

Your checklist to growing trust.



PTPA Awards.com



In today's market, there's a phenomenal need for brand trust. Gone are the days when having a great product or service was enough.

When it comes to making those crucial purchasing decisions, **trust in a brand is second in importance only to price for consumers.**



Here's how you can get started building trust.

1. Understand the consumer journey

On your path to building trust, you first need to understand the challenges brands face due to how shopping has shifted. These challenges include a desire for more ethically sourced products, evidence of social responsibility and diminishing brand loyalty.

- Created a company that ethically produces it's own products?
- Shown proof of your values and social impact as an organization?
- Sought out objective endorsements that tell consumers that your product is worthy of their purchase?



2. Show them who you are

Thanks to social media, it's effortless to share the messaging around your organization's core values. It's time to answer the tough questions and let your consumers know how you source your products. How do you give back to the communities around you? How do you work towards making the world a better place? Hint: think Patagonia.

- Tell your consumers what your brand stands for and why.
- Create a connection between their belief system and your company's.
- Be clear on your why. Your message will be seen as more authentic which in turn will drive trust and sales.



3 . Use the power of social proof to your advantage

Social proof is the psychological effect that persuades us to imitate what others around us are doing. In other words, consumers want to buy products based on recommendations from peers who share common values with them. The overall impact of social proof in practice is, “If other people like it and it works for them, then it must be good.” What does this mean for your brand?

- Build a section on your website dedicated to testimonials, ratings, or reviews.
- Post your ratings or reviews in a social post on your brand’s social media.
- Get certified with a third-party endorsement like the [PTPA Seal of Approval](#).
- Create user-generated content through photos, videos, and stories from consumers who praise your product .
- Write a blog and position yourself as an “expert” in your industry while remaining transparent .



4. Let a third-party endorsement be your salesperson

When someone is looking at a large selection of products, and the products all seem reasonably similar with only slight differences, what will make your product stand out?

86% OF CONSUMERS SAY A
PEER-BASED ENDORSEMENT
POSITIVELY INFLUENCES
A CONSUMER'S PURCHASE

- Apply for a third-party endorsement like the [PTPA Seal of Approval](#).
- Develop a marketing plan around how to leverage your new award.



5. You are only as good as your last one star

Online reviews are crucial. That's why ratings and review programs have become the hottest commodity in the digital marketing space.

- Engage with both negative and positive reviews to convey empathy and showcase a will to do better or exceed expectations.
- Answer questions or concerns quickly, honestly, and thoughtfully.
- Do not respond in the same manner each time. Give each response its own unique attention.
- Take the conversation offline when possible.





For over a decade, PTPA has been helping brands build trust by connecting consumers and their families with essential household and lifestyle products through our top-rated Seal of Approval program, influencer community, television features, surveys, and more.

Contact us to learn more about how we can help promote your brand and gain awareness with one of the most influential communities in North America.

TrustUs@PTPAMedia.com

Let's Chat!
1-855-705-0800