

Marketing Hourglass

Stage 3: Trust

Company

URL

What are the ways in which you can intentionally build and support the prospect's desire to trust your business as part of their decision making process? Use the left column to audit and make note of your current level of activity in this stage and the right column to note ways you could add to or enhance your activity in this stage.

Stage 3: Trust

Stage Audit

Stage Action Plan

Visual Cues

Visual Cues

Association badges	
Certifications	
Client logos	
Media mentions	
3rd party reviews (Google)	

Content

Content

Useful resources	
Downloadable content	
Case studies	
Testimonials	
Story videos	
Staff videos	
Customer generated content	

Social Media

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Confirmation emails	
Welcome value series	
Consistent follow-up	
Newsletter	

