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## WINNING THE RELATIONSHIP BEFORE WINNING THE SALE: TIPS FOR HUMANIZING YOUR BRAND

In today's highly competitive business landscape, companies are constantly vying for consumers' attention. In order to stand out, it's essential for brands to connect with their audience on a personal level. And what better way to do that than by humanizing your brand?

Brand humanization is the process of making your brand more relatable and personable to consumers. It's about showing the

human side of your company and creating authentic connections with your audience. It involves telling your company's story, as well as the stories of your customers, in order to create an emotional connection.

### **Why brand humanization is important**

There are several reasons why brand humanization is so important. For one, it helps establish trust and credibility with your target

market. People are more likely to do business with a brand that they feel they know and trust.

Moreover, brand humanization can also help you to differentiate yourself from competitors. When consumers see your brand as more personable and relatable than the competition, they're more likely to choose you over them.

Another key benefit of brand humanization is that

it can improve customer loyalty. If customers feel like they have a personal connection with your brand, they're more likely to remain loyal over the long term.

### **Telling your company story**

Every company has a story to tell. Your company's history, mission, values and goals all play a vital role in humanizing your brand. »



Sharing your story with your audience helps them connect with your company on a deeper level, and allows them to understand your purpose and what drives you. Think about the past, the present and the future.

## **The past**

When crafting your company story, think about the challenges and triumphs that have shaped your brand. How did you get started? What obstacles have you faced along the way? How have you overcome them? Sharing these experiences helps create a human connection with your audience and highlights your company's authenticity.

## **The present**

Another important aspect of your company story is your mission and values. What do you stand for? What are your guiding principles? Sharing these elements with your audience shows that your company has a purpose beyond just making a profit. It allows them to align themselves with your brand and feel good about supporting your products or services.

## **The future**

Finally, your goals and vision for the future of your company are also important to share. What are you working toward? How do you plan to make a positive impact on the world? Sharing these aspirations shows that your brand is committed to growth and making a difference.



## **Sharing your customers' stories**

Another important aspect of brand humanization is sharing your customer's stories. By highlighting their experiences with you and your products or services, you can build a more personal connection with your audience and establish trust.

Consider featuring customer testimonials on your website or social media platforms. You can also ask customers to share their stories through user-generated content campaigns or by participating in case studies. This not only gives your brand a more authentic and relatable image, but also showcases the real-life benefits and solutions your company offers.

When sharing customer stories, be sure to focus on personal experiences. Highlight the challenges people faced and how your company was able

to help overcome them. This not only demonstrates the value of your brand, but also creates a sense of community among your customers.

## **The importance of trust in the sales process**

In today's market, trust is a critical component of the sales process. Customers want to feel like they're making informed and educated decisions; they want to know that they're dealing with a company that values their trust and will treat them with honesty and transparency. This is where brand humanization comes into play.

By humanizing your brand, you're building that trust with your audience. People want to do business with people they know, like and trust. They want to see the people behind the company, and they want to understand the motivation and passion that drive your business. By

sharing your story and your customers' stories, you're demonstrating that you understand their needs and are willing to go the extra mile to help them succeed.

When it comes to building trust, it's essential to be consistent in your messaging and your actions. If you say one thing and do another, you'll quickly lose credibility with your audience. But when you're transparent and authentic, you'll build a relationship that lasts beyond the sale.

## **How to incorporate brand humanization into your marketing strategy**

- Develop a brand voice that is relatable and conversational. Your customers want to connect with your brand on a personal level and a humanized brand voice can help facilitate that connection.
- Show the people behind your brand. Use photos





and videos to showcase the people who make up your company, including your team members, customers and community members.

- Create content that tells stories. Instead of just promoting your products or services, focus on creating content that tells a story about your brand. Share the experiences of your team members or customers, or highlight a community project your brand is involved in.
- Encourage and respond to customer feedback. Actively seek out feedback from your customers and respond to their comments and questions in a timely and genuine manner. This can help show that your brand is invested in building lasting relationships with its customers.
- Show empathy and understanding.

Acknowledge the challenges that your customers face and show that your company understands their needs and wants to help them solve their problems.

- Use social media. Platforms like TikTok, Instagram, Pinterest and others provide an opportunity to have real-time conversations and interactions with your audience. Use these channels to engage with your customers and share behind-the-scenes glimpses into your brand.

### **Brand humanization in action**

There are countless examples of companies successfully humanizing their brands to connect with their customers on a more personal level. Here are just a few examples to get your creative juices flowing:

- Dove: Dove has long

been known for its “real beauty” campaigns, which celebrate people of all shapes, sizes and ages. By featuring real bodies in its advertisements and sharing their stories, Dove has been able to connect with its audience on a deeper level than simply selling soap.

- TOMS: By incorporating its “One for One” model, TOMS has made a name for itself as a socially conscious company that cares about more than just making a profit. It has also leveraged customers’ stories to promote its brand by sharing pictures and testimonials of people around the world wearing TOMS shoes.
- Warby Parker: Warby Parker is an eyewear company that has successfully tapped into the power of storytelling to connect with its audience. By featuring customer

stories on its website, in its marketing materials and even in its in-store imagery, Warby Parker has been able to build trust and create a sense of community among its customers.

### **Trusting your brand to earn trust**

Hundreds of companies have successfully humanized their brands and connected with their customers in meaningful ways. By incorporating storytelling, social consciousness and a sense of community into your marketing strategy, you too can create a brand that resonates with your audience and helps you win the relationship before winning the sale. Reach out to a trusted marketing agency to learn how you can incorporate brand humanization into your marketing strategies.