



# Building Brand Trust: Strategies for Marketers





# Why is brand trust important?

Brand trust is a scarce commodity.

According to [a 2021 survey](#), fewer than half of brands are seen as trustworthy and their audiences have little faith that brand promises will be kept.

That same year, [an Adobe study](#) found the average consumer had taken action to end at least one brand relationship, with the top three reasons being 'creepy' tracking, lack of clarity over privacy policies, and not listening to customers' requests.

The message buyers are sending is clear: **companies will lose business if they aren't trustworthy.**

On the bright side, the vast majority of consumers will choose your brand if they perceive it to be authentic and in line with their values.

Customers are starved for healthy brand relationships. So if you want to win them over, the opportunity is right in front of you.

This eBook will give you the tools necessary to build a trustworthy brand and forge strong relationships with customers that last well beyond 2023.



# How to build brand trust

There is no silver bullet to building a trustworthy brand. Let's examine the essential ingredients in the brand trust recipe.



# Establish Clear Brand Values

A large blue circle containing the text '82%' and a smaller line of text below it. The bottom of the page features a decorative border of stacked grey, white, and orange LEGO bricks.

**82%**

Of shoppers want to buy from a brand whose values are in line with their own

Many companies fail to realize the power of displaying clear values to potential buyers. [Google's research](#) shows that 82% of shoppers want to buy from a brand whose values are in line with their own. Therefore, it's essential to be sure that your company's principles are visible to your buyers.

## **BRANDS WE LOVE**

One brand that stands out as a leader in showcasing brand values is LEGO®. Their values – imagination, creativity, fun, learning, caring and quality – are clear, relatable, and speak to the excitement their customers feel when using their products. It's no surprise that LEGO® has dominated its market for decades.

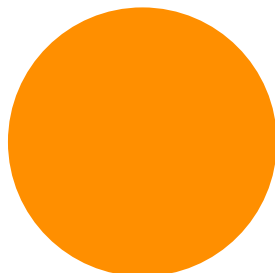


# Build Relationships with Customers

Customer relationships are no longer confined to just a few transactions and touchpoints. Regular communication with your audience, when done right, is necessary for attracting loyal, trusting customers.

Jason Schulweis, former EVP, Brand Partnerships & Creative Studio at Morning Brew believes that community building is a great way to keep in touch with your customers:

“A lot of media companies have all started newsletters. They tried to develop that one-to-one relationship whereas they had one-to-many before. For us to go from having that size of one-to-one relationship gives us a better license to expand out from there because we already have the hardest thing to get. It’s the relationship and trust.”





# Create an Authentic Brand Story

Every brand needs a unique story. Creating it takes what any good story needs; a setting, characters and a theme woven throughout. A good brand story will address a specific customer setback and offer a detailed solution using the brand's values.

## **BRANDS WE LOVE**

The Newman's Own name and brand story is all about showing customers that they are a family brand committed to giving. The company started with Paul Newman's own homemade salad dressing formula and since its first year has been committed to donating all after-tax profits to charity. Today, the brand is still committed to giving back and is proud to use the name Newman's Own as a reminder of the authentic values it was founded on.



