

# RE•THINK

**POSITIVELY  
HACKING  
THE DIGITAL  
CUSTOMER  
EXPERIENCE**



**READY?**

When Reech was founded in 2009, we were never very good at following the status quo. We saw the gaps that other marketing agencies were not satisfying, and we decided clients and customers deserved more.

When we started walking in the customers' shoes and truly understanding what their experience was across all touchpoints of a company, something magical happened – commercial results for our clients. Through the years, we've learned the crucial factors in creating a digital customer experience that will constantly build your customer base and keep them coming back for more.

This collection of thought-leading expertise aims to equip ambitious business owners with modern tools to ensure your customer's digital experience with your company is memorable, definitive and always producing results.

We cover topics like the importance of your company's tone of voice, the value of brand storytelling, some winning UX strategy steps, how to maximise your social media platforms and building a winning multichannel marketing presence. We hope this first edition of **Re.Think** provides you with the value we see from implementing these skills every day.



**ROB HUGHES**

Founder & Managing Director | Reech

# TALK LIKE NOBODY'S LISTENING

**(EXCEPT YOUR CUSTOMERS)**

Your sector is a crowded party where everyone whispers the same small talk. Your customers want someone to confidently enter that party, speak to them directly, connect authentically and then maybe have a little boogie. Your tone of voice (TOV) is often an underutilised weapon in your arsenal, but it is the one thing that can cut through the noise and ensure everyone listens.

Differentiation is the holy grail in standing out and resonating with your target audience. TOV isn't just buzzwords or tired AI prompts; it's the soul of your brand, the voice in your audience's head that builds trust and retains loyalty. Ready to make your brand the life of the party?

# WHY TOV MATTERS MORE THAN EVER

Attention spans are currently shorter than a goldfish's memory and they're shrinking by the TikTok. With 55% of online content receives less than 15 seconds of view time, every word becomes precious currency. You need a TOV that grabs attention in microseconds, sparks curiosity, and compels engagement. It's not just about sounding good; it's about truly resonating and building emotional connections that bind your audience to your brand.

Easy-peasy! You could try to figure it out, or we could continue and look at the core steps to crafting your unique TOV. I agree, let's continue.



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# 01

## CRAFTING YOUR VOICE

Finding your authentic TOV isn't a one-size-fits-all recipe. It's a process of self-discovery, of peeling back layers to reveal the essence of your brand. Start by asking yourself:

### WHAT ARE YOUR CORE VALUES?

Are you bold and disruptive, or reliable and steady? Tap into the core of your business and show the world what you're made of.

### WHO ARE YOU TALKING TO?

Understand your target audience's aspirations, challenges, and preferred communication style. You're speaking to them, not at them.

### WHAT DIFFERENTIATES YOU?

What unique value proposition do you bring to the table? How can you communicate this in as engaging a way as possible?

# 02

## AVOIDING COMMON PITFALLS

Every sector has its communication traps, some more than others. As a general rule, avoid falling into these:

### JARGON OVERLOAD

Limit the industry jargon and acronyms. Even in a technical industry, speak plainly, clearly, and authentically to retain engagement.

### ROBOTIC RIGIDITY

Your brand is not a machine. Inject warmth, empathy, and a touch of humanity into your voice – business is done people to people.

### GENERIC GREETINGS

Don't be bland and forgettable. Be original, and unexpected, and leave a lasting impression – that's what your competitors will be trying to do.

# 03

## IMPLEMENTING YOUR TOV EVERYWHERE

Your TOV shouldn't exist in a silo. It should be the ever-present thread woven through every touchpoint your customers or clients deal with you. Some ways to get there are:

### TRAINING YOUR TEAM

Educate everyone involved in brand communication about your TOV and provide ongoing guidance to fortify your approach.

### INTEGRATING IT EVERYWHERE

From website copy to social media posts, ensure your voice shines through all touchpoints and gives you a strong presence always.

### MONITORING AND ADAPTING

Analyse feedback and data to see how your TOV is landing – tweaks are an ongoing part of matching your audience and your sector's landscape.

## tone of choice

Once you have started answering these questions and seeing your brand as having its own unique character, your TOV will begin to emerge organically with an absolute authenticity that is unmistakable. Share stories, celebrate successes, and be vulnerable. When your audience connects with your brand on a human level, the loyalty you build will be certain.

Your TOV is like a brand anthem; sing it loud and proud everywhere. By staying true to your voice, you'll build a loyal following and carve out a permanent niche in your sector and attract a wider audience. Choose your voice, write your success.

