

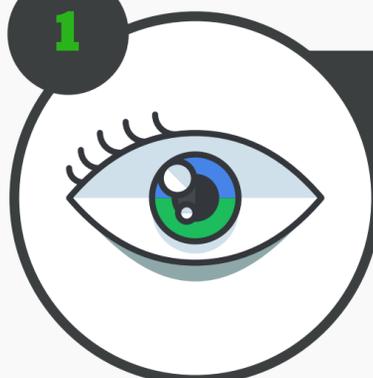


5 Ways to Authentically Connect and Build Trust

If you want to increase success rates with marketing programs, you need to get smart and authentic with your approach. Here are some ideas to try.

MarComFly *message & image*

1



Make your content digitally-friendly. Be real, not verbose.

An [eyetracking study](#) found that when people read a webpage, we naturally start by looking in the upper lefthand corner of the page, and then move our eyes in an F-shaped pattern.

Continuously check links to ensure online visitors are directed where they expect to go.

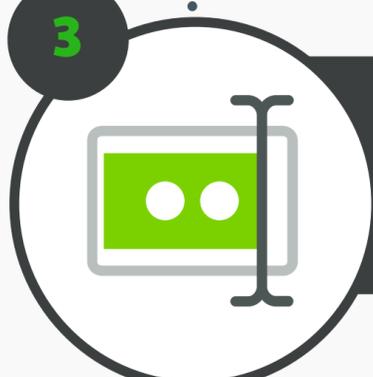
2



Tell meaningful stories and how your product helps fix buyer needs.

Avoid content clutter and stop saying your product fixes everything under the sun. State how your product directly brings value to customers.

3

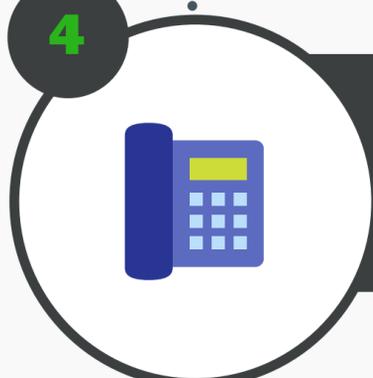


When blogging, stay within your key areas of expertise (and use your keywords throughout).

If you are writing your opinion in a blog (versus professional advice or facts), state so.

Use relevant calls to action and use anchor texts. You can [read more about anchor text CTAs here](#).

4



Follow up personally by phone - yes, busy executives too.

Every time you launch a new marketing campaign, take the time to pass along the good news to key clients and top target accounts. It's a great way to get feedback and build rapport.

Do yourself a favor, log the details of the call in your contact management system and set reminders for any follow ups.

5



Prioritize client complaints and provide a reasonable repair path.

With Twitter, Facebook, LinkedIn, and other social sites, be sure to regularly monitor what is being said about your offerings. If a client feels neglected, they might use social media to express it.

Carefully and authentically offer communications to repair without overcommitted to something you can't deliver upon. Then, do what you promise to do.

Visit www.MarComFly2.com for support with marketing ROI.