



# 5 Ways Marketers Can Elevate Brand Love

▶ We're looking at the top ways brands can create brand love with consumers, borrowing from some of the key ingredients for fostering love in any relationship.



## Personalize Messaging

## Empathy

At the end of the day, we all want to know we're not alone. You must go beyond messaging and truly live and breathe the "we understand" sentiment.

A key way to show empathy is by facilitating a sense of belonging. An online brand community brings together like-minded people and shows your consumers that they're not alone.



## Co-Create

## Trustworthiness

Eighty-one percent of consumers say that they need to be able to trust a brand in order to buy from them. Today, many brands are no longer just manufacturers or service providers, but actually technology companies in disguise. Being a trusted brand today is about your data practices and privacy transparency.

Consumers want to know not just the who, what, where, and how of data collection, but also the "why." Why does your brand believe data is helpful? How does it rhyme with your brand story and your unique value proposition? Data is an undeniable part of our lives now. Take a stand on how your brand believes data plays a role.



## Empower Advocates

## Validation

Validation is about feeling seen, heard, and understood and is a central element in creating a connection with humans and brands alike. For marketers, this can be achieved through personalized messaging.

Brands should elevate their personalization efforts by focusing on values, core beliefs, interests, and passions.

Collecting this kind of information, also known as zero-party data, empowers you to show consumers that you "get them" and their needs are important and matter.



## Foster a Community

## Appreciation

Showing appreciation to consumers does not stop at providing a quality product or service at a reasonable price. The next level is ensuring the entire brand experience is as smooth as possible AND goes above and beyond. However, 54% of U.S. consumers say customer experience at most companies needs improvement. That's a pretty large gap.

Going above and beyond can be anything from surprise and delight moments, offering complementary products or services, personal notes, or even involving consumers in upcoming company decisions.



## Take a Stand on Data

## Authenticity

It's no secret authenticity is a big buzzword. 86 percent of consumers say authenticity is important when deciding what brands they like and support, however, more than half (57%) of consumers think that less than half of brands create content that resonates as authentic.

When people say, "Be authentic!" it's not about telling a story about who you are as a brand. It's about empowering people to tell the story of who they are and what they stand for.

The best way to make your message authentic is by empowering advocates to share their stories. Brand advocacy should be the cornerstone of every effort you make to "be real."