BUILDING BRAND TRUST: MARKETING FOR TRUST-BASED **CUSTOMER RELATIONSHIPS**

Trust is everything when it comes to the digital marketplace. With false information, sketchy data trading deals and over-promises defining our communications landscape; switching costs nearly imperceptible, and the sensitivity towards data-sharing at an all-time high, customers have no reason to stick with companies that they don't find trustworthy:

DEFINING BRAND TRUST



keep promises and satisfy customer needs.

The ability and willingness to

brand in relation to the customers' interests and welfare.

The good intentions of the



Are more loyal to brands they trust With the costs of acquisition rising and the imperative of customer

retention growing, can you afford to not be one of the trusted?

THE STATE OF BRAND TRUST TODAY



Distrust brands



Distrust brand advertising



Customers are fed up with disingenuous marketing campaigns, repetitive

they lost trust in the company

Have switched providers because

before marketers is to prove themselves trustworthy, concerned, and helpful - not just once, but time and time again.

customers will switch without a second thought. The challenge that stands

1. PRACTICE PROACTIVE, RESPONSIBLE MARKETING

HOW TO BUILD CUSTOMER TRUST

Dissuasion of others) Decrease **15**% from using that brand in retention in spending

Customers may be perpetually worried about usage of their data, but the majority of them click through user agreements anyway because they feel the problem is too large for an individual to solve. However, when their data is misused, it can still create a significant backlash:



It's the age of customer empowerment, so don't fight it. Instead, embrace it

and be proactive. Being transparent can go a long way towards establishing trust with your customers.

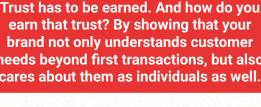
Need brands to prove Expect brands to know what themselves before they have purchased online considering purchasing (but only 19% have experienced this)

2. DELIGHT CUSTOMERS BY SHOWING

YOU UNDERSTAND THEIR NEEDS



needs beyond first transactions, but also cares about them as individuals as well.



3. USE CUSTOMER DATA TO PERSONALIZE EXPERIENCES



You have customer data right at your fingertips, so why not use it to observe

Feel frustrated when

served ads for irrelevant products



Feel frustrated when brands

get their names wrong in

communication

so personalization at scale in the right manner is crucial to establishing your brand as a reputable and trustworthy one.

buying behavior, then tailor your marketing on a personal basis? Whether they're successful or a failure, personalization efforts are highly memorable,

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