**THE  
BUSINESS  
IMPACT  
OF  
BRAND  
STORYTELLING**





# BRIGHTSTAR



Effective storytelling is the cornerstone of the success of any big brand you know today. Storytelling is a powerful business tool that helps simplify the complexities of a vision, convey a business's purpose, and create brand loyalty by building genuine interest.

When watching Joe Lockley, Founding Director of Brightstar Boxing, speaking at Shropshire BizFest '23, he opened with a story. The story of pre-success Sylvester Stallone having to sell his beloved dog for \$15 to survive. On a self-imposed mission of success, Stallone wrote a film script about the rise of an underdog boxer in a matter of days – no prizes for guessing what that was. When offered \$360,000 for the script with the condition he wouldn't star as Rocky, Stallone refused, even with only \$106 in the bank. Stallone went on to win three out of nine Oscar nominations for writing, directing and starring in Rocky – and he got his furry companion back.

The ultimate underdog story of persistence, determination and grit. But it is a story – Joe knew by relaying this emotive narrative alongside his presentation of Brightstar Boxing's rise to the audience, he would evoke powerful emotions that would be transferable to his own organisation. Brightstar was organically born in a gym back room with nothing more than a couple of boxing pads and a motivation to support. Today it provides boxing training, support, mentorship and education to hundreds of vulnerable young people across the Midlands.

We sat down with Joe to speak about the power of storytelling around Brightstar as a brand and the impact it has had on the organisation.

**“THE SECRET  
TO OUR SUCCESS,  
HONESTLY, IS  
STORIES... THAT’S  
WHAT MAKES  
US POWERFUL.”**

*“Our mission at Brightstar is simple: empower a brighter tomorrow. It’s the core of everything we do. We believe that boxing can be a powerful tool for supporting young people and helping them thrive.*

*“For any organisation, a strong mission and clear values are fundamental. Having worked with many organisations, I’ve seen first-hand how easily companies prioritise money and revenue over everything else. While financial sustainability is important, it can’t be the sole focus. There are times when we have to fight tooth and nail for our mission, digging deep to keep going.*

*“That’s where a strong mission comes in. It’s the fuel that keeps us fighting, the foundation for everything we do. Our mission, “empowering a brighter tomorrow,” isn’t just about helping a certain number of people. It’s about changing the world, one life at a time. When creating a mission statement or core values, it’s crucial to involve others. Often, organisations simply have the director dictate these things. But a more powerful approach is to involve everyone – staff, partners, stakeholders – and get them to consider their “why.” Understanding everyone’s “why” helps us create a mission that resonates with everyone involved. When everyone’s on the same journey, working towards a shared goal, that’s when real magic happens.*

*“This mission and our core values create the entire culture of Brightstar. It’s what unites every staff member, every volunteer. No matter their role, from cleaner to coach, everyone contributes to empowering a brighter tomorrow. We’re all cogs in a well-oiled machine, working together to make a difference.*



*“There’s no denying that some people still see us primarily as a boxing club. After all, that’s how we started. But we’ve grown and evolved significantly, and our brand needs to reflect that. Back in the day, we offered just boxing sessions. Now, boxing is just a small part of what we do.*

*“When we started to take off, we realised that we’d need a brand to reflect the broader picture of what we do. We wanted to include the young people we were working with at the time and asked them to create what they’d like the brand to be. I was expecting an idea of boxing gloves with a generic name, but they came back and said they wanted to call it ‘Brightstar’ because you can only see a bright star on a dark night. A powerful message born from our members – that is why I love our logo too, it doesn’t have anything to do with boxing, it’s a symbol of who we truly are. They made it clear they didn’t want boxing gloves; they wanted something representing the bigger picture of what we do.*

*“The secret to our success, honestly, is stories. We may not be the best at self-promotion, but the stories of our members, their journeys and transformations – that’s what makes us powerful. These are real experiences, and they create a powerful connection. People want to be part of something bigger, and the stories we share inspire them to join us on our mission.”*



