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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

The Trust Issue in Marketing

By Darrin F. Coe, MA

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One of the prime motivating factors in the purchase decision making process is "trust". A consumer will at some point for however long or short of a time, ask the question, "Can I trust this company/person/product?"

In today's ever-changing world of marketing, electronic media, email, and advertising innovations and intrusions, companies, and businesses are marketing to an ever increasingly suspicious consumer, who is conflicted between their desire not to be "sold" to and their desire to consume. They are looking for ways to establish believability, credibility, and trust.

According to a paper by the Peppers and Rogers Group (2004), 36% of major U.S. corporations view privacy as an important part of the company's brand image.

It is my belief based on consumer thinking that one way to develop a competitive edge in the marketing world is to place greater emphasis on tying privacy policy to brand. This strategy places a direct link between trust and purchase while developing the beginnings of long-term relationship.

I suggest highlighting your privacy policy in all your marketing in a way that makes privacy, trust, and your brand synonymous. Let the consumer know that here is a business that will respect your privacy. Let them know that your communication with them will be relevant to their consumer needs. And you can let them know that information they share with your business will be used to better meet their needs and will not, knowingly be used against them, sold, or given to third parties.

It might even be smart to develop a short marketing campaign that focuses on your commitment to your customer's privacy, instead of simply stating that you have a privacy policy or stating your policy in unreadable font at the bottom of your literature.

The Trust Issue in Marketing

About 50 % of consumers today have little more knowledge than brand or product recognition and have little desire to acquire extra information about a brand or product, so it behooves the marketing community to link recognition of their brand to trust, safety, and advocacy. Instead of selling to consumers, target your marketing to help them believe that you are making them safer and more secure by purchasing your brand and then back it up!

Darrin F. Coe, MA is a mental health professional, a weekly columnist, and the author of "micro loans: finance your dreams available at <http://dcoe1.tripod.com/microfinance>. Contact him at coe@ris.net or <http://dcoe1.tripod.com>

The Value of Value

By Ryan Hamner

The Value of Value by Ryan Hamner

In designing your content, for whatever it may be, it is crucial to focus on value. In particular, I am talking about the value of your website's content. This is what will ultimately build repeat traffic to your website and gain the trust of your visitors.

So you might send 2 million emails every week inviting folks to your website, but what good is traffic if you can't hold a visitor's attention, if you can't provide useful information and establish credibility. If you can establish yourself (your website) as an authority on the subject matter you represent, then you can gain your visitor's trust, and when visitors and potential customers trust you, that is when they begin to take action. This is especially important with affiliated marketing. When I am skimming through various websites looking at new affiliate marketing programs, I don't want to just logon to a site and see a neverending page of banners to click on, I want some information on the programs, maybe a testimonial, the commission structure, the key points right out in front, and I want to know that I can trust the publishers of the website; only then will I take action.

Building the value of your website is a neverending process. It involves consistent monitoring, tweaking and flexibility. So as you design your content, remember the value of value!

** Ryan Hamner is the creator and author of [24HourCashMachine.net](http://www.24hourcashmachine.net) – The Ultimate eBay Selling Program & [AffiliateProgram101.com](http://www.affiliateprogram101.com) – Affiliate Marketing Directory. <http://www.24hourcashmachine.net>
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