# 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.