



## How TalkTalk revised their Content Strategy and increased positive engagement by 141% in 3 months

TalkTalk, a UK 'Big 4' telco needed urgent help with their social media environment: they described it as like 'being in a rough pub on Friday night, right after closing time'.

There was open hostility, outright abuse. The content team were demoralised and leaving. Yet independent surveys showed customer satisfaction was as high as 97%. It was a classic 'commodity service problem': no one has anything to say unless it goes wrong.

Verbal Identity created a content strategy and ops plan which completely changed the social media environment leading to a 300% increase in positive engagement.

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### Challenge

"We had an urgent, critical commercial issue: we were spending millions of pounds each Saturday night sponsoring a family TV show, but potential new customers checking us out on social media saw **a torrent of filth and hatred** directed at us because individuals' broadband supply had dropped out. Even if 9 times out of 10 it wasn't our fault, it didn't matter. A few people's experiences were destroying the friendliness we were spending so heavily to achieve." What should their social media channels be for? How could they fairly represent the experience of 99+% of their customers, who were quietly happy? They needed a content marketing strategy and they needed it urgently

### Solution

Verbal Identity used our linguistics knowledge of how conversational topics are created to give the TalkTalk team a fast and highly effective new content strategy. We devised a program that reflected **social media is what's S.A.I.D about you:** It starts with **Service** —all enquiries have to be handled promptly and taken offline into email channels. This allowed their (many!) happy customers to speak up and **Advocate** the good service they'd received. TalkTalk could then promote their own **Innovation** stories with credibility. Because TalkTalk now had an effective content strategy, their social media channels became a place where friendly **Dialogue** was taking place.



## Results

141%

increase in positive engagement on key social media channel

43%

Increase in virality of positive conversations

12

Number of weeks from start to results being achieved

optimise your content strategy and save money  
email [Chris@Verbalidentity.com](mailto:Chris@Verbalidentity.com)



### Training 200 writers to write with one brand voice

The CMO of a modern brand can have 200 writers across their external agencies and in-house teams. So how can you make sure your brand speaks with one voice across all your channels?

In a fast-moving, complex world with high turnover, traditional classroom teaching no longer works effectively.

Find out why Vauxhall, a global brewer, John Lewis, and start-ups in different industries use Verbal Identity for their writer training.

[Brand writer training](#)



### Double-digit growth from a modern brand narrative

Hunter was bought by a PE firm with big ambitions and in a hurry to create a lifestyle brand. But how do you focus on the future while still leveraging your brand's past?

A brand's narrative has to be clear and simple if it's going to align all your departments—but it also has to be practical.

Hear how Hunter Boot achieved double-digit growth and find out why a B2B global software firm, BASF, Belstaff and Christie's all asked Verbal Identity to create brand and corporate narratives.

[Create your brand narrative](#)



### Publish 4x more content and save 'thousands' of hours

Mulberry needed to quickly make the world aware of its wider range and its new 'see now—buy now' offering. But how do you do that without an increase in budget for your writing team— and while still maintaining a high quality?

Hear how Mulberry (and other brands including Belstaff, General Motors, and start-ups in fintech and skincare) worked with Verbal Identity to create modern tone of voice guidelines and radically increase their content production.

[Tone of voice and style guides](#)