

# BUILD TRUST, BUILD YOUR BRAND

You've tackled the two crucial, yet most difficult parts of marketing: you determined who your target audience is and you've found the best way to reach them. Now what? It's time to strengthen your brand and earn consumers' trust through consistent, reliable content.

The Forbes Agency Council (an exclusive community of public relations, media and advertising strategy executives) recently weighed in on how to best meaningfully engage your target audience<sup>1</sup>:

## BE A PROBLEM-SOLVER.

What is the most common issue or question in your field? What do you wish consumers knew and how can you best inform their purchasing decision? Provide various solutions (and be precise) but don't rely on an all-out sales pitch. Your audience is likely not receptive to a "hard sell" or self-promotional content while they are in the deliberation phase. Educate your target consumer and become a trustworthy source of information.



## BE A PERSON, NOT A BUSINESS.

According to Priya Chopra, Founder of 1Milk2Sugars Communications, it's wise to consider your business as a real person and *become* that person through the content you present. Show your personality; what do you like? What wisdom do you have to share? Work that into your content to solidify your brand image.



## GIVE VALUE TO GET VALUE.

Your audience is looking for high-level advice that they can only get from an expert in your field. Make their time worthwhile and give them tips and tricks, how-tos and valuable insight that only you can give. Bernard May of National Positions shares that if you create quality work up front by already answering the questions they likely had about your field, your audience will keep coming to you for more and will be more likely to buy.



## BE RELEVANT.

Consumers are bombarded with an extraordinary amount of content every day thanks to social media. Sean Looney of Looney Advertising & Branding notes that the best way to engage with your target audience is by creating original, useful content consistently. Provide unique, engaging material that is not only relevant to your consumer's needs but also reflects your brand's purpose.

Through meaningful engagement with your target audience, you can build trust with potential consumers and solidify your role as an expert in your field.

<sup>1</sup> Forbes Agency Council. "13 Non-Promotional Content Strategies to Engage Your Target Audience." Forbes. 24 Feb 2018.

