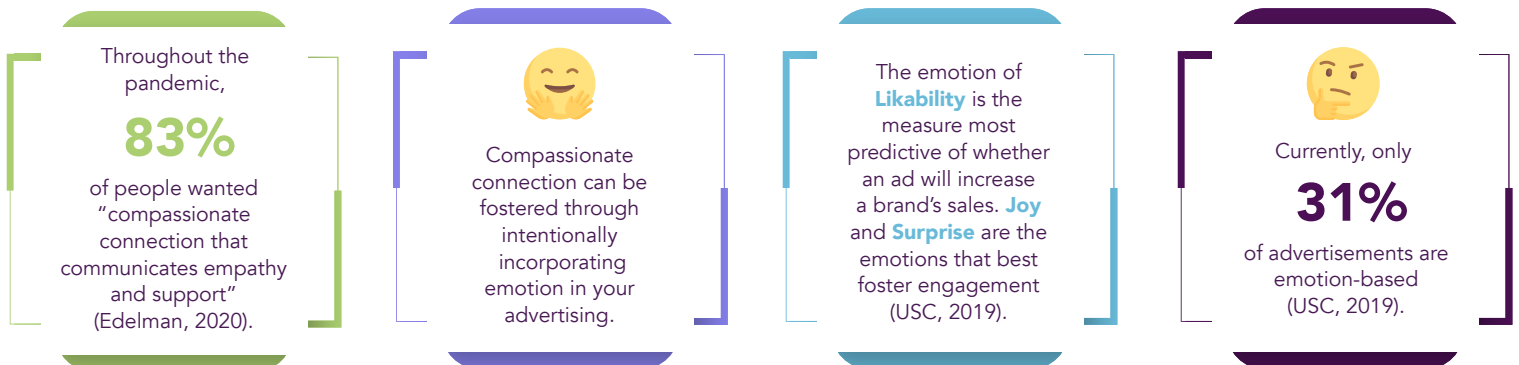


# Leading with Emotion

## Why Human Connection is the Key to Effective Marketing in 2022

Marketing is all about people. Even for B2B, organizations and businesses are made up of people, so ultimately, you need to connect with people to have success in marketing.



There is a huge opportunity to close the gap and elevate your brand by putting *people*, and *authentic relationships*, first.

