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## Ways to Build Brand Trust With Your Employees and Customers

1

### Trust begins within the four walls of your organization

- Internal trust is built on a foundation of transparency and communication. Do your employees know your mission, core values and annual goals? If so, have they bought in and are they working in lock-step with you to make those goals come to fruition?

2

### Articulate your "why" early and often

- Share the story behind your business – not just what you do, but why you do it. People will be more engaged with you and your business if they understand what drives you.

3

### Get comfortable with others telling your story

- You likely have an interesting story to tell, and people who want to share it. It could be employees, news media, influencers or your customers. Lean in, do that interview, agree to that speaking opportunity. Someone will benefit from it.

4

### Be clear and consistent

- Avoid conflicting priorities and messages. Clarity of purpose at every turn – and on all of your owned marketing channels (website, social media, internal/external communication) can go a long way to building trust.

5

### Know your audience, and tailor accordingly

- Building trust means building connections – understanding where your audiences' heads are at, sharing insights, knowledge or a point of view they would appreciate is crucial in creating engagement and, ultimately, action. Remember, relationships go two ways.