# Audience Style Guide - Green Power Solutions

**Content Creation Guidelines Based on Detailed Persona Research**

\*\*Project\*\*: Green Power Solutions Four-Pillar Content Strategy

\*\*Based On\*\*: Comprehensive audience persona analysis (5 primary personas)

\*\*Implementation\*\*: All content creation across generators, hybrid lighting, tanks, and load banks

\*\*Updated\*\*: 06/09/2025

## Executive Summary

### Audience Intelligence Foundation

Based on comprehensive persona research, our content strategy targets \*\*5 distinct professional personas\*\* across Australian power infrastructure sectors:

* \*\*Construction Colin\*\* (35% market) - Site managers prioritizing reliability and practical solutions
* \*\*Mining Margaret\*\* (30% market) - Operations managers focused on compliance and sustainability
* \*\*Data Centre David\*\* (20% market) - Technical managers requiring uptime criticality
* \*\*Events Emma\*\* (10% market) - Event producers needing flexible, weather-resistant solutions
* \*\*Procurement Paul\*\* (5% market) - Procurement managers optimizing costs and sustainability

### Universal Content Principles

\*\*Key Insight\*\*: All personas prioritize \*\*reliability, compliance, cost-efficiency, environmental impact, and 24/7 service support\*\* - these themes should appear consistently across all content.

## Persona-Based Content Guidelines

### Construction Colin - Site Manager Focus

**Content Voice & Tone:**

* \*\*Practical and Direct\*\*: "Here's what works on Australian construction sites"
* \*\*Safety-First Language\*\*: Emphasize safety benefits and compliance
* \*\*Time-Conscious\*\*: Quick facts, clear headings, scannable format
* \*\*Weather-Aware\*\*: Always mention Australian conditions and durability

**Content Structure:**

* \*\*Mobile-Optimized\*\*: Short paragraphs, bullet points, clear headings
* \*\*Quick Reference Format\*\*: Specifications tables, checklists, FAQ sections
* \*\*Action-Oriented\*\*: "How-to" guides, setup instructions, troubleshooting
* \*\*Cost-Transparent\*\*: Upfront pricing, value comparisons, ROI focus

**Language Preferences:**

* \*\*Australian English\*\*: "Worksite" not "worksite", "metres" not "meters"
* \*\*Industry Terminology\*\*: Use construction-specific terms (site office, trade work)
* \*\*Practical Tone\*\*: "This generator powers a 20-person site office plus tools"
* \*\*Deadline Awareness\*\*: "Same-day delivery available", "Setup in 30 minutes"

**Content Examples:**

* "Generator Sizing Guide for Construction Sites"
* "Weather-Resistant Equipment Checklist"
* "Quick Setup Instructions for Site Lighting"
* "Cost Comparison: Generator Hire vs Purchase"

### Mining Margaret - Operations Manager Focus

**Content Voice & Tone:**

* \*\*Professional Authority\*\*: Demonstrate deep technical knowledge
* \*\*Compliance-Focused\*\*: Lead with regulatory requirements and certifications
* \*\*Environmental Leadership\*\*: Emphasize sustainability and biodiesel benefits
* \*\*Risk-Aware\*\*: Address safety, reliability, and contingency planning

**Content Structure:**

* \*\*Comprehensive Documentation\*\*: Detailed technical specifications, compliance certificates
* \*\*Case Study Heavy\*\*: Mining industry examples with measurable outcomes
* \*\*Reference-Rich\*\*: Credible sources, industry standards, regulatory citations
* \*\*Emergency-Ready\*\*: 24/7 support capabilities, rapid response procedures

**Language Preferences:**

* \*\*Technical Precision\*\*: Use exact specifications, regulatory standard numbers
* \*\*Mining Terminology\*\*: "Mine spec", "MSHA compliance", "operational availability"
* \*\*Environmental Focus\*\*: "Biodiesel reduces emissions by 78%", "sustainability reporting"
* \*\*Risk Management\*\*: "Redundancy planning", "emergency response protocols"

