

Business Advisor

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Marketing with Meaning

How Human-Centered Marketing Drives Sales

Marketing isn't about selling—it's about connecting. Today's consumers want more than just products; they're looking for experiences that speak to their values and stories that resonate with their lives.

Discover the strategies that make that happen.



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THE SCIENCE OF CONNECTION

Marketing Experiences That Resonate in a Noisy World



By Juliana Huff, Copywriter, beMarketing

People don't buy products. They buy better versions of themselves. This might sound counterintuitive because, of course, people buy products and services. But when you look at the bigger picture, the pieces fall into place. What made them choose that product? That service? Why would they go through the trouble of buying something from a small business when they can get the same thing at a big box store?



The answer lies in a simple yet profound factor: emotions. What does your product or service do for them? How is it making their life better? The answer to that question is your secret to success. At beMarketing, that's what we do. We build emotional responses to drive sales. Consumers who are emotionally connected with your brand are over 50% more valuable to you than those who aren't. Our team specializes in building that emotional connection to help brands cut through the online noise and speak directly to their customers.

Embrace Experiential Marketing

Experiential marketing is just that - an experience. However, it requires working with companies that are willing to take a leap and do something different.

Immersing audiences in hands-on, interactive experiences allows brands to create emotional connections with the consumers. 91% of consumers are more likely to purchase from brands after participating in a brand experience. Given the potential payoff, this is definitely a tactic to consider.

One experiential marketing campaign that comes to mind is IKEA's "Big Sleepover" event. Remember when IKEA invited customers to spend the night in their stores? They transformed their showrooms into slumber party central, complete with pajamas, bedtime stories, and even sleep masks. It generated a ton of buzz around the brand and reinforced the company's image as fun and innovative.

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Personalized Content That Feels Personal

Generic messaging is out of date and out of place. Today, everyone filters their spam messages and ignores the constant barrage of content geared toward just about anyone. Consumers expect personalized interactions that reflect their name, goals, preferences, and past interactions with the brand. In fact, 80% of people are more likely to purchase

from brands that provide personalized experiences and recommendations.

For you, that means working with a marketing agency that develops highly personalized campaign strategies. We're going beyond the target audience and focusing on giving your clients their own nicknames to accompany their emails and customized recommendations for products and services based on their history. Understanding what your audience values allows us to create messaging that resonates with individuals.

The Heart of Connection

Humans have told stories for as long as they've been around, so it makes sense that storytelling is one of the most powerful tools for building emotional

connections. It's one of the reasons brands incorporating storytelling can see a 30% increase in engagement. Stories give a brand history and a product context; they evoke emotions and build your brand up as relatable – all of which contribute to an emotional drive to push purchasing decisions.

A marketer's job is to weave your brand's values, mission, and customer journey into narratives that tell your story. We've worked with various organizations and nonprofits to tell their stories - their founding stories, stories of people impacted by their service, and showcase the real-world impact of their work. As a result, we were able to help the companies see an increase in interest and sales, as well as build their relationships with the community.

Future Trends

Marketers are continuing to take advantage of emerging technologies. AI is still putting out shockwaves, but if you think content generation is all it's about, think again.

- **AI and Personalization:** AI has revolutionized personalized experiences. From predictive analytics to AI-powered chatbots and custom interactions, these tools help brands create moments that feel truly one-of-a-kind.

- **Immersive Experiences with VR and AR:** Virtual and Augmented Reality (VR and AR, respectively) are just starting to change experiential marketing. Customers can "try on" products through AR or visit a virtual showroom with VR.

Both technologies provide immersive interactions that build excitement and trust – no matter where in the world you are.



Building Lasting Connections Amid the Noise

When you factor in the constant barrage of marketing consumers are exposed to, it's easy to see how they have begun to ignore most of it. "Noise marketing" is any marketing attempt that distracts from your brand's core message, and most of the marketing today is just that – background noise. The focus needs to be on cutting through the noise and speaking to your audience in a way that actually connects with them - which is often based on storytelling. At beMarketing, we've built a team of bold storytellers dedicated to understanding your brand inside and out, crafting personalized strategies and experiential marketing ideas that make your company unforgettable.

“We build brands that set the stage for long-term success.”

Ready to turn your marketing into something extraordinary? Contact beMarketing today, and let's create experiences that resonate with your audience—because connection is the key to success in a noisy world.



be Core Values

COMMUNICATION
Your business is your #1 priority; it's also ours. That's why we provide **24/7 pursuit of responsiveness** to each and every client.

QUALITY
Effort counts, but we believe **results count MORE** — that's why we deliver both.

SPEED OF DELIVERY
We deliver the results **you need** before you even need them delivered. Always.

ACCOUNTABILITY
In order to deliver your goals, our team will always **relentlessly push forward**, no matter what obstacles come our way.

ENTHUSIASM
We are driven to do what we do with a **proactive, positive and passionate approach**.

