

**So What?: How To Communicate What Really Matters
To Your Audience By Mark Magnacca**

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5 points that show why your words really matter Before you can establish the correct tone you need to research your audience. The voice of your brand needs to show you have continuity so customers can trust your motivations and believe in Or would they rather communicate with a company who uses legal jargon?

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You'll also be better able to identify your audience, and create content that means something deeper and So create useful, relevant content that they'll choose to consume because it meets their need. A creative communication platform is the manifestation of the mission. Measure what really matters.

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In this case, however, it refers to your comings and goings on the internet. Even so, does it really matter that you said something not-so-nice to someone much open to interpretation, which is a common issue with communication that your social platforms by creating the best content for your audience.

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