



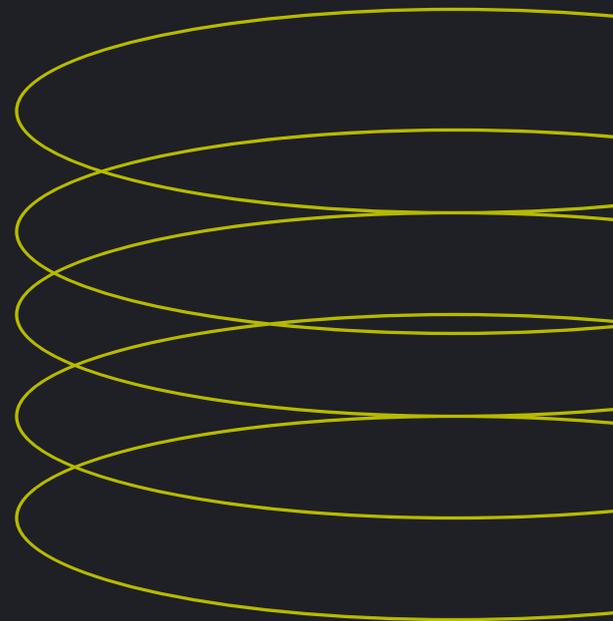
The New Empathetic Marketing

A Guide to Connection & Conversion



A STEP-BY-STEP EBOOK

The exact steps you need to become a better empathetic marketer and build meaningful connections with your target audience.





The Concept

DATA-DRIVEN EMPATHY. OXYMORON? OR MARKETING SECRET WEAPON?

In explaining the human mind, neuroscientist Antonio Damasio shared, “We are not thinking machines that feel; rather, we are feeling machines that think.”

Empathetic marketing recognizes, understands, and appeals to the role that emotions have in the decision making process. This framework allows marketers to build customer journeys and experiences to improve:

- Customer Satisfaction, Trust, and Loyalty
- Lead Quality
- Conversion Rates

Four Key Tenets of Empathetic Marketing

Today's digital world is overrun with messages telling us we need to build trust and connect with consumers at all touchpoints. But a lot of these messages are vague and don't tell us how to do it.

At the heart of the matter, there are four main components of successful empathetic marketing:

Tenet	Implementation
Emotion-Focused Listening	You'll not only need to use active listening skills, but also take it a step further to understand the why. It's imperative to go behind the logical understanding of what a consumer is saying and dig deeper to decipher the emotions at play.
Personalization	Tailoring marketing messaging to your consumer must go beyond a first name in an email. True personalization must take into account their values and what they stand for.
Transparency	Marketing initiatives shouldn't make unrealistic claims that set customers up for disappointment, and the brand's integrity must be clearly conveyed through its words and actions.
Unpredictability	Truly impactful empathetic marketing will also have a touch of spontaneity and require marketers to think outside of the box for new initiatives.

The Five Step Empathetic Marketing Process

1

ALERT OURSELVES TO OUR BIAS

Studies show that marketers incorrectly predict their customers' emotional responses until they are alerted to their personal bias and preferences.

2

IDENTIFY EMOTIONAL MOTIVATORS

There are hundreds of emotional motivators that drive consumer behavior, but within these, 9 have been identified as high-impact.

3

DETERMINE CORE HUMAN VALUES

To fully understand our customers' emotions, we need to understand their values. Behind every emotion is a value and behind every decision is an emotion.

4

CUSTOMER EMPATHY SCORECARD

Rate all marketing communications on a scale of 1 to 5 using the Customer Empathy Scorecard to determine effectiveness.

5

REPEAT THE PROCESS

Rinse and repeat throughout your entire consumer journey and be aware of how emotions and values can change over time.

1

Overcoming Bias

There are two different types of biases: **explicit**, when you openly express your opinions and beliefs, and **implicit**, judgements often unknowingly made that are unconscious.

The implicit bias is the one that can majorly trip up marketers because we don't realize these are preconceived notions we already have. To support this identification process, you can take tests like [Harvard's Project Implicit](#).

Bias	Example
Affinity	Gravitating towards people who are similar to you
Age	Making assumptions based on a person's age
Gender	Believing someone is better suited based on their gender identification
Name	Making judgments on a person based on their name alone
Race / Ethnicity	Assuming people have certain characteristics based on their race or ethnicity



9 High-Impact Buying Motivators

A key element of empathetic marketing is working to clearly understand and identify our consumers' core emotional motivators to determine what is driving them to choose your brand. The landscape of emotions has grown considerably in recent years. The previously assumed 6 basic emotional states have been expanded to hundreds of emotional states. Within these are nine key buying emotions that influence purchase decisions.

stand out from the crowd	feel a sense of freedom	be the person I want to be
confidence about the future	feel a sense of thrill	feel secure
enjoy a sense of well-being	feel a sense of belonging	succeed in life

