

BRANDING BUILDS TRUST AND LOWERS THE COST OF DIRECT RESPONSE MARKETING

We performed a little research project on our call data and separated our clients who had invested in brand marketing from those who hadn't. Then we analyzed almost 20k calls from the past 3 years. We found that our clients who invested in branding had a 50% lower cost of marketing and a 2x higher return on their ad spend.

2X

Branding Consistency Builds Trust

Branding consistency is the first step to building trust. If a consumer can't recognize your logo, name or colors, you've lost all the benefit of your marketing spend in other marketing channels. Branding consistency alone is found to increase revenue by 20%.

20%

Trust Increases Response Rates

Edelman, a global communications firm, that found 81% of consumers say that they need to trust a brand before making a purchase

81%

Trust Increases Purchase Price

A study by McKinsey found that customers are willing to pay up to a 20% premium for products and services from companies they trust.

20%

RSVP of Greater Seattle

We help Puget Sound home contractors grow through better marketing. Interested in learning more about how to increase your marketing ROI? Visit us at rsvpseattle.com or email info@rsvpseattle.com