**JOE LOCKLEY**

Director | Brightstar

**THE UX TIPPING POINT:**

# HOW USER EXPERIENCE DRIVES GROWTH

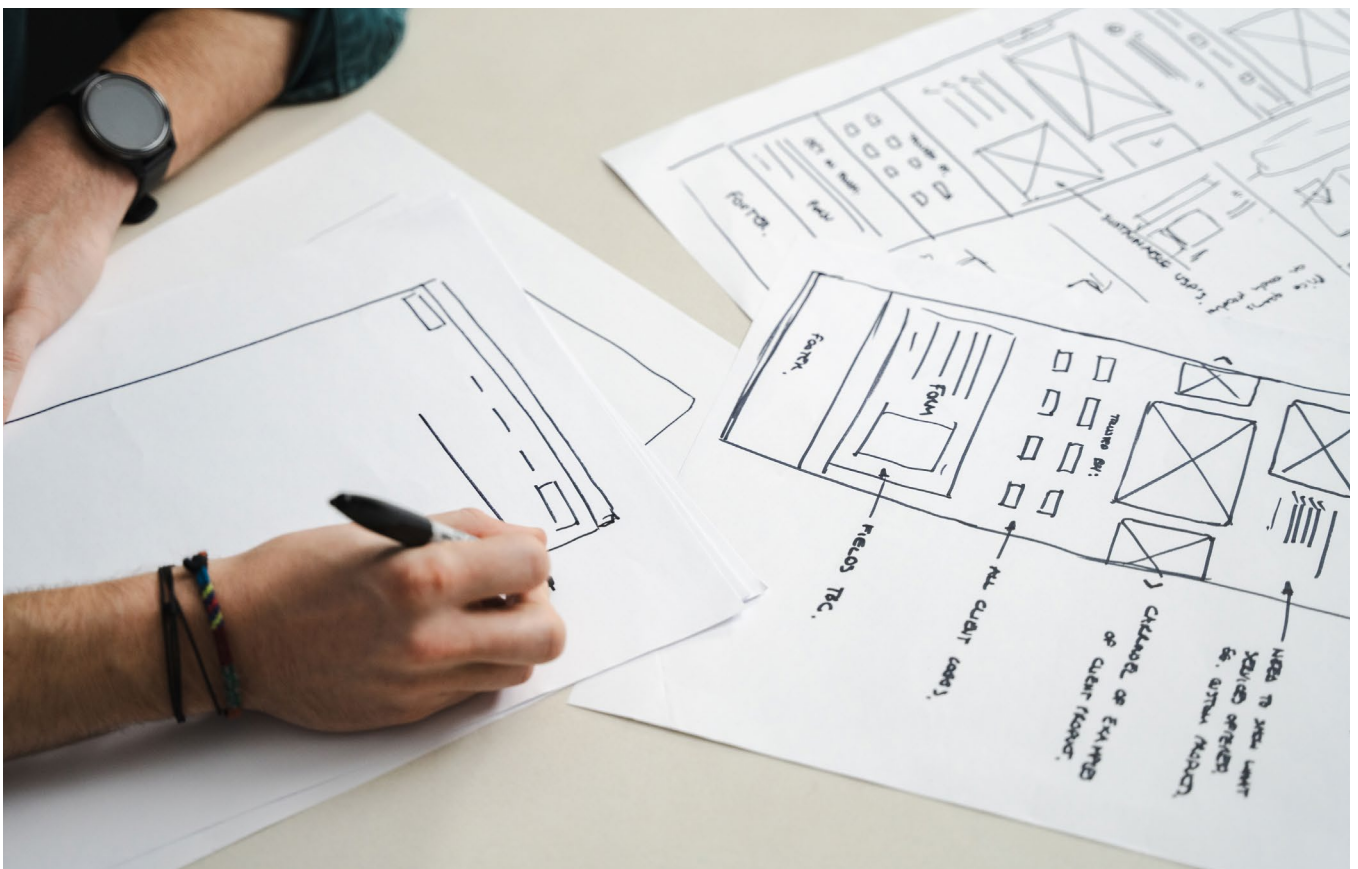
Great user experience (UX) on your business's website isn't just about aesthetics; it's the invisible architecture that shapes brand perception and drives business growth. Think of UX as the invisible handshake with your potential customers. It's the design and structure of your website and the overall feeling they get when interacting with your brand. And just like a limp, sweaty handshake, bad UX turns prospects off without a second thought.

In such a competitive digital landscape, a clunky website with confusing navigation or slow loading times can doom your conversion rates before visitors even blink. Many business owners still have limited awareness of how crucial a factor their UX is and don't always pay it the attention it needs – so let's pay it some attention.

# THE WINNING UX STRATEGY STEPS

A new user lands on your site, and within milliseconds, they're forming an impression – is this site trustworthy, easy to navigate, and ultimately, worth their time? A poorly designed UX can create a frustrating experience, pushing visitors away and into the arms of competitors.

Optimising UX requires a holistic approach that addresses four key areas.