**Content Examples:**

* "Mining Equipment Compliance Requirements Australia"
* "Environmental Impact Analysis: Biodiesel vs Diesel Generators"
* "24/7 Emergency Equipment Support Capabilities"
* "Mine Spec Load Bank Testing Procedures"

### Data Centre David - Technical Manager Focus

**Content Voice & Tone:**

* \*\*Technical Expertise\*\*: Deep technical knowledge without oversimplification
* \*\*Reliability-Obsessed\*\*: Emphasize uptime, redundancy, performance validation
* \*\*Precision-Focused\*\*: Exact specifications, testing procedures, SLA terms
* \*\*Innovation-Aware\*\*: Latest technology, integration capabilities, future-proofing

**Content Structure:**

* \*\*Technical Deep-Dives\*\*: White papers, technical specifications, engineering analysis
* \*\*Test Data Rich\*\*: Performance metrics, reliability statistics, validation results
* \*\*Integration-Focused\*\*: System compatibility, commissioning procedures
* \*\*Business Continuity\*\*: SLA documentation, emergency response, risk mitigation

**Language Preferences:**

* \*\*Technical Accuracy\*\*: Precise electrical terms, system specifications
* \*\*Uptime Language\*\*: "99.99% availability", "zero downtime tolerance", "critical infrastructure"
* \*\*Testing Terminology\*\*: "Load bank commissioning", "performance validation", "system integration"
* \*\*Business Impact\*\*: "Downtime costs", "SLA compliance", "business continuity"

**Content Examples:**

* "Load Bank Testing Requirements for Data Centres"
* "Backup Power System Commissioning Checklist"
* "Critical Infrastructure Power Quality Standards"
* "Data Centre Generator Integration Guide"

### Events Emma - Event Producer Focus

**Content Voice & Tone:**

* \*\*Creative and Energetic\*\*: Match the dynamic events industry atmosphere
* \*\*Solutions-Oriented\*\*: Focus on problem-solving and flexibility
* \*\*Weather-Conscious\*\*: Emphasize reliability in Australian outdoor conditions
* \*\*Time-Sensitive\*\*: Quick decisions, immediate availability, rapid setup

**Content Structure:**

* \*\*Visual-Heavy\*\*: Images, videos, infographics, case study galleries
* \*\*Quick-Scan Format\*\*: Bullet points, quick facts, essential information upfront
* \*\*Practical Guides\*\*: Setup timelines, weather contingencies, troubleshooting
* \*\*Success Stories\*\*: Event photos, client testimonials, challenge-solution narratives

**Language Preferences:**

* \*\*Event Terminology\*\*: "Event power", "festival setup", "outdoor venue", "weather backup"
* \*\*Flexibility Language\*\*: "Adaptable solutions", "last-minute changes", "contingency planning"
* \*\*Performance Focus\*\*: "Reliable power for memorable events", "weather-resistant equipment"
* \*\*Creative Industry\*\*: "Production needs", "technical requirements", "show must go on"

**Content Examples:**

* "Event Power Planning Guide"
* "Weather Contingency Planning for Outdoor Events"
* "Quiet Generator Solutions for Populated Areas"
* "Festival Lighting: Complete Power and Lighting Solutions"

### Procurement Paul - Procurement Manager Focus

**Content Voice & Tone:**

* \*\*Business-Focused\*\*: ROI, cost optimization, strategic value delivery
* \*\*Data-Driven\*\*: Financial analysis, comparative metrics, performance benchmarks
* \*\*Risk-Aware\*\*: Supplier stability, contract terms, business continuity
* \*\*Sustainability-Conscious\*\*: Environmental compliance, CSR reporting, biodiesel benefits

**Content Structure:**

* \*\*Analytical Framework\*\*: Cost models, comparison matrices, ROI calculators
* \*\*Documentation-Rich\*\*: Contract terms, service levels, compliance certificates
* \*\*Strategic Overview\*\*: Market analysis, supplier capabilities, long-term partnerships
* \*\*Financial Focus\*\*: Total cost of ownership, payment terms, volume discounts

