

VOICE NOTES

The official company newsletter and blog of
Create My Voice, llc.



Branding on Voice Assistants

Visual branding includes logos, taglines, color palettes, and fonts. These are all critical for your website and consistent use of these branding elements help your clients identify you and your business.

Branding differentiates you from similar businesses and makes your business attractive. But logos, colors, fonts, and images are not branding elements in a voice-first world where communication is through dialog.

Smart Speakers are leading a shift away from visual platforms toward audio platforms where a conversation is the primary method of communication. Where customers just ask for what they want and expect an intelligent response. But when interaction with our customers is only verbal, traditional brand elements become invisible and Audio Branding becomes critical. Successful Audio Branding requires effective use of elements like Voice, Content (diction, grammar, style), Sonic Branding (Earcons), and Dialog.

In a voice-first world, what does your brand look like, (I mean, sound like)?

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New Technology, New Terminology

Users expect voice devices to just be "smart" (aka Artificial Intelligence). We are familiar with the Internet and terms like Domain Name, Website, and UI/UX. But Voice is a new technology, and this new technology has a new terminology. Let's look at some of the new Voice Technology vernacular...

Wake Word

Voice Assistants are waiting for a Wake Word before they will start listening to you (although this may change in the future). To wake-up a Voice device, start with it's Wake Word to let it know you are addressing it. The default Wake Word for Amazon Alexa devices is "Alexa", but it can be changed to either "Computer", "Echo", or "Amazon". The Google Assistant wakes-up to either "Ok Google", or "Hey Google".



Voice App

A Voice App is like a website for a Smart Speaker. Voice Apps are designed to interact with the user of the Voice Assistant. Good Voice Apps are able to converse with the user, provide appropriate responses to requests, and guide the user to desired content.

Invocation Name

An Invocation Name is like a Domain Name. When a person uses an Invocation Name as part of a request, Amazon and Google know to route the user's request to a Brand's custom Voice App. An Invocation Name is often the Brand Name.

Intention

When a person speaks to a Voice Assistant, they expect something to happen. That expectation is called an Intention. If the person speaking does not provide an explicit Intention, the Voice App will need to find out what the user needs.



Your Brand
has a
DOMAIN NAME

Does
Your Brand
have an
INVOCATION NAME?

Claim Yours
Today



Create My Voice, LLC

What We Do

The team at Create My Voice help content producers use Smart Speakers (like Amazon Alexa and Google Assistant) to deliver their content to their audience. With a custom Voice App, users can just ask for your content! We work with you to ensure that your brand is represented by your own Invocation Name on both Amazon Alexa and Google Assistant devices.

Special Offer

for Content Marketing Conference Attendees

Claim your Invocation Name with a Custom Voice App for your Brand. Let the Create My Voice team build a Custom Voice App for YOUR Brand.



Alexa, Ask
Your Brand

10%
BUILD DISCOUNT

Use Code:
CMC21

Good thru: June 2021