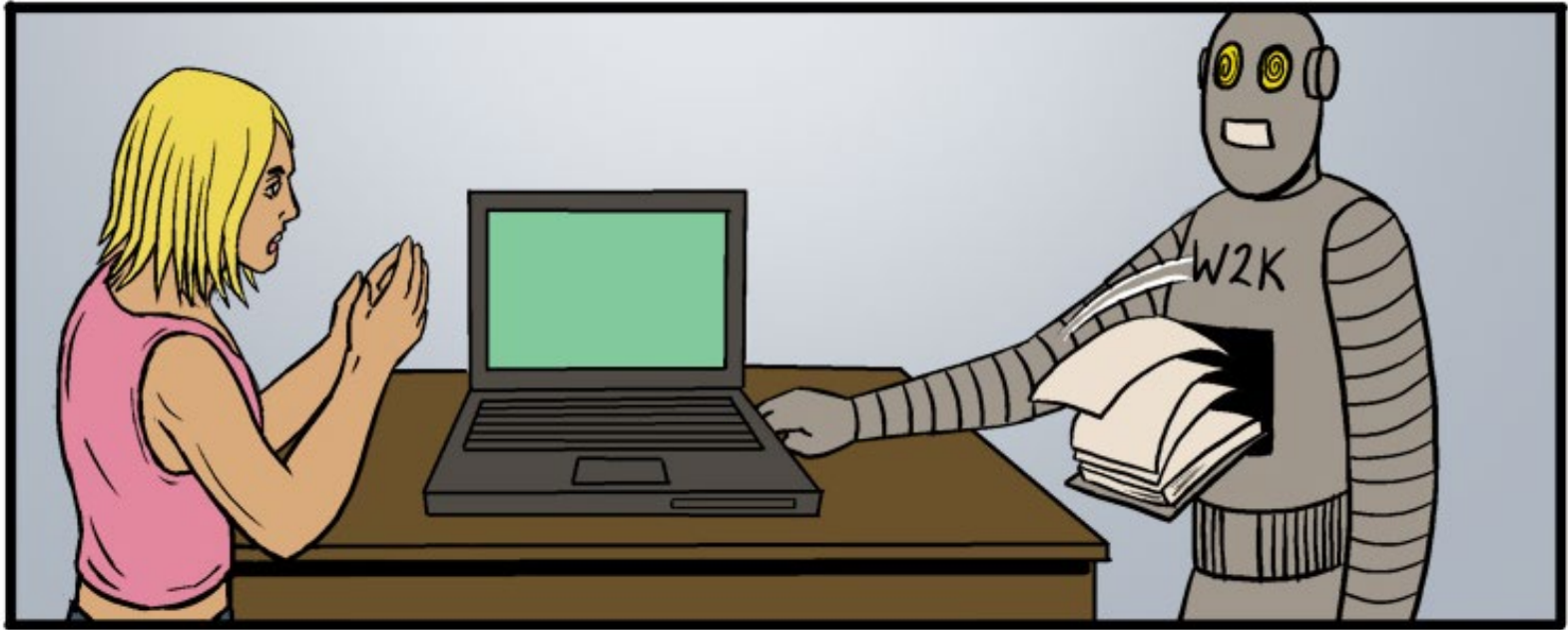
Let's make it more specific...





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Who is our customer?