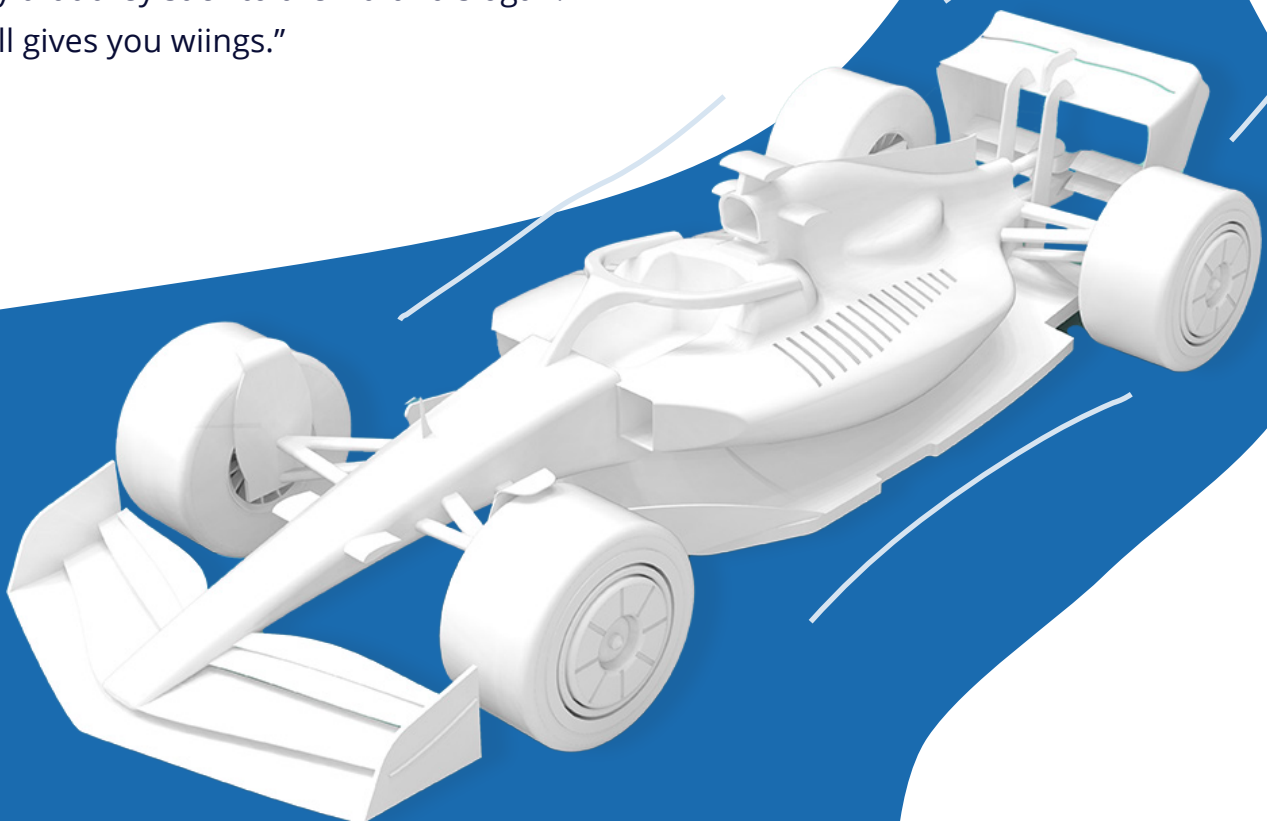


# Showcase Your Expertise

It's important to find creative ways to showcase your brand's successes. This can be through testimonials, outreach and creative marketing. When it comes to sharing your brand's competence, do not hold back.

## **BRANDS WE LOVE**

Redbull is the presenting sponsor of sporting events all over the world, even owning its own Formula 1 race team. By deeply embedding the brand with high intensity sports, Redbull positions itself as the foremost authority for thrill seekers, athletes and adventurers. It's in this way that they stick to their brand slogan: "Redbull gives you wiings."







# Demonstrate Commitment to Quality

Quality over quantity. You've heard it before, but when it comes to building brand trust, quality trumps all. Invest in your output because customers are paying attention, and expect their feedback to be heard.

## **BRANDS WE LOVE**

Zappos is committed to delivering quality through its customer support, saying **"We are not an average company, our service is not average, and we don't want our people to be average. We expect every employee to deliver WOW."**

Each customer service agent answers up to 5,000 calls a month. The commitment to outstanding customer service and feedback ensures that recurring revenue from loyal customers will outweigh the cost of personalized customer service.







# Make Social Responsibility a Priority

Giving back to the community is a win-win for both businesses and customers. Community involvement supports brand marketing goals while building loyalty and creating a positive brand image.