### How to Build Authentic Relationships Through Shared Emotion

#### EVERYONE LOVES A LOVE STORY

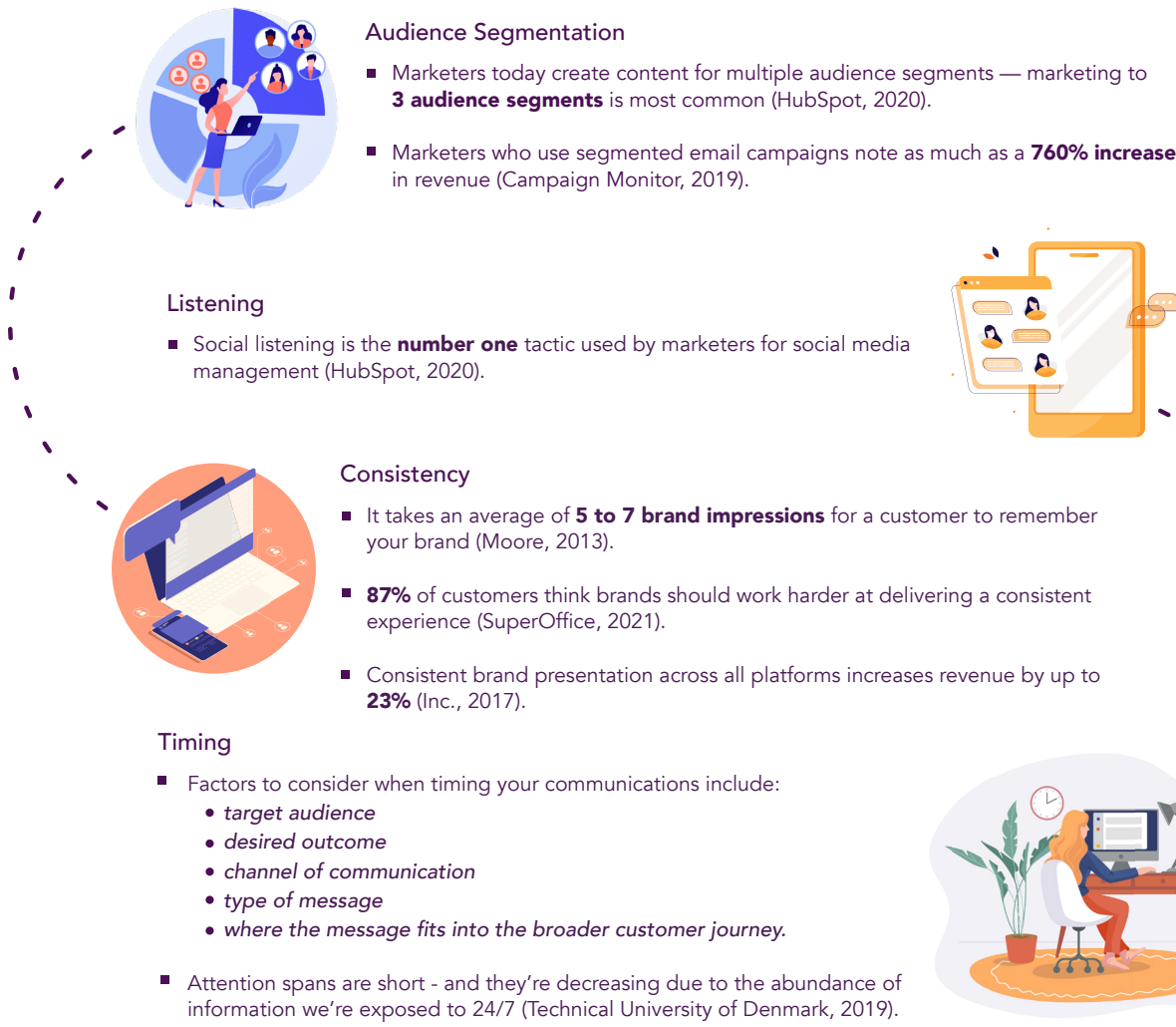


#### INTENTION IS AUTHENTIC

Intentionally designing the client experience to include emotional touchpoints with your brand is foundational to establishing authentic relationships.

More than half (55%) of senior marketers said they were not confident in their company's understanding of the customer journey (Millward Brown Digital, 2016).

The following factors are key in crafting the client experience:



#### CONNECT WITH VIDEO

Leverage video in your brand marketing and communications. Video is easily consumable and shareable, so it allows you to reach a broader audience more quickly. When created strategically, video is also relatable, emotional, and authentic.

People are **2X** as likely to share video content with their friends than any other type of content (Wyzowl, 2019).

The most commonly-created types of video are:



(Wyzowl, 2019)

Incorporating video into marketing campaigns drives engagement and sales.



#### References:

- Campaign Monitor, 2019. Using List Segmentation to Increase Engagement.
- Deloitte Digital, 2019. Exploring the value of emotion-driven engagement: The dynamics of customer loyalty.
- Edelman, 2020. COVID-19 Brand Trust Report.
- HubSpot, 2021. The Ultimate List of Marketing Statistics for 2021.
- Inc., 2017. If You Want to Make 23% More Money, Then Get Consistent.
- Moore, 2013. 13 Characteristics of Human Brands.
- Quinton, 2020. The story of wit: Why brands need humour more than ever.
- SuperOffice, 2021. Customer Experience Statistics.
- Technical University of Denmark, 2019. Abundance of information narrows our collective attention span.
- USC, 2019. Thinking vs Feeling: Psychology of Advertising.
- Wyzowl, 2019-2021. Video Marketing Statistics 2021: The State of Video Marketing.