Name

Role

Company

Knowledge level

Hopes & Fears





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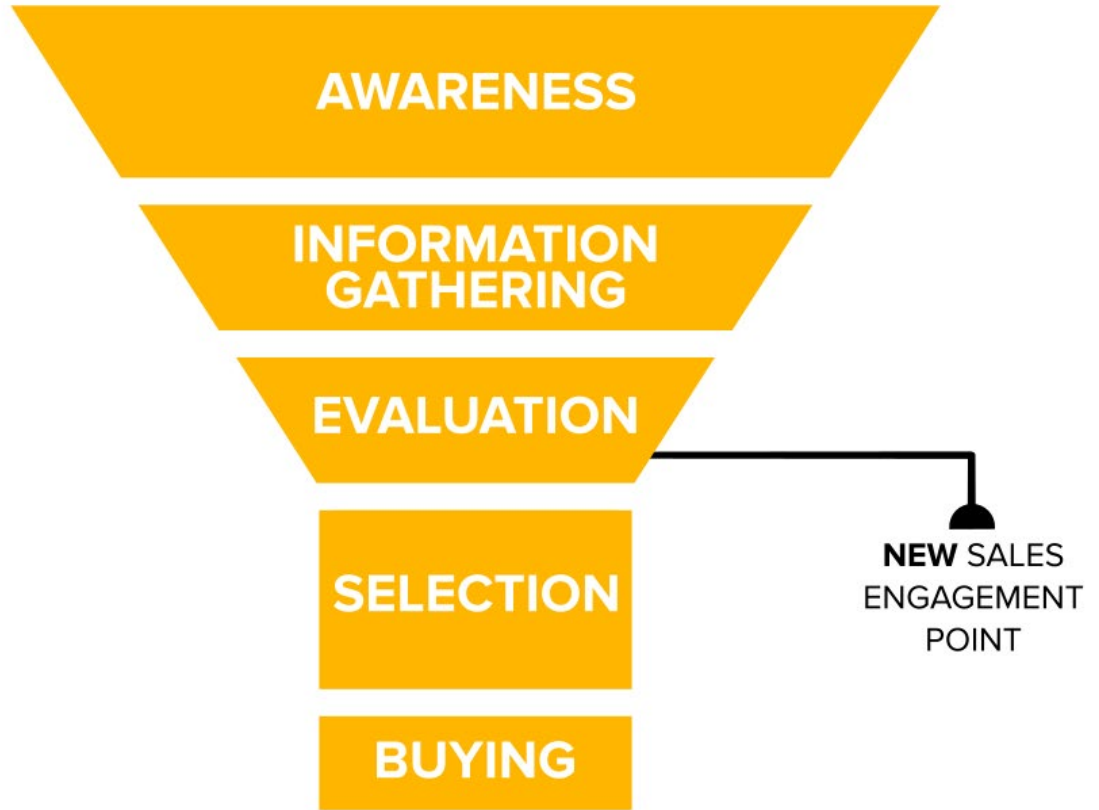
**How do questions change
with context?**





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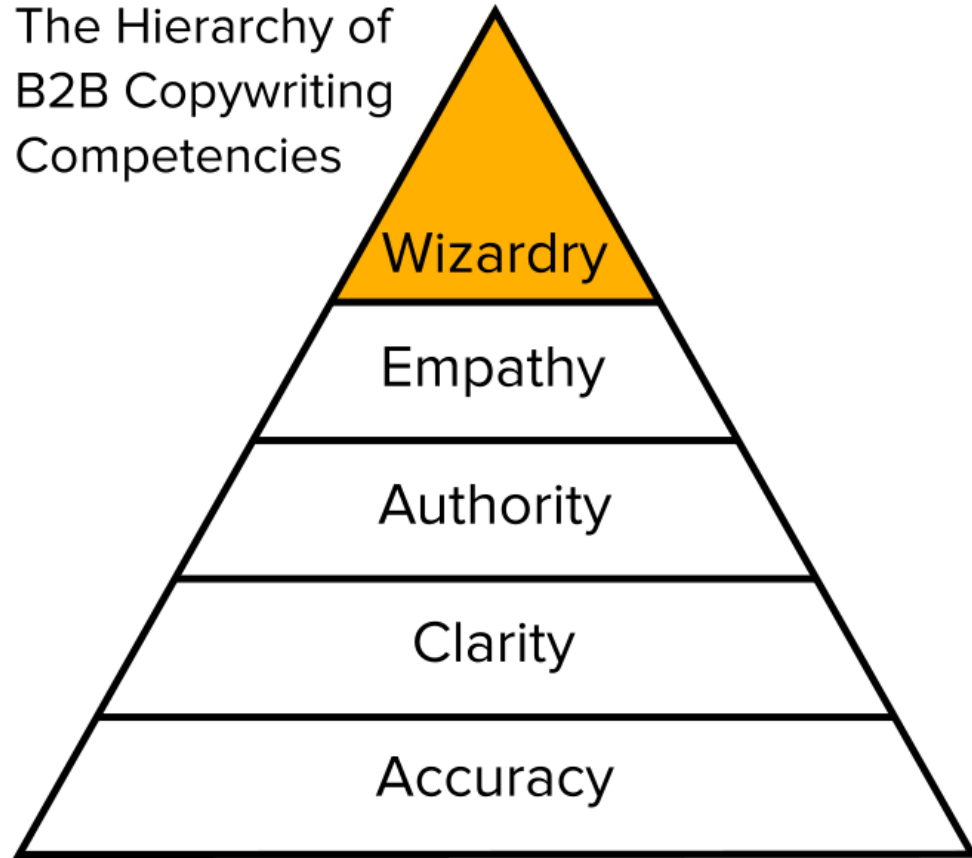




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The Hierarchy of B2B Copywriting Competencies





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**For content to be effective,
it needs to be read.**





The Digital Workplace of the Future

We are passionate people on a mission to create the workplace of the future and give control back to the business, empowering people and teams to engage with customers in a simplified and responsive way.





