



Content

Guide

Recommendation

for **FieldPulse** 
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Executive Summary

FieldPulse provides Field Service Management (FSM) software solutions to service industry clients. As a B2B company, you strive to provide the best platform for your customers, along with incredible customer service. Your company values passion, empowerment, and commitment to your customers. You speak in plain language, are direct and friendly, with a hint of informality that lets your warmth peak through.

Your company has found that your voice is inconsistent across content channels and would like to find and adapt a content guide to help your team present a unified voice. With these needs in mind, my analysis focuses on the Voice and Tone sections of the guides, with brief summaries of other guide sections.

Content Guide Analysis

Canada Post is the official postal service in Canada, who also offers B2B solutions. The Canada Post guide describes their voice as forward-looking, flexible, goal-oriented, helpful, and friendly. They use plain language that is free of unnecessarily complicated sentences, synonyms, and jargon. They use active voice, goal-oriented phrasing, and a first- and second-person point of view. The guide stresses a helpful and friendly tone.

Mailchimp is an industry leading B2B company that specializes in email marketing, content creations, audience management, and automation and analytics. The Mailchimp guide's Voice and Tone section hits on their top three foundations: use active voice, avoid slang and jargon, and write positively. Their Grammar and Mechanics section goes into more detail with tips on spelling, capitalization, and emoji use.

Comparison

The voice/tone sections in both guides stress the use of positive language, plain language, and active voice. Both guides discourage jargon and slang use. The grammar/mechanics sections in both guides include sections on capitalization, contractions, headings, numbers, lists, and more. Mailchimp is more comprehensive.

Both content guides have a section on visual elements, but they differ. Canada Post has comprehensive subsections, while Mailchimp buries their link to their brand assets.

Both content guides have a section on accessibility. Canada Post stresses a commitment to inclusive content and provides guidelines, templates, and tools. Mailchimp's accessibility section is more conversational and guideline-specific, but they do offer tools and resources.

Both content guides have vertical sidebar navigation menus that help you find content. Canada Post uses a two-level menu with five main headings, while Mailchimp uses a single-level menu with seventeen headings. The Canada Post guide is easier to navigate.

Recommendation

After analyzing and comparing the Canada Post and Mailchimp content guides, I recommend your organization chooses to adapt the Mailchimp content guide. Although during my comparison the Canada Post guide was the stronger guide in three of five segments, I feel the most important segment for your company's needs is voice and tone. In addition, Mailchimp also had the stronger grammar and mechanics segment, which is an especially important aspect of content guides.

Introduction

The purpose of this report is to recommend a currently available content guide that FieldPulse can use as a basis for its own new guidelines. Developing a content guide is a crucial step for your organization to ensure a clear and consistent voice on all communication channels. It sets the standard for how various stakeholders in different situations perceive your brand.

Because your team's goal is to improve the consistency of your brand's voice, my analysis focuses mainly on the Voice and Tone sections of the guides I am analyzing, but I will briefly cover other sections that each guide offers.

This report will cover the following:

- Company Overviews, including industry, values, identity, and voice.
- Content Guide Analysis, including topics covered, language levels, guide organization, and voice and tone details.
- Comparative Analysis that points out the similarities and differences between the two guides and how they may work for your company.
- Recommendation of which content guide your company should modify for your organization's new guidelines.

Company Overviews

FieldPulse

Your company provides Field Service Management (FSM) software solutions to service industry clients. As a B2B company, you strive to provide the best platform for your customers, along with incredible customer service.

FieldPulse's mission is to empower service professionals through innovative business solutions and unwavering commitment to customer service. Our aim is to revolutionize the field service industry, equipping businesses with the tools to thrive, succeed, and grow. We are committed to transforming outdated practices into streamlined, efficient, and profitable operations.

Your company values passion, empowerment, and commitment to your customers. You aim to be on the leading edge of innovation, and regularly provide free content aimed at increasing your client's success.

You are more than a software provider; you are a partner in your clients' success. You are friendly, extending the southern hospitality to everyone you meet. You are knowledgeable and excited to share it.

You speak in plain language, are direct and friendly, with a hint of informality that lets your warmth peak through.

Canada Post

Canada Post is the official postal service in Canada. Aside from delivering letters and parcels, Canada Post also offers direct marketing tools, B2B solutions, e-commerce services, and tracking services.

Canada Post Corporation's mission is to serve all Canadian residents, businesses and organizations by providing protected conveyance of messages, information and parcels throughout Canada and by providing quality value-added service that earns customers' loyalty.

Canada Post's values are based on three beliefs: "we matter as individuals, we matter to one another, and we matter to our country." They value the reputation they have built and strive to keep it. They respect their customers and embrace their responsibility to be a trustworthy and positive force for good.

Canada Post is forward-looking, flexible, goal-oriented, helpful, and friendly.

Canada Post uses plain language, active voice, goal-oriented phrasing, honesty and sincerity, and a friendly, conversational tone that presents itself as a subject matter expert.

Mailchimp

Mailchimp is an industry leading B2B company that specializes in email marketing, content creations, audience management, and automation and analytics.

We give marketers production-ready software designed to help them grow. We succeed through togetherness, momentum, and pragmatism.

Mailchimp values the underdog, giving their small business customers many of the tools previously reserved for large corporations. They "strive to be the business partner we wish we had way back in the beginning."

Mailchimp's identity centers on empowerment, culture, and corporate citizenship. They celebrate diversity and give back locally. They are here so you can succeed.

Mailchimp's voice is informal and friendly, never condescending. They have been in their customer's shoes and want to help them grow. They don't take themselves too seriously, but always keep a friendly and professional tone.