## 01 | USABILITY

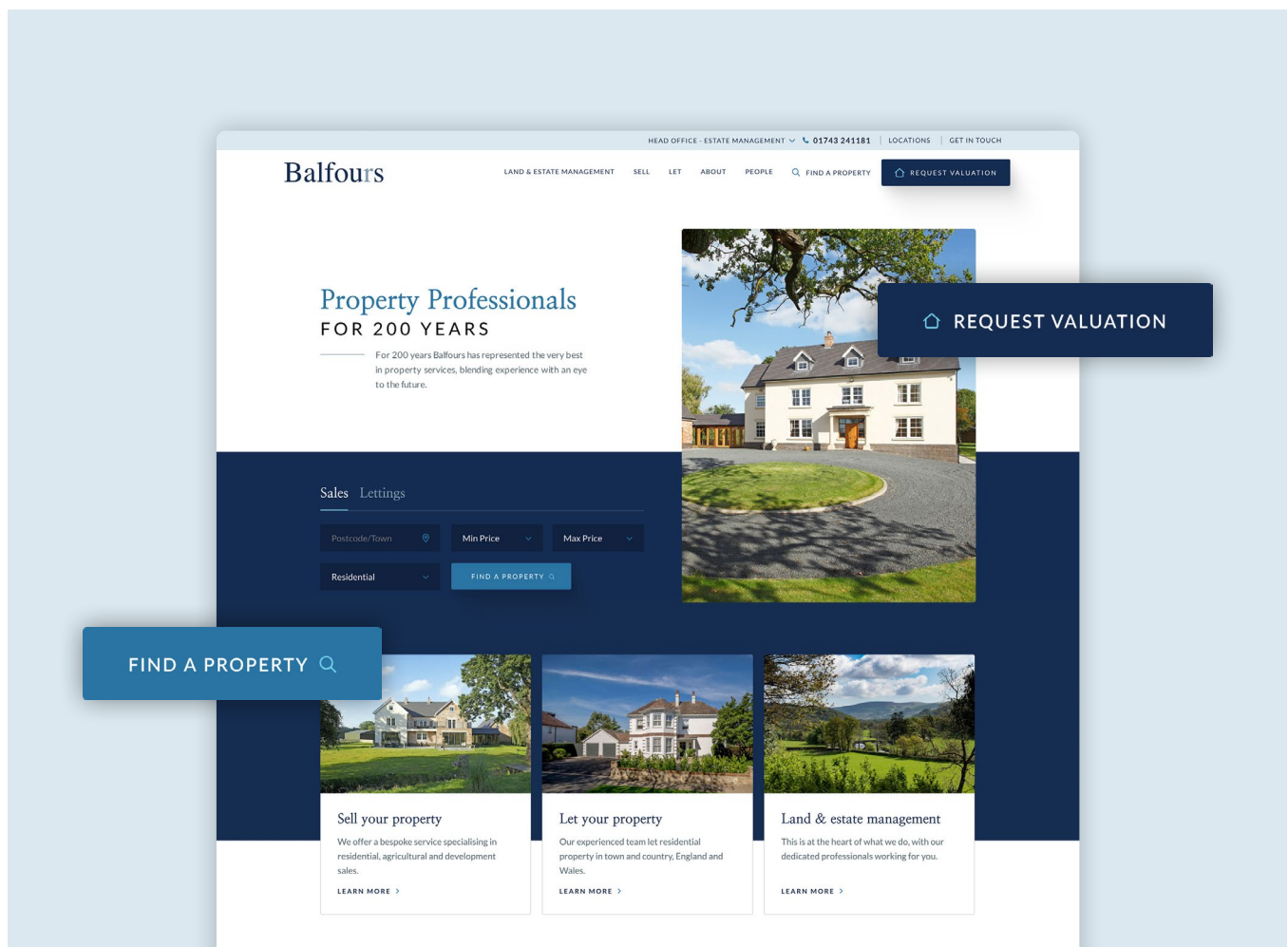
This is the foundation of a great UX. Users shouldn't have to hunt for information or struggle to complete tasks. Your usability is the friendly, trustworthy local who loves giving directions to tourists.