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As technology providers, we are passionate about what we do, and are keen to help our clients.

We pride ourselves on our agile and personal approach to problem-solving, and are enthusiastic about creating something which gives impressive results to our clients.





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Passion & Commitment

It is the people enthusiastic about their work who continually drive our company forward. We are passionate about software development and realise this through our commitment to deliver the highest standards and best possible supplier experience to our Clients. We also learn foreign languages and invest our time in organising conferences.





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At Highstep, we are passionate about two things: software and you.

From design to development, we are here to deliver innovative, solution-focused technologies, for you and your business. We do our best work by treating clients like partners, immersing our experts in your field, and helping you manage your long-term project goals. Our culture of creativity and open communication helps you make the decisions that will make the difference.

Our team is not only committed to meeting your wants and needs, but we are striving to improve communities with technology. Our team volunteers and supports a variety of charitable organizations that work to create a local and global impact. Through our daily work and volunteer efforts, the team at Highstep keeps at its foundation an enthusiasm for using technology to solve problems.





The Digital Workplace of the Future

We are passionate people on a mission to create the
workplace of the future and give control back to the business,
empowering people and teams to engage with customers in a
simplified and responsive way.





Look out for:

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- P{ ~on{ y





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Crap.

**Why the single biggest threat to
content marketing is content marketing.**

and how building a Great Content Brand
will help you survive the deluge.







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“How do we make this
extraordinary?”