## **BRANDS WE LOVE**

TOMS® Shoes started out as a brand that would donate one pair of shoes to children for every one pair purchased. Their values and commitment to community service has only increased over time. TOMS now gives one-third of its profits to grassroots organizations on the frontlines (mental health, ending gun violence and increasing access to opportunity.)

As a result, many of their customers cite this commitment as a reason for continuing their loyalty to the brand.





# Engage with Your Customers

Finding a way to engage with your customers in a way that's meaningful to them takes time. The best way to start is by getting started. Reply to every email, social media comment, and complaint letter. Research from [Review Trackers](#) found 53% of customers expect a reply but 75% of businesses don't actively respond. Simple engagement is a huge opportunity to stand out!

**75%**

Of businesses don't actively respond to customers

**53%**

Of customers expect a business reply



# Welcome User-Generated Content

Customers trust other customers. Finding creative ways to incentivize your buyers to publicly interact with your brand will shine a light on the positive experiences your customers are having.

Positive interactions are great but did you know that having some negative reviews can provide an unexpected boost for your brand?

[Research from Power Reviews](#) shows that buyers are more likely to buy a product or service that has a review score of 4.2 - 4.5 rating over one with a 4.5 rating or higher.

Encourage all customers to publicly communicate with your brand!





# Top Reasons Brands Might Be Seen as Untrustworthy



## **They Don't Deliver on Promises**

Be thoughtful about the promises you make. It's better to start small than make promises you can't fulfill.

## **Lack of Transparency**

Meet your customers face-to-face and be honest with them. Brand trust is all in the person, so get to know the person and be truthful from the start.

## **Unclear Values**

Spell it out and don't give a customer any room to guess when it comes to your brand values.

## **Negative Customer Engagement**

Customers need to know you are always there for them.

## **Inauthentic**

If you can differentiate your brand and become recognizable in a unique way your customer will remember you and stay loyal. If you are just like every other brand you will become one of many.

## **They Aren't Keeping Up with the Times**

Having your head on a swivel will allow you to keep up with trending topics, technology advances and more. This will only help you when reaching your customers.



**HEAR FROM AN EXPERT**

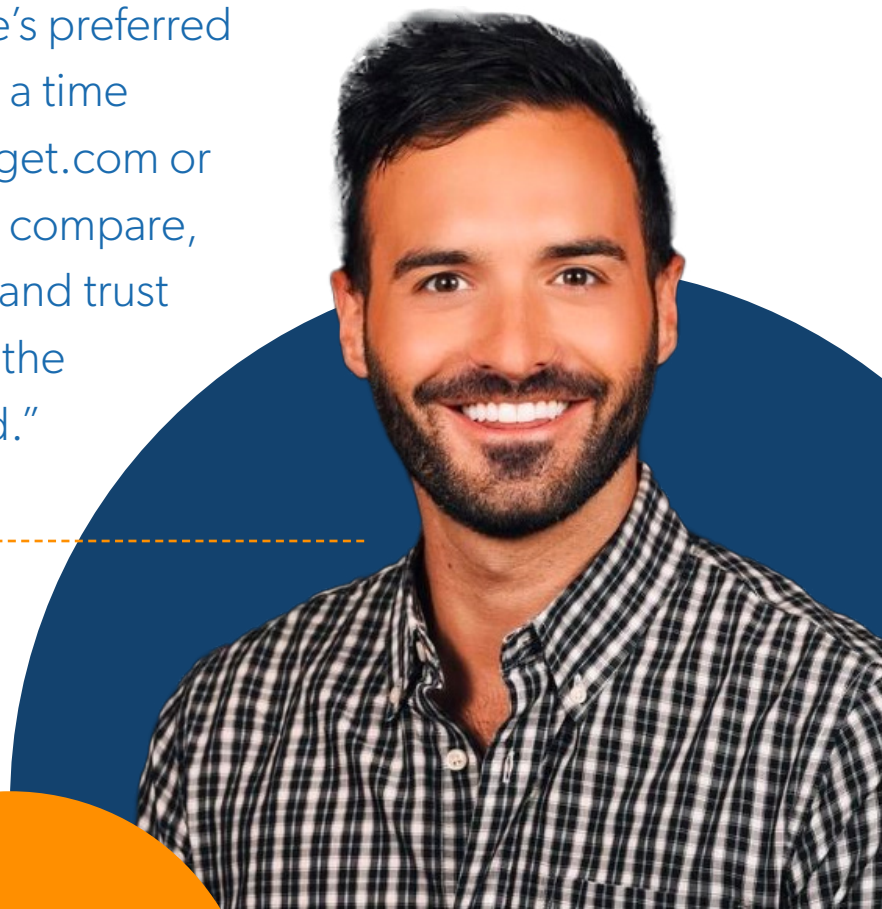
“Everything that we do is to hopefully drive brand trust and increase brand favorability. That is achieved through a wide range of initiatives. It’s not just brand marketing.