3

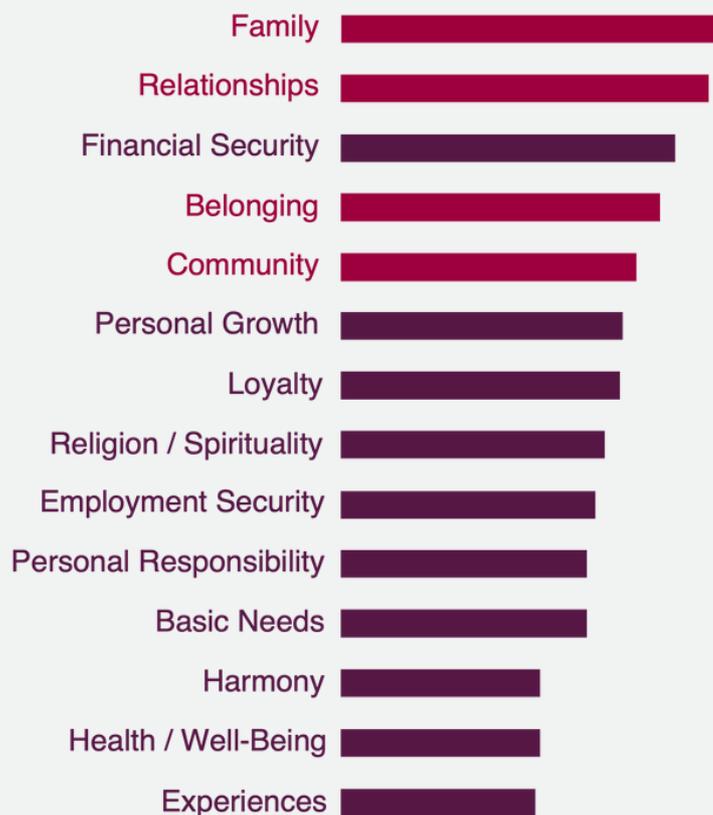
Core Human Values

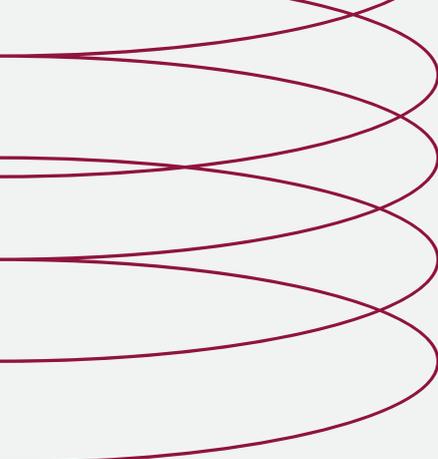
A company called Valuegraphics has identified 56 core human values that drive us. Understanding these values is key in differentiating these nine buying emotions.

Someone may want to feel secure, but what exactly is that sense of security? Do they want to feel financially secure because they want to be able to purchase all the new tech toys or do they want job security to have food on the table? These feelings of security come from opposite ends of the emotional spectrum and are driven by different values. Without the knowledge of these values, knowing customer emotions is still a shot in the dark.

TOP 10 + TOGETHERNESS CLUSTER

In Valuegraphics' research, they found that there is always some kind of representation of four values—the "togetherness cluster."



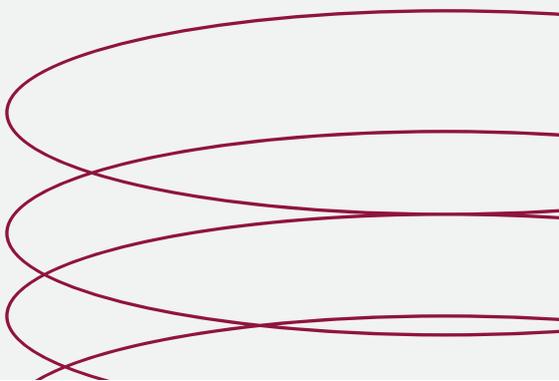


Gather Data

Now that you understand the emotions behind customer conversion, it's time to gather data and assess all of your consumer interactions through an empathetic lens. Start building your data set with the goal of emotion and value identification in mind. Below are different methods you can use to determine the emotions motivating your customers' buying decisions

- Identify key words that your consumers say during customer service calls (yes! marketers should listen to customer service call recordings), on digital forums, and on social media platforms.
- Interview people through customer service surveys or more formal market research studies.
- Go where your customers are and empathetically listen. Don't make conversation, don't sell. Just listen to what they want to share with you about your brand.
- Ask values-based questions in your consumer interactions, such as quizzes and interactive surveys.
- Review customer questions and reviews that are left online.

Whatever methods you use, remember you're not listening just to understand. You're taking it a step further and listening to understand *why* your customers are saying what they're saying.



4 Evaluate

With your new found data points, you'll be able to start crafting messages that resonate with your customers and lead to conversions. To ensure you've successfully implemented empathy into your program, use the Customer Empathy Scorecard on the next page to rank marketing communications.

Your customers will unsubscribe emotionally before they unsubscribe physically. Remember to evaluate the entire consumer journey.



RINSE & REPEAT

Empathetic marketing is an ongoing process as consumer needs and values will continue to change with the world around them. As long as marketers continue to both understand themselves and their customers, the future of marketing will be brighter and more effective for both brand and consumer.

Customer Empathy Scorecard

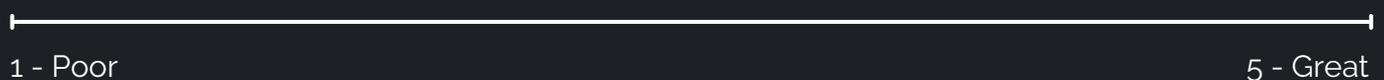
Emotion

Does your messaging connect with your customers' emotions or rely on logic/rationality?



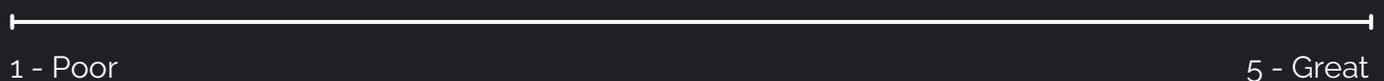
Values

Is your target persona clearly identified and are you speaking to their values?



Story

Whose story are you telling? Is your messaging focused on the customer or your brand?



Action

Have you provided clear next steps for your customer to take?





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