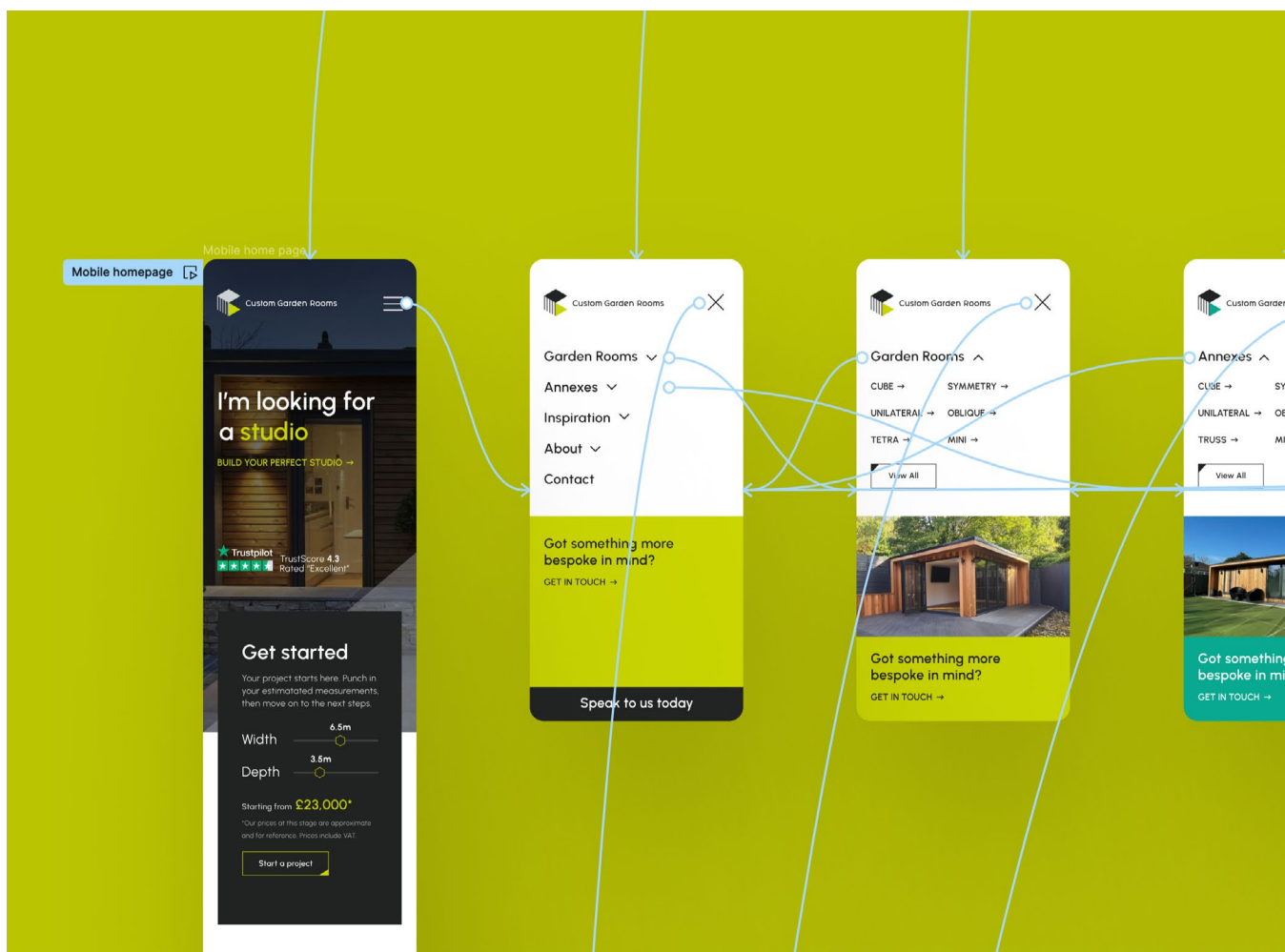
Clear navigation, discoverable options, and a clean interface design all contribute to a seamless user journey.

## 02 | CONSISTENCY

Consistency is key to reducing user confusion and improving trust. Nothing creates a more want-to-pull-my-hair-out moment for users than menus jumping around or buttons functioning differently every time they're clicked.

Consistent design principles across your platform – using similar elements for similar tasks – create a predictable and user-friendly experience.





### 03 | WORKFLOW

Speed and efficiency are crucial for high user satisfaction and conversions. Clunky navigation or poorly designed menus that force users to dig for information hinder their workflow and damage brand perception.

A well-designed UX streamlines user journeys, allowing them to accomplish tasks quickly and effortlessly.

### 04 | BRAND PERCEPTION

Positive UX experiences contribute significantly to how users perceive your brand. UX needs to be thought of as a reflection of your brand's values – a commitment to user experience translates to a commitment to customer satisfaction and trust.

A modern, intuitive interface not only increases user satisfaction but also translates to professionalism and user-centricity.

