

# Deeper than at first glance

Understand how the 4 Genres could  
increase the standard of your content

# THE 4 GENRES EXPLAINED

In our experience, having an equal balance of being entertaining, inspirational, informative and educational in conjunction with each other may help your content really stand out. It's what separates you from other marketing brands.



## 1. ENTERTAINING

Remember some of those strange perfume adverts that had nothing to do with the product itself, but we all remember the brand clear as day? A cinematic masterpiece of beautiful mountains, jumping into crystal clear waters and dancing under a starry night sky, all for a bottle of perfume? It's memorable to be entertaining, just try not to swing too far into only being categorised as such and losing focus on what your brand represents. Entertainment doesn't need to be funny; it can be sad, scary or anything that makes you feel something.

## 2. INSPIRATIONAL

Inspiring content that shows a product or service being used in a positive light plays at the heart strings. Whether its intention is to help others or just make life easier for those who have it hard. Having an audience that relates your product or service to an emotion may mean they change their conjecture when faced with deciding which brand to invest in. It can make your branding appear to be more considerate or personable, meaning they'd choose you over a similar business based just on emotions.

## 3. INFORMATIVE

Give the audience news and facts to better inform them when making important decisions. Will it be more in the style of a white paper, lots of information but lower likelihood that everyone will read the whole way through? Or a snippy informative video, blog, social post to appease those with short attention spans?

## 4. EDUCATIONAL

Then, giving customers the appropriate tools to help them use your product or service. This could be an app or piece of equipment to increase that person's skill set so that they can use the product more efficiently. Writing an article on, "How to make the perfect cup of tea" and then endorsing tea bags at the very end may encourage a reader who was not previously interested in your brand to buy them. It may even draw them into exploring services or products you recommend. Try to make it accessible for everyone of any skill set to use or learn, it will increase your audience size.

# To be or not to be?

## CONSIDER HOW DIFFERENT FORMS OF MEDIA CAN DRAMATICALLY CHANGE THE GENRE OF YOUR CONTENT

Your decision isn't as dramatic as Hamlet's contemplation of life and death, but you will have to decide who you want to be and the message you're trying to send. Presenting your brand as either too formal or informal may limit the reach of your target audience.

If you're striving for a diverse range of clientele, then a combination of both is preferable. Remember to marry your brand's tone to the audience you are speaking to.

### 6 WAYS TO SET THE TONE:



#### PODCASTS

Greatest method nowadays to get your voice out there, that's if people genuinely care about what you have to say. Not just that, make sure you have a clear direction or subject matter when you're recording. If the topic is all over the place and you don't exactly know where the conversation is leading, then it can be a disaster. Scripted podcasts allow you to steer conversation in the right direction but make sure not to sound too scripted otherwise it becomes almost robotic.



#### BLOGS

A sure way to appear in search engine results is to produce blogs. Though, this will only be seen as impressive if you're writing blogs that are seen as high-quality pieces. Always quality over quantity. If a potential customer is researching your brand and all they see is bunch of useless blog posts which consist of nothing about nothing, they won't see you as an informative resource.



## INFOGRAPHICS

The perfect balance between visuals and highlighting the most important information. It's a great way to turn boring data into an engaging experience. Some would rather not to read through a 10-page document with complex terminologies they may not comprehend. Infographics emphasise the important statistics whilst being visually appealing and more engaging. Shareability on social media and other mediums increases tenfold with infographics as everyone is hunting for the easiest way to spread information in a more concise way.



## WHITE PAPERS

Most effective way when using the power of persuasion to convince a reader to buy/ use your product. Building a landing page to gain insight into who and how many people are reading your white paper, creating potential leads and signing them up for future newsletters/email. They can even be used in the early stages of the customer journey to grab attention if a customer is researching different brands.





## VIDEOS

Visual media is an effective way of standing out and getting the viewers full attention. According to HubSpot, 86% of video marketers say video is effective for generating leads. Modern mentality has changed with how people absorb content. They are far more likely to retain information if it is in the form of short, visual media.

The average attention span has changed and people get bored quickly of reading long, dreary, information-filled pieces. The length may not matter if the contents of it were engaging enough. Watching an hour-long informative video if it was entertaining and memorable may beat a short but uninteresting one. Imagine watching an hour-long David Attenborough animal documentary compared to the biology videos they showed you in school. The two have very different tones.



## TESTIMONIALS

Finalising a sale is made easier by showcasing client experiences near the end of a customer's journey. It's helpful for building a rapport with potential clients and shining a positive light on your brand. Testimonials set a different tone than case studies. Testimonials are ways of saying, "This business supplies really good a product/service," in summary. Which is fine if you have multiple reviews to build positivity around your business.

However, having case studies which vet into detail about why your business is superior to another and the detailed account of how the process went smoothly for them, or if it didn't how they managed to overcome that hurdle, then potential customers will be more trusting with your business.

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- One of the most important things to remember is having each one complement the other. Without this the audience may not know what your brands stands for or what you're trying to tell them.
  - Producing assets that delve into all four of these categories can make your brand appear less flat, robotic and may increase the calibre of your content.





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