

CREATE CHEMISTRY

with your customers

A guide to making your customers fall in love with you

TUG ON THEIR HEARTSTRINGS

Buying decisions are based on **20% logic** and **80% emotion**¹. Connecting 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 our primitive needs to feel safe and establish social identity - we're all pack animals at heart.

FOCUS ON THEIR FEELINGS

No one likes feeling taken for granted, so the perception that a business doesn't care about you is deeply off-putting. The key is to develop a customer-first culture.

WEAR YOUR HEART ON YOUR SLEEVE

Your brand must be perceived as reliable, respectful and sincere - qualities that creates trust amongst today's cynical consumers.

MAKE UP OR BREAK UP

The response to complaints can have a huge influence on customer loyalty. Act visibly and promptly - then concentrate on putting things right.

RESPECT ONE ANOTHER'S FRIENDS

People trust and copy the behaviour of their peers. **85% of consumers** trust online reviews as much as a personal recommendation². Create social advocates for your business with a strong online following.

MAKE THEM FEEL SPECIAL

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

SHARING IS CARING

People share things that reinforce how they want to be perceived, and reflect their values and beliefs. You need to understand what's important to your audience and tailor your approach.

GET PERSONAL

Paid search ad capabilities have evolved beyond purely keyword strategy, and into the realm of true personalisation, including location customisation.

¹ www.psychologytoday.com/gb/blog/the-divided-mind/201207/logic-and-emotion

² www.brightlocal.com/learn/local-consumer-review-survey/