# SHOW ME THE ROI

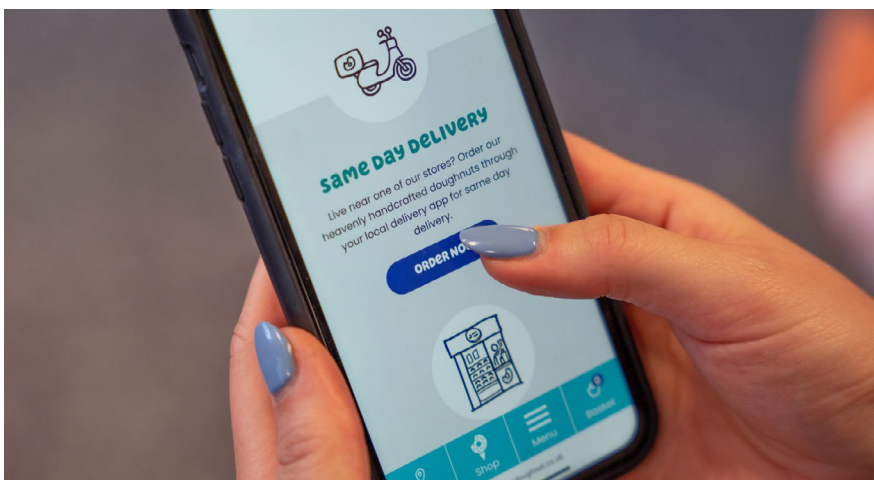
Investing in UX isn't just about creating happy users; it's about driving measurable business results. A well-designed UX translates to real benefits that extend far beyond user satisfaction. Frictionless experiences remove obstacles to conversion, leading to a higher percentage of visitors completing desired actions and ultimately boosting your bottom line.

Happy customers nurtured by a positive UX experience are more likely to return and become brand advocates, leading to increased customer lifetime value. Additionally, intuitive UX minimises user confusion and reduces the demand on customer support teams, freeing up resources for other areas.

## PUTTING 'U' ▶ UX

Optimising UX isn't a guessing game. We take a data-driven approach to truly understand your users. By utilising tools like heatmaps and audience perception software, we unveil user behaviour patterns, pinpointing areas of confusion or frustration and tailor specific improvements.

In an age of endless digital choices, a user-centric approach is no longer a luxury, it's a necessity. By prioritising UX, you empower your customers, build trust, and unlock a pathway to sustainable business growth.





**“CREATE AN  
INTERFACE WHERE  
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**TOM WILLIAMS**

Digital Designer | Reech

**ADD  
VALUE.**

**GAIN**

**LOYALTY.**





# START MAXIMISING YOUR BUSINESS'S SOCIAL MEDIA.

Is social media marketing still relevant for my business? This is a question many businesses grapple with, especially in today's crowded online landscape. In short, social media is still crucial for businesses in a variety of ways – but more often than not, it is not being harnessed to reach its potential for businesses across all sectors. Social media isn't just about marketing; it's about nurturing customer experience.

The "spray and pray" approach of constant promo-bombing content speaking at your audience is going to usually do the opposite of creating a positive customer experience. If people feel like your only priority is to sell to them, you will ultimately alienate the people you are supposed to be impressing and nurturing. With this alienation comes diminishing interest, brand fatigue and a lack of results.

Of course, we still ultimately want to convert a passive social media audience into customers - but how do we do it sustainably?



## TRANSACTIONAL VS. EMOTIONAL MARKETING

Social media does have a role in direct marketing, driving sales through promotions and offers. However, this approach prioritises short-term gains over building lasting relationships and a void of these relationships will soon lead to a void of any gain. Brand marketing, on the other hand, focuses on creating an emotional connection that fosters brand loyalty.