**Language Preferences:**

* \*\*Business Terminology\*\*: "Total cost of ownership", "supplier performance", "contract optimization"
* \*\*Financial Language\*\*: "Cost reduction", "value optimization", "budget efficiency"
* \*\*Risk Management\*\*: "Supplier stability", "business continuity", "contract compliance"
* \*\*Sustainability\*\*: "Environmental compliance", "carbon footprint reduction", "sustainable procurement"

**Content Examples:**

* "Equipment Hire vs Purchase Cost Analysis"
* "Supplier Sustainability Credentials Comparison"
* "Risk Management in Equipment Procurement"
* "Volume Discount and Partnership Agreements"

## Content Format Guidelines by Persona

### Mobile-First Content (Construction Colin, Events Emma)

**Structure Requirements:**

* \*\*Paragraph Length\*\*: Maximum 2-3 sentences per paragraph
* \*\*Heading Hierarchy\*\*: Clear H2, H3 structure for scanning
* \*\*List Format\*\*: Bullet points and numbered lists for key information
* \*\*Call-to-Action\*\*: Prominent phone numbers and quick quote forms

**Design Elements:**

* \*\*Large Touch Targets\*\*: Clickable elements sized for finger navigation
* \*\*Fast Loading\*\*: Optimized images and minimal design elements
* \*\*Essential Information First\*\*: Key specs, pricing, availability upfront
* \*\*Contact Optimization\*\*: Click-to-call buttons and SMS options

### Desktop-Detailed Content (Mining Margaret, Data Centre David, Procurement Paul)

**Structure Requirements:**

* \*\*Comprehensive Depth\*\*: Detailed technical information and analysis
* \*\*Reference Documentation\*\*: Source citations, standards references, compliance docs
* \*\*Data Tables\*\*: Specification comparisons, performance metrics, cost analyses
* \*\*Download Resources\*\*: PDF specifications, compliance certificates, case studies

**Design Elements:**

* \*\*Professional Layout\*\*: Clean, business-appropriate design
* \*\*Print-Friendly\*\*: Content formatted for printing and sharing
* \*\*Research-Friendly\*\*: Bookmarking, sharing tools, reference linking
* \*\*Contact Integration\*\*: Professional inquiry forms and consultation requests

## Brand Voice Integration Across Personas

### Universal Brand Values

\*\*Sustainability Leadership\*\*: Every persona receives biodiesel and environmental messaging

\*\*Australian Expertise\*\*: Local conditions, Australian standards, regional knowledge

\*\*Professional Reliability\*\*: 24/7 support, emergency response, proven track record

\*\*Complete Solutions\*\*: Integration across all four pillars (generators, lighting, tanks, load banks)

### Persona-Specific Brand Positioning

\*\*For Construction Colin\*\*:

* "Australia's most reliable construction site power solutions"
* "Proven performance in harsh Australian conditions"
* "Same-day service when your project can't wait"

\*\*For Mining Margaret\*\*:

* "Australia's leading sustainable mine power infrastructure"
* "Complete compliance and environmental leadership"
* "24/7 emergency response for critical operations"

\*\*For Data Centre David\*\*:

* "Precision power infrastructure for critical operations"
* "99.99% uptime backed by comprehensive testing"
* "Technical expertise you can rely on"

\*\*For Events Emma\*\*:

* "Flexible power solutions for unforgettable events"
* "Weather-proof reliability for outdoor productions"
* "Quick setup, professional results every time"

\*\*For Procurement Paul\*\*:

* "Strategic power infrastructure partnerships"
* "Sustainable solutions with proven ROI"
* "Complete supplier capability across all power needs"

## Content Journey Optimization by Persona

### Awareness Stage Content Strategy

\*\*Research Behavior Alignment\*\*:

* \*\*Construction Colin\*\*: Google search during early morning (6-7 AM) or evening (7-9 PM)
* \*\*Mining Margaret\*\*: Scheduled research during business hours with comprehensive evaluation
* \*\*Data Centre David\*\*: Deep technical research during business hours and early evening
* \*\*Events Emma\*\*: Variable hours research, often evenings and weekends
* \*\*Procurement Paul\*\*: Structured business hours research with analytical focus