Content Guide Analysis

I chose these guides to analyze because they have sections on voice and tone, and companies like yours created them—B2B software platforms that empower small businesses to succeed.

Canada Post

Location

<https://design.canadapost-postescanada.ca/en/mercury/home.page>

Sections

Canada Post organizes their content guide into five parts: Overview, Style, Components, Library, and Resources. They further break down Style:

- Colour
- Grammar and mechanics
- Iconography
- Illustration
- Logo
- Photography

- Typography
- Voice and tone

Language Used

The Canada Post guide offers keywords to describe their voice: forward-looking, flexible, goal-oriented, helpful, and friendly.

They use semantic and syntactic tools such as plain language that is free of unnecessarily complicated sentences, synonyms, and jargon. In addition, they use morphological patterns such as active voice, goal-oriented phrasing, and a first- and second-person point of view. They stress the helpful and friendly tone in their communication.

Clear, easy-to-understand language

Principles of [online page structure](#) echo this simple instruction. Write short sentences that are free of jargon.



We're developing and delivering solutions that help people connect in a better way.



We're accelerating the progress of business capacity for optimum EBA.

Organization

Canada Post organizes their content guide by topic, with a two-level vertical sidebar navigation menu that makes it easy to find what you are looking for. There is no A-Z index.

Mailchimp

Location

<https://styleguide.mailchimp.com/>

Sections

Mailchimp organizes their content guide into seventeen parts that have guides on writing goals, voice and tone, grammar and mechanics, web elements, creating structured content, and writing for different situations. The Voice and Tone section explains the difference between the terms and describes how they ensure their voice and tone match their intentions.

Style tips

Here are a few key elements of writing Mailchimp's voice. For more, see the [Grammar and mechanics section](#).

- **Active voice** Use active voice. Avoid passive voice.
- **Avoid slang and jargon** Write in plain English.
- **Write positively** Use positive language rather than negative language.

Further, Mailchimp addresses the use of humor and informality in their communication: “We’re weird but not inappropriate, smart but not snobbish. We prefer winking to shouting. We’re never condescending or exclusive—we always bring our customers in on the joke.”

Language Used

The Voice and Tone section hits on their top three foundations: use active voice, avoid slang and jargon, and write positively. The Grammar and Mechanics section goes into more detail with orthographic tips on spelling, capitalization, and emoji use.

Percentages

Use the % symbol instead of spelling out "percent."

Ranges and spans

Use a hyphen (-) to indicate a range or span of numbers.

- It takes 20-30 days.

Organization

Mailchimp organizes their content guide by topic, with a one-level vertical sidebar navigation menu. There is no A-Z index, but there is an extensive word list section.

Comparison

Voice and Tone

Both content guides stress the use of positive language, plain language, and active voice. Both guides discourage jargon and slang use. The Canada Post guide uses keywords to describe their voice, while the Mailchimp content guide goes further by defining those keywords and offering examples.

For voice and tone, Mailchimp is the stronger guide.

Grammar and Mechanics

Both content guides have a section on grammar and mechanics. Canada Post includes guidelines for sentence case, contractions, headings, numbers, lists, date/time, links, vocabulary (9 items), and trademark rules. Mailchimp includes all of that and more, including abbreviations/acronyms, emoji, decimals/fractions, percentages, ranges/spans, money, telephone numbers, temperature, punctuation, file extensions, pronouns, quotes, names/titles, formatting, and more. In addition, Mailchimp has a Word List section that contains standardized spellings, words to use carefully, and words to avoid.

For grammar and mechanics, Mailchimp is the stronger guide.

Visual Elements

Both content guides have section(s) for visual elements. Canada Post has subsections for color, iconography, illustration, logo/trademark, photography, and typography. They also have a download section and code library. Mailchimp has a section on brand assets, but they bury the link at the end of the Voice and Tone section. It covers how to write their name correctly, how and when to use their logo, brand colors, a download area, and an FAQ section.

For visual elements, Canada Post is the stronger guide.

Accessibility Elements

Both content guides have a section on accessibility. Canada Post stresses their commitment to providing inclusive content and provides guidelines, templates, and tools for design, content, and development. Mailchimp's accessibility section is more conversational and guideline-specific, but they do offer tools and resources at the end of the section.

For accessibility elements, Canada Post is the stronger guide.

Navigation

Both content guides have vertical sidebar navigation menus that help you find content. Canada Post uses a two-level menu with five main headings, while Mailchimp uses a single-level menu with seventeen headings. The Canada Post guide is easier to navigate because of a more organized menu structure. The Mailchimp guide reduces the number of clicks needed to get somewhere and the link names are clear, but the menu seems slightly disorganized and could benefit from reorganization and parallelization.

For navigation, Canada Post is the stronger guide.

Recommendation

After analyzing and comparing the Canada Post and Mailchimp content guides, I recommend your organization chooses to adapt the Mailchimp content guide.

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Conclusion

This report recommends a currently available content guide that FieldPulse can use as a basis for its own new guidelines. Because your team's goal is to improve the consistency of your brand's voice, my analysis focused mainly on the Voice and Tone sections of the guides, with only brief summaries of other guide sections.

I began with company overviews of FieldPulse, Canada Post, and Mailchimp, including industry, values, identity, and voice. The content guide analysis included topics covered, language levels, guide organization, and voice and tone details. My comparative analysis pointed out the similarities and differences between the two guides and how they may work for your company. Finally, I recommended choosing the Mailchimp content guide to modify for your organization's new guidelines.