

# 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

How much the customer feels they can rely on the brand to do what it promises.

### BRAND TRUST

The ability and willingness to keep promises and satisfy customer needs.

The good intentions of the brand in relation to the customers' interests and welfare.

61%

### 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

42%

Distrust brands

69%

Distrust brand advertising

43%

Have switched providers because they lost trust in the company

Customers are fed up with disingenuous marketing campaigns, repetitive ads and one-size-fits-all communication from brands. Once burned, customers will switch without a second thought. The challenge that stands before marketers is to prove themselves trustworthy, concerned, and helpful - not just once, but time and time again.

## HOW TO BUILD CUSTOMER TRUST

### 1. PRACTICE PROACTIVE, RESPONSIBLE MARKETING

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:

18%

Decrease in retention

15%

Decrease in spending

Dissuasion of others from using that brand

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.

### 2. DELIGHT CUSTOMERS BY SHOWING YOU UNDERSTAND THEIR NEEDS

79%

Need brands to prove themselves before considering purchasing

41%

Expect brands to know what they have purchased online (but only 19% have experienced this)

Trust has to be earned. And how do you earn that trust? By showing that your brand not only understands customer needs beyond first transactions, but also cares about them as individuals as well.

### 3. USE CUSTOMER DATA TO PERSONALIZE EXPERIENCES

60%

Feel frustrated when served ads for irrelevant products

76%

Feel frustrated when brands get their names wrong in communication

44%

Will likely become repeat buyers after personalized shopping experiences with a brand

You have customer data right at your fingertips, so why not use it to observe buying behavior, then tailor your marketing on a personal basis? Whether they're successful or a failure, personalization efforts are highly memorable, so personalization at scale in the right manner is crucial to establishing your brand as a reputable and trustworthy one.

## RESOURCES

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