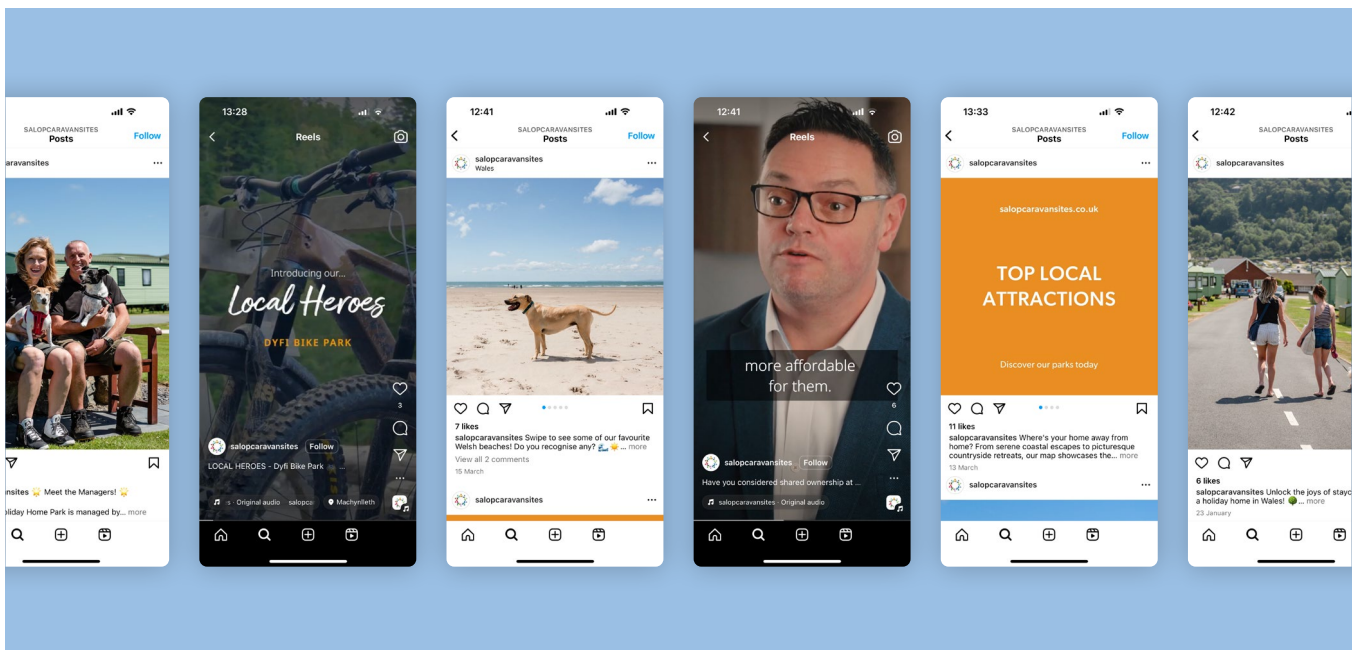
While individual posts may feel like throwing a message in a bottle, social media excels at connecting you with potential customers who genuinely need or want what you offer. This is the top of the funnel, the beginning of a relationship that can blossom into loyal customers.

The key to unlocking social media's true power lies in building this audience. Engaging content that sparks curiosity and adds value encourages users to subscribe to your channels indefinitely. These subscribers represent a significant step forward – they've opted in, indicating genuine interest that only comes from trusting your company and brand.

## BUILDING A COMMUNITY CREATES BRAND ADVOCATES

An active and engaged community fosters a sense of emotional switching costs. What that means is that customers end up feeling a sense of belonging to the brand, making them less likely to consider competitors. A constant drumbeat of worthwhile content from your brand landing on their feed will keep you front of mind and, if done correctly, will add to this feeling of belonging with every post.

Consistent social media engagement attracts curious users who want to explore your website, subscribe to your content, and ultimately become part of your audience. This audience connection allows you to build deeper relationships and trust. These relationships allow your content to reach a wider audience organically. Increased reshares and positive engagement mean your message is seen by fresh audiences you previously would not have had access to.

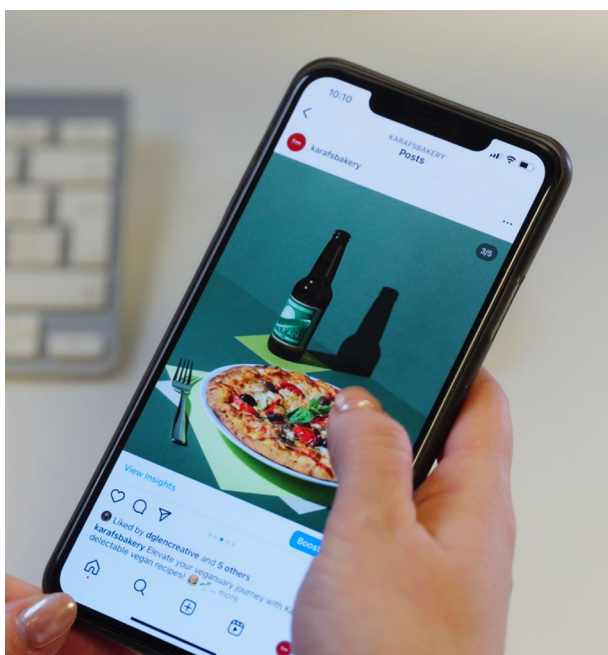


## WAKING UP YOUR SOCIAL MEDIA STRATEGY

Viewing social media solely as a content distribution channel is outdated. The true power lies in building an audience and community. Many businesses remain stuck in a bygone era of prioritising fleeting transactional marketing instead of connections. Gaining ROI from social media is a trade-off – your audience is not going to willingly hand over custom, information or engagement without receiving something in return.

Building brand reputation and loyalty is a top priority for business leaders across industries, brand loyalty allows for deeper, more personal relationships that create lasting connections that then translate to long-term results.