Brand trust and brand visibility can be improved by a great in-store experience. It can be improved by a quick online delivery of your order. It can be improved by the work that my team is doing with shoppable live streams, or Walmart Land on Roblox.

In order for us to be someone’s preferred brand, or preferred retailer in a time when it is so easy to go to target.com or go to amazon.com and price compare, it is brand favorability. And brand trust might help push someone in the direction of a particular brand.”

**Justin Breton**

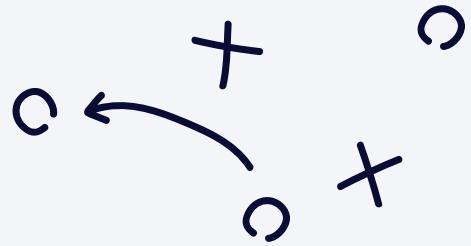
Director of Brand Experiences & Strategic Partnerships at Walmart



Listen to Justin’s full episode on the [UNAIDED Brand Building Podcast](#) on Spotify, Apple, or wherever you listen.

# The Brand Trust Playbook

By using a combination of different channels, businesses can create a comprehensive and effective brand trust-building strategy.



## PUBLIC RELATIONS

The best way to get your brand story out there is through strategic messaging. Even after your brand has established its service it's important to live out your brand values. Remember that at any moment your brand could be in the news wire.



## ADVERTISING

Once your values are set and your target audience is known, let people know through advertising. This will be how many customers engage or see your brand for the first time.



## CONTENT

There is no limit to content, but consistent messaging that lives out your brand's values is key.



## SOCIAL MEDIA

Don't shy away from social media and user-generated-content. This is a great way to connect with your customers and further enhance their trust in your brand.



## COMMUNITY EVENTS

Get your customers involved and live out your brands' values through community events.



## WORD OF MOUTH

When a customer trusts a brand they will talk about it to everyone they know.



## CUSTOMER EXPERIENCE AND SERVICE

When a customer has a good experience with your brand that will only add to your brand trust.







# The most trusted brands in America in 2022

Tens of thousands of surveys are collected every day on over 4,000 brands and products by the [Morning Consult Brand Intelligence](#). The Morning Consult's Most Trusted Brands in 2022 showcases the brands and products that have the most consumer trust in 2022. The brands and products are ranked on their "average net trust rating" which measures those who say they trust each brand to do the right thing minus those who don't trust the brand. At the top of the brand trust list is Band-Aid with a net trust rating of 57.73. Ranked at second is Lysol (55.54) and in third place Clorox (55.26).





# Building Brand Trust with Families Through Youth Sports Marketing

Youth sports marketing has been a powerful way for companies to build community trust for decades.

By partnering with TeamSnap, marketers can activate brands in local communities at a national scale. Youth sports marketing offers the chance for businesses to provide meaningful support to youth athletes and their parents while harnessing the power and authenticity of community marketing.



**Learn how your  
brand can build trust  
with communities  
across the country  
with **TeamSnap**.**

**Get In Touch**

[brandpartners@teamsnap.com](mailto:brandpartners@teamsnap.com)

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