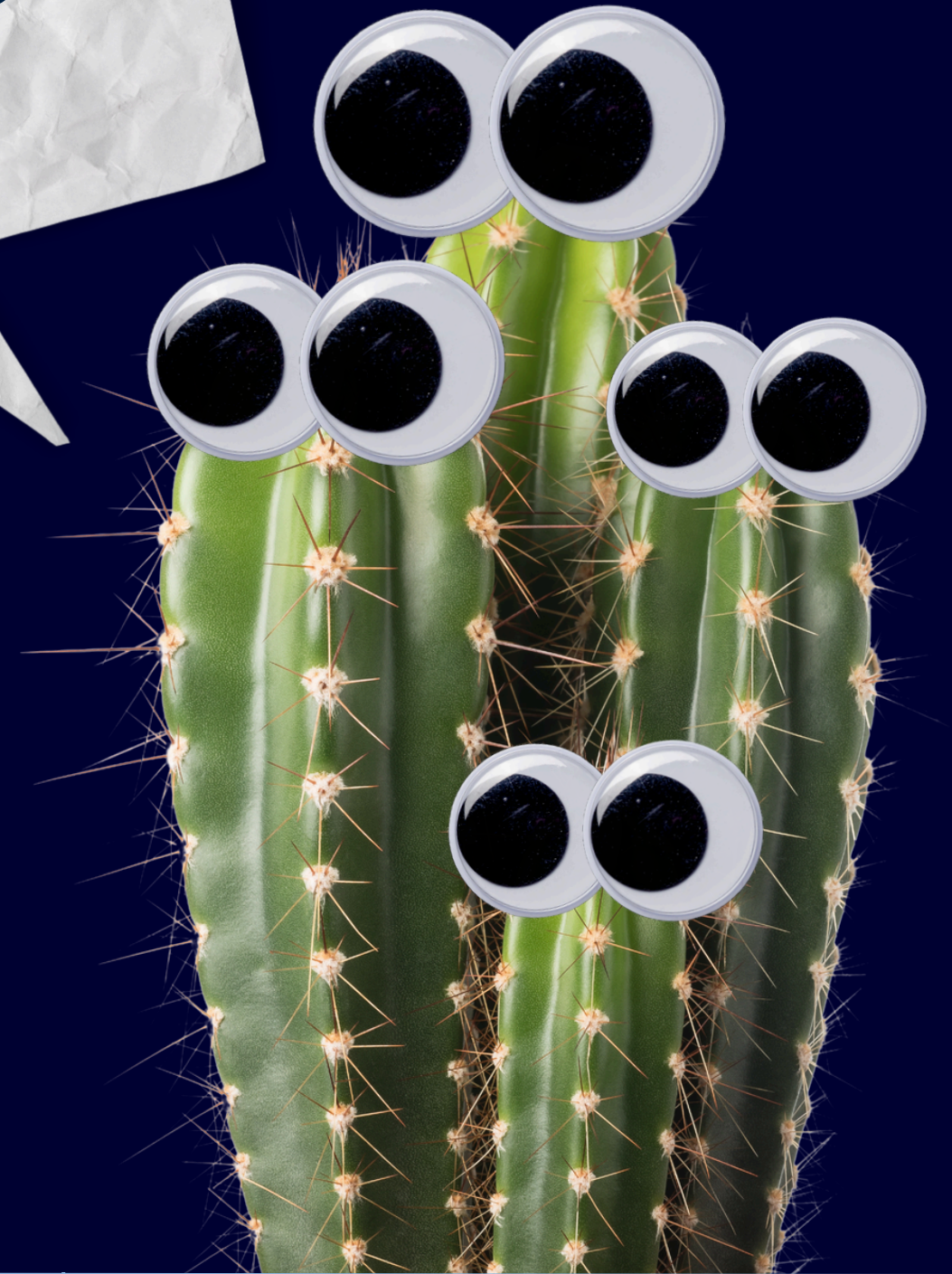


**THIS IS A BIT
PRICKLY**

Building Trust in Practice



How successful marketers embrace the pillars of trust, foster loyalty, and drive results.

In the high-stakes world of B2B, trust isn't just a buzzword — it's the bedrock of lasting customer relationships.

Buyers aren't just looking for products or services; they're searching for partners who deliver on their promises.

The research backs it up, too. The 2024 Dentsu B2B Superpowers Index, for another year running, highlights that buyers rank trust and expertise as top priorities when making purchasing decisions.

But trust doesn't happen by accident. It's built through every interaction, every decision, and every moment you show up for your customers. So, how do you turn trust into a competitive edge — especially when trying to stand out in a crowded market or redefine perceptions in your category?

By embracing the pillars of trust, B2B businesses can foster loyalty, and drive real results. Here's how to bring trust to life using principles inspired by Brené Brown's BRAVING Framework.



Understanding the BRAVING framework not only provides a blueprint for building trust but also offers valuable insights for B2B marketers.

By aligning marketing strategies with these principles, organisations can enhance their credibility, create enduring relationships, and ultimately differentiate themselves in a competitive landscape.

Clarity of Value

Your message should focus on delivering clear, customer-centric value. Focus on addressing pain points and aspirations of your target audience. Start by deeply understanding what your audience values most.

Organisational Alignment

Building trust requires alignment across every team, from product developers to sales reps. A unified message and a collaborative approach ensure that everyone in your organisation is delivering the same promise to customers.

Proof of Success

When launching a new offering, evidence is key. Customer testimonials, case studies, data points, and product demos all build credibility.

Marketing Beyond Boundaries

Your sales team is often the first touchpoint for your brand. When they're confident and well-equipped, it shows. Arm them with the right training and tools to share your value with ease. Their belief in your offer will ripple out to your customers.

Generosity in Client Relationships

Great relationships are built on generosity. Whether it's insights, tools, or just a willingness to listen, showing you care about your customers' success is the ultimate trust-builder. They're not just buying a product or service—they're investing in a partner.



Trust isn't something
you “achieve” and
move on from.

Trust is something you build
— and rebuild — every day,
with every interaction.

The brands that win are the ones that show up, deliver, and keep their promises. So, if you're looking to reshape perceptions, break through the noise, and build something lasting, start with trust. It's your greatest competitive edge.

Let's remind ourselves of the basics:

CLARITY OF VALUE

Clarity of value can be achieved by aligning messaging to what the audience values most. Create clear value propositions and messaging.

UNITED TO DELIVER

Deliver a consistent message to build trust, from engineers to the senior leadership team. Marketers and business owners can help by creating clear value propositions.

PROOF OF DELIVERY

B2B buyers need reassurance before they sign on the dotted line. Show proof that you have done it before, in case studies, clinical trials or recommendations.

GENEROSITY IN RELATIONSHIPS

Invest in meaningful conversations with clients by offering insights to help them succeed.



B2B INSPIRED

Marketing Marvels

At BlueOcean, we aspire to learn and share as much as we possibly can to inspire fellow Kiwi B2B marketers to be some of the best and brightest in the world.

Follow the WE DO B2B podcast and join the community of marketers who are making waves across New Zealand and abroad.



WE DO B2B

We eat nothing but B2B marketing for breakfast, lunch and dinner. To find out if we could be a good fit to work together, and get some of this action, please contact us.



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