

Brand Voice Guidelines

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How We Sound: Brand Voice

Ever heard your friend call out to you from a throng of strangers? Or picked up on your favorite music piping through a grocery store's speakers? You recognized the tone. You were familiar with it, and it made you happy to hear that unique sound, that brand voice.

We want people to feel that same recognition when they interact with Agorapulse.

Our brand voice is that distinct personality and tone that colors our communication with each other, with our customers, with every single person that Agorapulse speaks to, both offline and online.



How We Sound: Brand Voice

That tone of voice infuses everything we do at Agorapulse. Everything. Yes, that includes our emails to colleagues and subscribers, conversations during demos, interactions with attendees at an in-person event ... and every single time that our company and people meet.

That voice should infuse all our communications:

- Advertising
- Public relations
- Corporate communications
- Events (in-person and virtual)
- Learning materials
- Articles
- Phone calls
- Good ol' emails



How We Sound: Brand Voice

Our brand tone of **helpfulness**, **honesty**, and **warmth** should ring true with our audience.

When people talk to someone from Agorapulse, they should expect (and generously receive) that spirit of helpfulness, deep-in-our-bones honesty, and personable warmth. From all departments in our organization. From all levels. Top to bottom. Right to left. Side to side. And vice versa.

Brand voice is the communication of who we are as an organization.



How We Sound: Brand Voice

The purpose of this document is for all of us to have a few guiding principles in how to achieve that. All three attributes have a clear connection to our values and our identity, but their most important role is to show the way how we express ourselves and connect us all to an Agorapulse tone of voice that is uniquely ours!

So, what is our tone? We could list all our demonstrated attributes, but instead, we'll focus on the main three distinguishing traits of Agorapulse.

We are:

Helpful

Honest

Warm

Read on to find out more about what this means in terms of our company brand and interactions.



Helpful

Honest

Warm

We've got helpfulness in our DNA! Our priority is always to be supportive and empathetic with colleagues, prospects, and customers.

- Every single thing we create (demos, live shows, phone calls, etc.) needs to be useful and informative.
- Listen carefully to customers and colleagues to better serve them. (No boring monologues or snippy interactions. We listen and help ... or find someone who better understands the issue.)
- Share tips, recommendations, hacks, and ideas as if they all were confetti, given in generous handfuls and making everything better.

✓ Do

Take time to understand our audience.

Think of how to make life better for our customers.

Put the customer first and not your own ego.

✗ Don't

Assume you know the issue if you haven't listened to the customer.

Interrupt customers and act like a bad guest at a party.

Stay stagnant in your learning but be excited about what you learn and share it.

Example #1

A customer writing to support on Intercom saying they can't connect their Instagram profile to a Facebook page.

Answer #1

Hi Ashley,

I'm Sarah, at your service. I'm sorry that you're having some trouble connecting Instagram to the Facebook pages.

Could you head over to one of the Facebook pages you'd like to connect your Instagram business accounts to and take a full page screenshot showing the page and your role on that page?

Once we get that, we can move forward :)

Sarah



Sarah · 1m ago.

Be Helpful

Example #2

A person on a Facebook ad of ours leaves a comment: "I've been using Hootsuite for years. Why would I switch to you guys?"

Answer #2

Great question!

Our users like to switch from Hootsuite when they have a need for cross posting while being able to tweak messages, ease of use, customer support, managing more social engagements. And with all features included in the plans, no need to add on modules.

Here's what our users say about Agorapulse:

<https://www.g2.com/compare/agorapulse-vs-hootsuite>

<https://www.capterra.com/social-media-marketing-software/compare/123971-121701/AgoraPulse-vs-HootSuite>

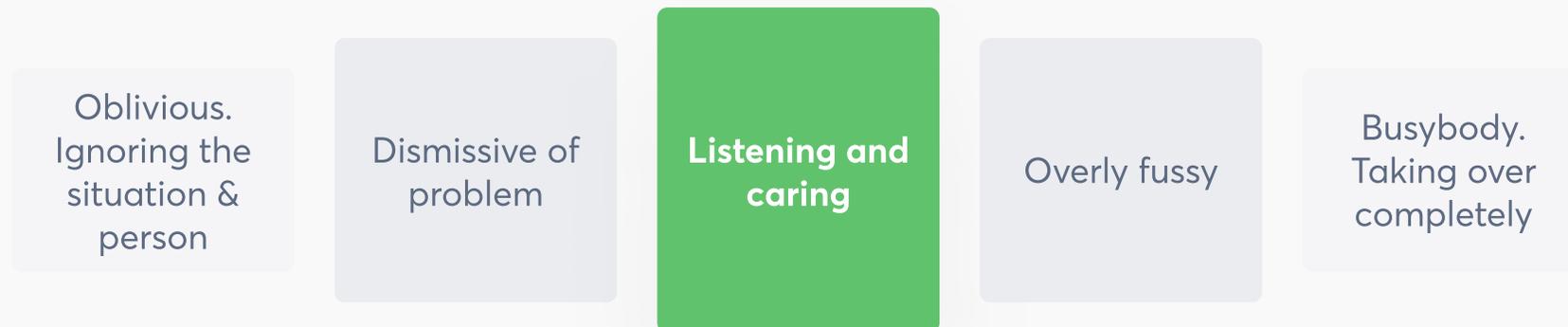


Jacob · 1m ago.

