


The Trust Exchange

Brands, Social & Customers

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“Trust – It’s the most powerful currency in business...”

– John Chambers, Former CEO of Cisco

Today trust is not defined just by the product or service

84%

of customers say being treated like a person not a number is very important to winning their business – Salesforce Customer Survey, 12/2018

90%

of consumers “trust” **recommendations from friends or family** for purchase decisions vs brand content - Nielsen Customer Survey, 12/2018

147%

better performance vs competitors comes from companies with highly engaged employees – Gallup Survey, 1/2018

72%

of customers share good experiences with others – Salesforce Customer Survey, 12/2018

75%

of consumers are likely to start shopping at a company that supports a **social issue** they identify with. – Clutch Digital Marketing Survey, 01/2019

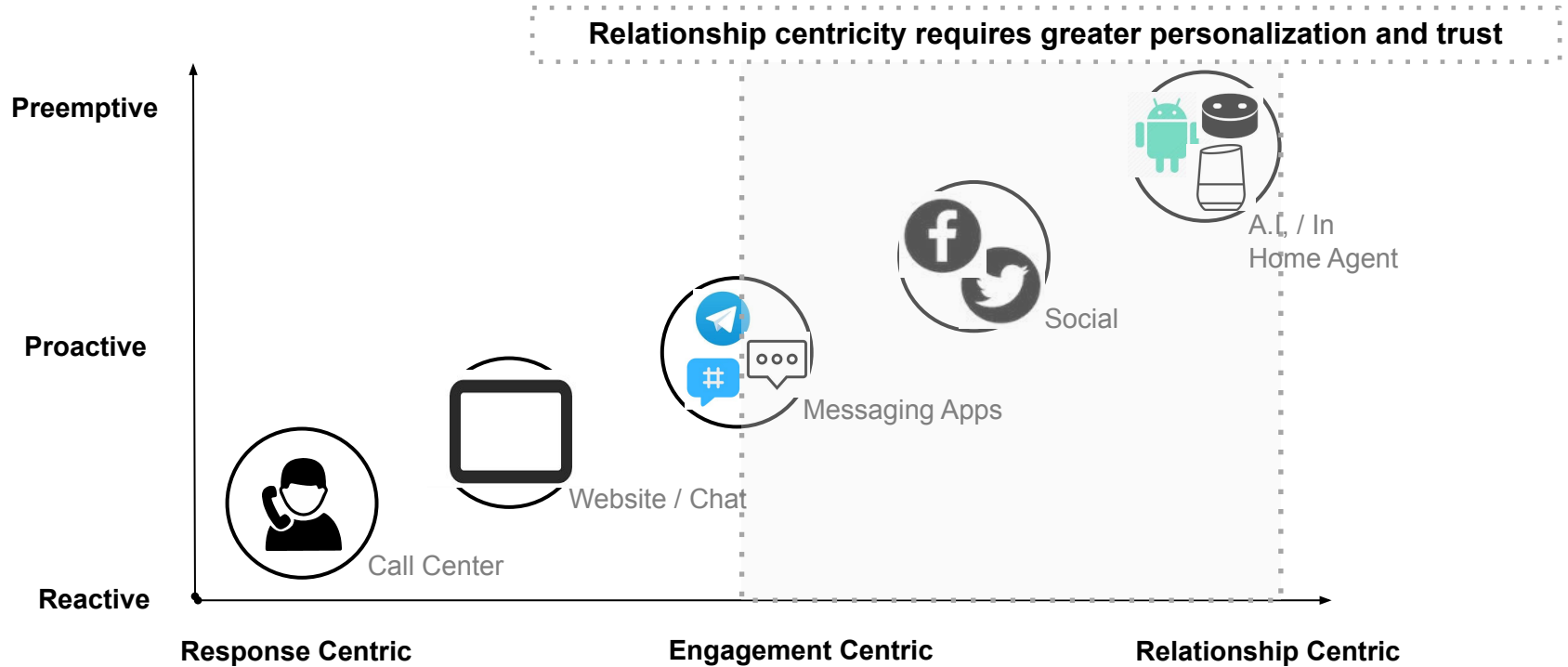
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consumers mistrust a good portion of brand ads – Edelman Trust Barometer Report, 2019

A person is holding a smartphone horizontally, taking a photo of a scenic view. The background is a blurred outdoor setting with a body of water and buildings, suggesting a waterfront or harbor. The lighting is bright and natural, creating a soft, bokeh effect in the background.

Think more about the
brand **“trust
exchange”** throughout
the
**customer experience
journey...**

Understand the needed trust across the customer journey



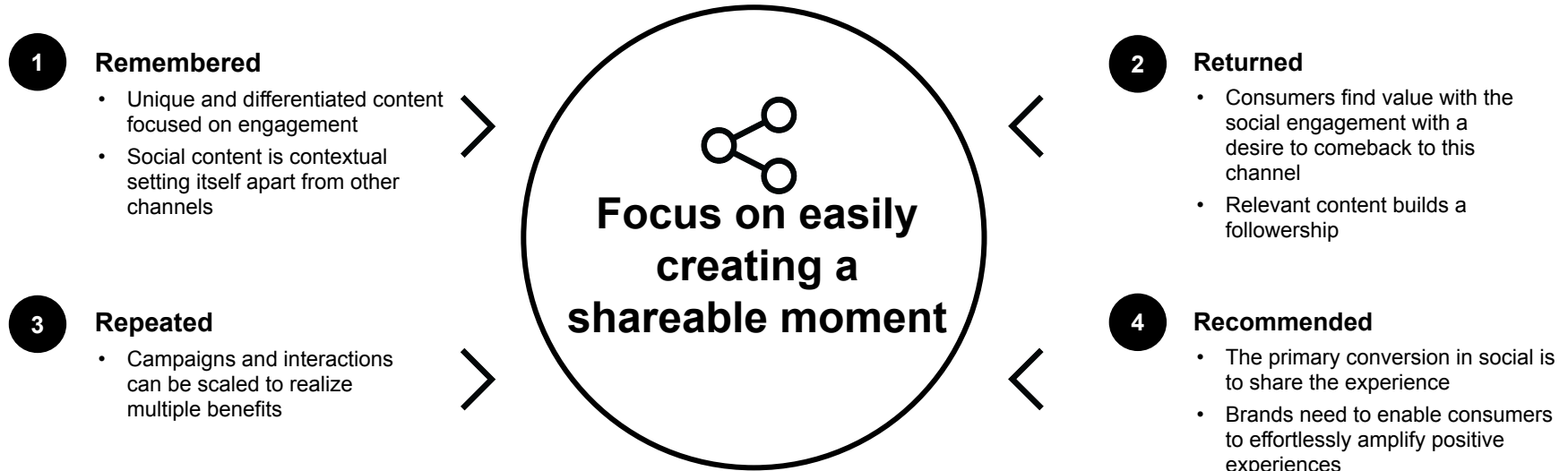


**Today's consumers
focus on having great
experiences and
social is about
sharing them with
whom they really
trust – each other**

verizon[✓]

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Building great experiences in social



**Diversity,
consistency and
frequency help
drive authentic
experiences and
social content**

Develop social content authentic to its channel

Diversity



Leveraging a wide range of formats and creativity to keep social content fresh and interesting

Consistency



Developing strategy to build anticipation and expectations for content

Frequency



Posting with the appropriate timing and cadence to maximize reach, interactions and impact