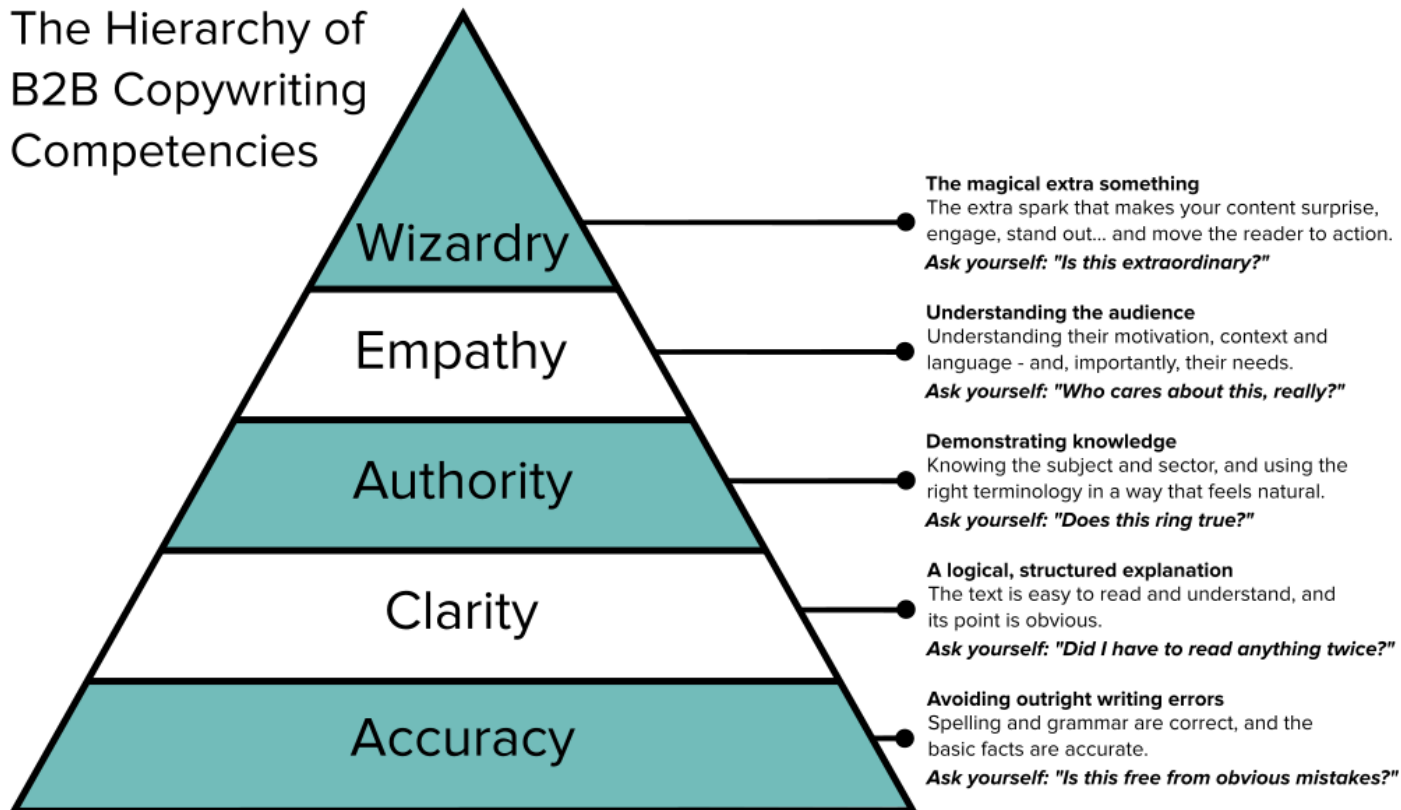


Differentiate by:

- Content / message
- Target audience
- Format
- Emotion
- Voice



The Hierarchy of B2B Copywriting Competencies



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Let's chat...

@mcguiredavid





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Thanks.





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Appendix: **voice** and **tone**





Guess who?

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ROLEX





Guess who?

When we're all old and grey and sitting in our rocking chairs, we want to be able to look back and be really proud of the business we all helped to create. We think the best way of achieving this is by living the values that are closest to our hearts. Our five values reflect what we are, how we do things, and where we increasingly want to be. And they hang above every loo in the building so we get to remember them everyday.





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Voice: think about you

Your brand's personality or character

How you sound, consistently

Doesn't change





Tone: think about them

How the character is expressed

Appropriate to the reader and situation

Gives flexibility



A photograph of the Mars Curiosity rover on the surface of Mars. The rover is in the center, with its mast and camera masts visible. The background shows the reddish-brown, hilly terrain of Mars under a hazy sky.

A messaging app for teams who put robots on Mars!!

The team behind the **Mars curiosity rover** is one of tens of thousands of teams around the world using **Slack** to make their working lives simpler, more pleasant, and more productive.



Privacy Policy

You can view all of our policy documents, including security and disclosure practices, at [Policies](#).

Privacy Policy

Our Privacy Principles

If you read nothing else, please read this:

- The most fundamental privacy principle we follow is that by default, anything you post to Slack is private to your team. That is, viewing the messages and files shared within a specific team requires authentication as a member of that team.
- Slack is the custodian of data on behalf of the teams that use Slack. We don't own team communication data. Teams own their data. They like it that way and so do we.

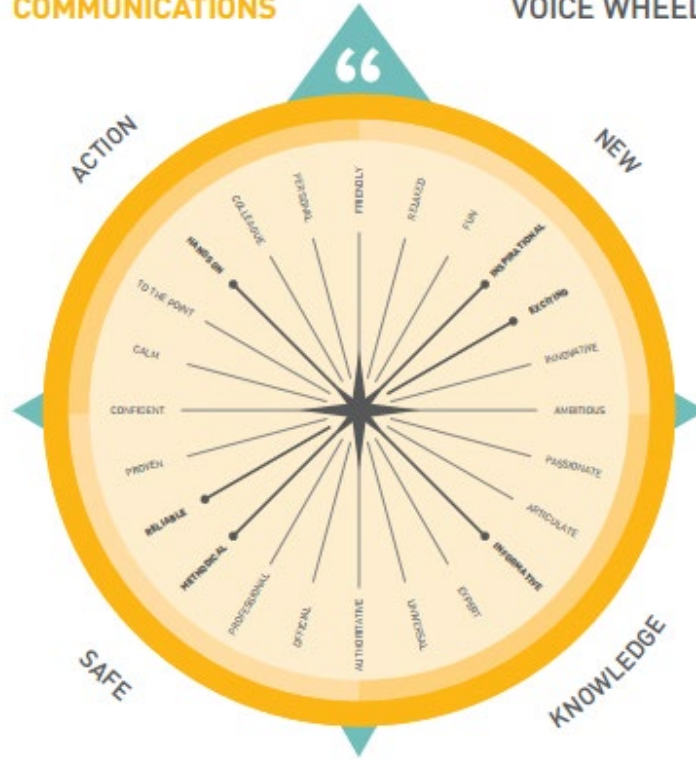


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VOICE WHEEL



VOICE & TONE: DIFFERENT BUT IMPORTANT