Today's landscape demands a strategic approach that prioritises customer experience above all else. By fostering genuine connections and building a community, brands can leverage the power of social media to create loyal brand advocates and achieve sustainable growth.



**“VIEWING SOCIAL JUST AS CONTENT DISTRIBUTION IS OUTDATED - THE TRUE POWER LIES IN NURTURING CUSTOMERS BY BUILDING AN AUDIENCE AND COMMUNITY.”**



**ABI DYSON**

Social Media Specialist | Reech

# CONNECT THE DOTS. CREATE VALUE.

## MULTICHANNEL CUSTOMER FOCUSED MARKETING

So, how do we tie it all together? Your company identity, your brand style and tone of voice, website experience and social media presence – how do we connect the dots of your audience journey to create value for them, and in turn, value for your business?

Customers navigate a complex digital ecosystem daily, jumping from an email to social channels and straight through to a website all within a couple of clicks. To keep your customer engaged and energised throughout their journey to conversion, your multichannel marketing strategy needs to be seamless and simplistic, tied up with a lovely ROI-inducing bow.



## MULTICHANNEL VS. OMNICHANNEL

Let's talk channel implementation. While both multichannel and omnichannel strategies involve engaging customers across multiple touchpoints, their focus differs. Multichannel marketing strategically targets specific channels, often chosen to maximise budget. The goal is to deliver an optimal experience on each individual platform, ensuring consistent messaging and branding.

Omnichannel marketing aims for a full integration of all channels. The customer journey becomes an interconnected composition, with information and interactions flowing effortlessly between platforms like email, social media, websites, and even physical stores. While omnichannel strategies offer a more holistic experience, they require a more complex infrastructure and potentially larger investments. Multichannel approaches drill down on the crucial touchpoints and focus the budget on these areas.

## A WIN-WIN FOR CUSTOMERS & BRANDS

Whether you choose a multichannel or an omnichannel approach, the benefits of prioritising digital customer experience resonate with both the customer and the brand.

# THE CUSTOMER

## EFFORTLESS ENGAGEMENT

Imagine a customer seamlessly transitioning from a social media post to a website that reinforces the message with a personalised discount code. This creates a frictionless experience, guiding them effortlessly towards a purchase.

## PERSONALISED JOURNEY

A well-orchestrated multi-channel campaign tailors messaging and content to individual customer needs. They receive relevant information at the right time, fostering a sense of value and connection with your brand.

## BUILDING TRUST

Consistency in branding across platforms fosters trust and recognition. Customers understand what your brand stands for, making them more receptive to your offerings.

# THE BRAND

## AMPLIFIED REACH

Multi-channel marketing expands your net, increasing the chances of reaching potential customers across their preferred platforms.

## DEEPER CUSTOMER INSIGHTS

Data gathered across different channels paints a holistic picture of your customer base. You can understand their preferences and tailor your marketing efforts accordingly.

## ENHANCED CONVERSIONS

By providing a seamless and personalised experience, you nurture leads and guide them towards conversion with greater efficiency.



# DATA DOESN'T LIE

A winning multi-channel strategy does not happen overnight, it takes time to first recognise what you want the customer journey to be and then create the best version of that possible across a variation of channels, each one feeding into the other and propelling one another's growth.

If consistency in brand and presence across all channels is key to building trust, data is critical in optimising your journey for further improvement. The more user touchpoints there are on a journey, the more opportunity there is to explore the data they produce. Data isn't ambiguous, it is a sure source of truth that links you directly with your audience and opens the window into their version of their experience.

By utilising this data, we can evolve the journey to strive for a seamless flow of information and messaging between email automation, social media campaigns, and website content. Regularly analyse data and adapt your strategies to maximise impact, ensuring the quality of your journey is not jeopardised by chasing a quick win.

# VALUE THE JOURNEY, NOT THE DESTINATION

By adopting a multi-channel marketing approach and focusing on customer experience, you can create a silky experience that resonates with your audience, fosters brand loyalty, and ultimately drives sustainable growth. In the ever-evolving marketing landscape, it's not about shouting the loudest, but about creating the most compelling journey that reinforces your commitment to your customers.

# HOLD

# TIGHT!

Not so fast, buddy. We know you're keen to get out there and start hacking your digital customer experience to inspire growth and create an army of loyal advocates, but there's even more.

The next edition of Re.Think will be gracing your eyeballs shortly, where we will dive into investing for growth and how your business can not just survive in uncertain times, but flourish.

**STAY TUNED AND KEEP CURIOUS.**

# THANKS FOR READING