\*\*Content Entry Points\*\*:

* \*\*Problem-Focused Content\*\*: Address specific pain points identified in persona research
* \*\*Educational Resources\*\*: Industry guides, compliance requirements, best practices
* \*\*Comparison Tools\*\*: Equipment sizing, cost analysis, specification comparison
* \*\*Local Expertise\*\*: Australian conditions, regulations, case studies

### Consideration Stage Content Strategy

\*\*Information Consumption Patterns\*\*:

* \*\*Quick Decision Makers\*\* (Events Emma): Immediate availability, pricing, setup info
* \*\*Standard Process\*\* (Construction Colin): Specifications, cost, supplier reliability
* \*\*Extended Evaluation\*\* (Mining Margaret, Data Centre David): Compliance, technical fit, supplier capability
* \*\*Strategic Procurement\*\* (Procurement Paul): Total cost analysis, supplier stability, contract terms

\*\*Content Depth Requirements\*\*:

* \*\*Surface Level\*\*: Quick facts, essential specifications, contact information
* \*\*Mid-Level\*\*: Technical guides, case studies, comparison charts
* \*\*Deep Analysis\*\*: White papers, compliance documentation, detailed specifications
* \*\*Strategic Overview\*\*: Market analysis, supplier capabilities, partnership frameworks

### Decision Stage Content Strategy

\*\*Conversion Optimization by Persona\*\*:

\*\*Construction Colin\*\*:

* \*\*Quick Quote Forms\*\*: Essential information only, immediate response
* \*\*Availability Checking\*\*: Real-time equipment availability and delivery scheduling
* \*\*Phone-First Contact\*\*: Click-to-call prominent, immediate consultation

\*\*Mining Margaret\*\*:

* \*\*Technical Consultation\*\*: Site survey services, compliance verification
* \*\*Reference Verification\*\*: Client contact information, project case studies
* \*\*Comprehensive Documentation\*\*: Full specifications, certificates, compliance proof

\*\*Data Centre David\*\*:

* \*\*Technical Integration\*\*: System compatibility analysis, testing procedures
* \*\*Trial Options\*\*: Pilot testing, integration validation, performance verification
* \*\*SLA Documentation\*\*: Service level guarantees, emergency response protocols

\*\*Events Emma\*\*:

* \*\*Instant Booking\*\*: Real-time availability, immediate confirmation capability
* \*\*Event Coordination\*\*: Setup scheduling, delivery coordination, backup planning
* \*\*Visual Confirmation\*\*: Equipment photos, setup examples, success stories

\*\*Procurement Paul\*\*:

* \*\*Formal Processes\*\*: Tender response capability, contract customization
* \*\*Financial Analysis\*\*: Volume discounts, payment terms, partnership agreements
* \*\*Strategic Partnership\*\*: Long-term relationship development, account management

## Content Quality Standards

### Technical Accuracy Requirements

\*\*Specification Validation\*\*: All technical information verified against manufacturer specifications

\*\*Compliance Verification\*\*: Australian standards and regulatory requirements confirmed

\*\*Performance Claims\*\*: Measurable benefits with credible source documentation

\*\*Safety Information\*\*: Current safety standards and best practices included

### Source Citation Standards

\*\*Credible Sources\*\*: Government agencies, industry associations, manufacturer documentation

\*\*Recent Information\*\*: Data within 12 months unless historical context required

\*\*Australian Focus\*\*: Local sources prioritized over international where applicable

\*\*Professional Verification\*\*: Technical claims verified through industry expertise

### Content Update Protocols

\*\*Quarterly Review\*\*: Specification updates, pricing changes, regulatory modifications

\*\*Annual Audit\*\*: Complete content accuracy verification, persona relevance assessment

\*\*Real-Time Updates\*\*: Safety alerts, regulatory changes, emergency information

\*\*Performance Optimization\*\*: User feedback integration, conversion rate improvement

This audience style guide ensures all content creation aligns with persona-specific needs while maintaining consistent brand positioning across Green Power Solutions' four-pillar power infrastructure strategy.