Be Helpful

In being helpful, we know not to veer too far on either side of the spectrum of too little or too much. After all, we don't want to be so self-obsessed as a company that we only think about ourselves and don't extend a helping hand. But then, we don't want to be so overly helpful that we're like that overzealous waiter at a restaurant who swings by to ask you, "Anything else? Everything OK?" a dozen times in as many minutes.

Let's stay in the center of the spectrum.



People can count on us to be the same offline and online, to mean what we put into words, to be authentic.

- Avoid getting clients muddled in hyperbolic language, upsells, and overpromises.
- Speak clearly and candidly (without being too brash or blunt).
- Own your mistakes (without being overly apologetic or bashing yourself) and solve it the best you can. No finger-pointing. No burying your head in the sand.

✓ Do

Be transparent in what you can (or can't) do.

Admit when you make a mistake or are flat-out wrong.

Take time to explain a process or policy or reason.

Be upfront about who we are, what we do, how we can help, etc.

✗ Don't

Hide details or facts with flowery language or "weasel words."

Grovel or beat yourself up over mistakes. (No wallowing!)

Make promises you can't keep.

Overshare. (Tell what time it is, not how the watch is made.)

Be Honest

Example #1

A prospect on a sales call asks: "I just got off a call with SocialPilot. They're giving me 100 social profiles and 15 users for \$80/mo. What can you do to match that?"

Answer #1

Thanks for your email!

We are excited that you took the time to evaluate Agorapulse.

While the pricing you are being offered by SocialPilot is very attractive, we offer a different level of quality in our product and with the service that you can expect.

Here is what some of our customers who moved from Social Pilot have said:
(Use competitive intel to back a statement up.)



Jenny · 1m ago.

Example #2

Someone on Drift asks, "Why does it say on your pricing page that your cheapest plan is \$79. On this website, it says it's \$49?"

Answer #2

Hi there 🙌

Thanks so much for reaching out and your interest in Agorapulse!

Currently, our least expensive plan is our Medium plan, which is either \$99/mo or \$79/mo on an annual plan. Annual plans are paid in one lump sum. In the past, we had a Small plan at the price level you mention, but we removed that plan over a year ago.

May I ask if you still have the URL where you saw this so we can reach out, get this fixed, and reduce confusion?



Hannah · 1m ago.

Be Honest

Ever have someone say something so brutally honest that your feelings get hurt? And that person says, "I'm just being honest!" Right—we don't want to be like that. Nor do we want to be too sneaky or consumed with our own wordy cleverness.

We need to be in the center of the spectrum.



We're people, not robots. We're infused with friendly feelings and a kindly attitude towards our fellow people. We care—and it shows!

- Acknowledge the uniqueness of the person before you. Colleague, prospective, client ... Everyone's got a unique story. Part of a good interaction involves talking AND listening.
- Use wording that lifts people up, not the type that drags people down.
- Show that we care by our friendliness and kindness.

✓ Do

Use everyday, friendly language.

Sound like a person, not like a cyborg or a bad actor with a lousy script.

Add a little personality to interactions.

Let your care show in how you treat customers.

✗ Don't

Rattle off procedures, processes, etc. quickly and mechanically.

Rush interactions like you have something better to do than to interact with our customers.

Use fancy-schmancy words from your high school spelling list that you've never used since then.

Be Warm

Example #1

Someone leaves a review on Capterra: "Agorapulse has been a game changer for my team. The collaboration tools make us much more efficient and we love seeing how we're doing on the new reports."

Answer #1



Thanks for the shoutout!

Happy to hear you ❤️ Agorapulse! Let us know if you have any questions we are here to help!

Deb · 1m ago.

Example #2

Someone leaves an 8 NPS score. "If it was cheaper, Agorapulse would be the perfect tool. It has everything we need for engaging, publishing, and reporting."

Answer #2

Hi, John,

I'm Sebastien, Agorapulse's Head of Product. Thanks for rating us with an 8! That's pretty good, but I know we can do even better than that!

What can I do for you to get a 10 or at least to improve Agorapulse to ease your social media management? Let me know! I'm here to help you and have conversations with you to build the social media management tool that best suits your needs.

Warm regards,
Sebastien



Sebastien · 1m ago.

Be Warm

Being warm encompasses being friendly and caring. It's not fake nor shmoozy. But it's authentic and comes from a place of caring about our work and caring about the people who we encounter. We are helpful and honest ... and we do it all in a warm, caring manner.

