CREATE CHEMISTRY
with your customers

A guide to making your customers fall in love with you

TUG ON THEIR HEARTSTINGS

Buying decisions are based on emotion, 57% of consumers agree. Engaging with customers on an emotional level is a powerful way to drive engagement.

ALIGN YOUR VALUES

Belonging to a group with shared characteristics appeals to 92% of consumers. It’s time to go beyond product and show your social values. 57% of people believe in a brand that makes a social impact.

FOCUS ON THEIR FEELINGS

No one likes feeling taken for granted. Having strong brand personality ensures that a business doesn’t leave you a lonely self-purchaser. A key way to develop a customer-first culture.

WEAR YOUR HEART ON YOUR SLEEVE

Your brand must be perceived as authentic, respectful and sincere. A strong brand identity resonates with today’s consumers.

MAKE UP OR BREAK UP

The response to complaints can have a huge influence on customer retention. Act swiftly and genuinely – then concentrate on putting things right.

RESPECT ONE ANOTHER’S FRIENDS

Social proof is the second most influential of the peers. 85% of consumers trust the opinions of their friends as much as a personal recommendation. Click Consult advocates for your business with a strong online following.

MAKE THEM FEEL SPECIAL

Restoring ads allow you to reach people who have previously visited your site with a personal message, and could include an added incentive, such as a discount or special offer.

SHARING IS CARING

People share things that resonate how they want to be perceived, and reflect their tastes and values. You need to do the same with your audience and tailor your approach.

GET PERSONAL

Paul Watson Peer Mediation has evolved from a purely parent-based service, into the model of a peer personality, including personal connections.