

Using Emotion to Achieve Better Marketing Results

Many companies, especially small and midsize businesses, have a very rational view of their brand. They believe that their brand is simply the sum of all the product and service features they offer, the benefits they deliver, and the promise they make to customers.

Overview

A successful family-owned wholesale plumbing company saw and portrayed its brand in a very rational way: "Quality Plumbing Products." Over many years they grew the business and communicated to customers that they carried brand name parts from all the leading manufacturers, offered fair prices, served customers from 11 different locations, and delivered helpful service. This story seemed to serve them well.

But as the company looked to further growth they faced a challenge. Finding and attracting new customers to serve. The factual story and message they relied on only got them so far. Going any further was difficult.



How to attract new customers when your brand and business are mature and a simple value proposition is not driving growth?

The answer is to look at your brand from an emotional perspective. And add that to your story. This can be difficult to do. Especially when ownership and leadership believe strongly that they know their customers and audience.

While it may be true that you know the reasons customers buy from you, it has been my experience that few brands actually know how customers feel. Or why they feel a specific way toward the brand and business.

Rich Taylor, Fractional CMO a marketing leader has established a process to interview customers and uncover how they feel about a brand and business.

What You Think vs. What You Know

Companies make a lot of assumptions every day about their audience: who they are, what they want, and what their priorities are in making a purchase. While these assumptions are often rooted in business and customer data, they often lack insights into the emotional drivers of behavior that impact most decision-making.

However, after conducting a series of Buyer Interviews, we discovered that what the company believed to be the primary drivers of customer loyalty - good products and fair prices - was not the true driver of customer behavior.

As it turned out, the primary reason plumbers remained loyal to the business was a feeling of attentiveness to their needs. Customers felt that their needs were recognized and that the company was very responsive.

And while they could buy the supplies they needed from other companies, even at lower prices, they remained loyal to the brand because of how they felt working with the company. This key insight helped us shift the brand story and narrative from a product-centric story to an emotional one.

Adding Emotion to Your Branding

Recognizing that “attentiveness” was what made the brand unique and was the most important driver of behavior among customers, we set out to refresh and update marketing to reflect it.

We introduced “attentiveness” by demonstrating it rather than simply stating it factually. Because it’s far better to show something to be true rather than simply claim it as a fact.

The brand website, sales collateral, social media, email, and nurture campaigns were all updated to incorporate and convey a feeling of “attentiveness” to customers. Customer success stories and testimonials began to portray that customers enjoyed working with the brand.



Understanding customer emotions and loyalty can significantly boost client growth when integrated into brand marketing, sales, and customer service strategies.

The Business Impact of Emotion

Did you know that two-thirds of American customers say they’re more likely to stay loyal to brands that they feel understand them on a personal level?

Harvard Business Review found that companies that can appeal to their customers’ emotions are more likely to experience increased loyalty and trust—and those customers are more willing to look over potential barriers to making a purchase, like cost. Plus, customers who feel an emotional connection with a brand are more likely to talk about that brand with others.

Uncovering the emotional driver behind customer behavior and loyalty, and incorporating it into brand marketing, sales, and customer service efforts has a strong impact on our client’s growth. These efforts produced an increase in new customers, improved customer retention and satisfaction, and achieved growth goals that were previously a struggle. Their story is a great example of emotional branding success and why it works.

Getting Help

The leadership you need to help your brand better use emotion to drive growth is affordable. You don’t need to hire a full-time CMO, strategy or executive creative director to do so.

A Fractional CMO, including our yorCMO team members, can help you uncover the emotional driver of customer behavior and incorporate its use to improve marketing effectiveness.

Connect with Rich today for a free, no-obligation chat to see what critical insights you might be sleeping on to propel your business forward.



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