

H2H

ONLY HUMANS AFTER ALL...

a venture that...

“
has stood
the test of
time

Marketing...
a chameleon of emotions, but one thing is
for sure- it's loud!



H2H marketing



and not on the
customers that
support it?

But display appealing human
qualities like **loyalty** and **authenticity**.

are you too focused on
selling your brand...

Don't throw out your book
of industry jargon.



how?

Tell a
story

Emotional Connection

Meaningful
links

Provide more useful info

Infographics
and videos

Be visually decriptive

Be
mindful

Stay in touch with what matters
and be real & realistic

Be
honest

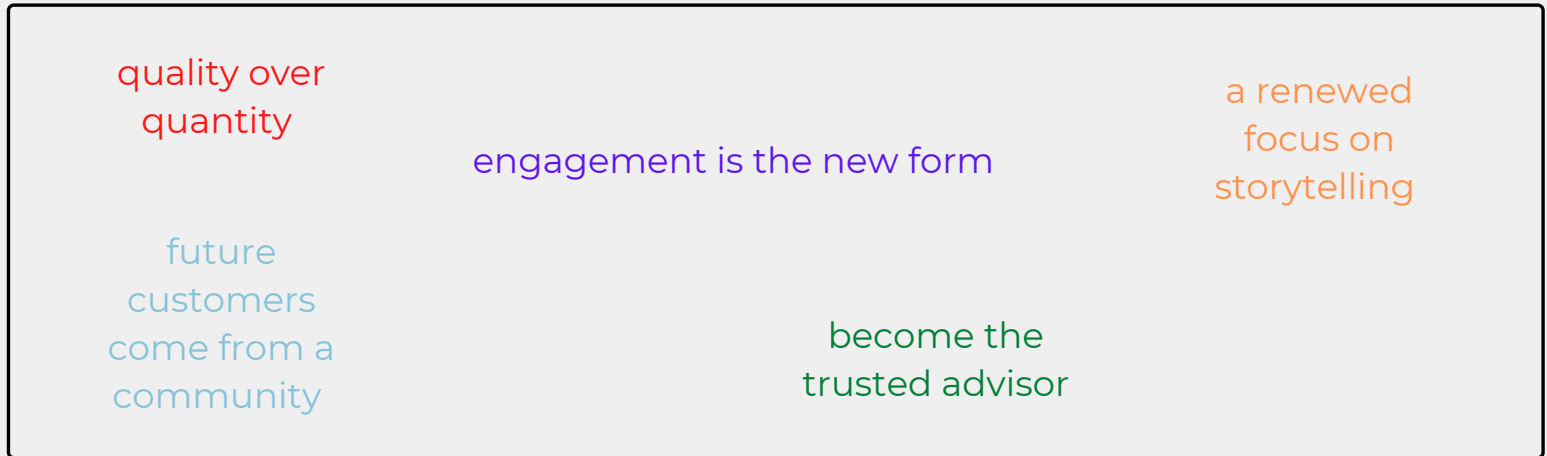
Deliver instead of promising

Look behind the
"selling" mania

Don't push it too much.
Be humorous about it!

H2H marketing

Principles



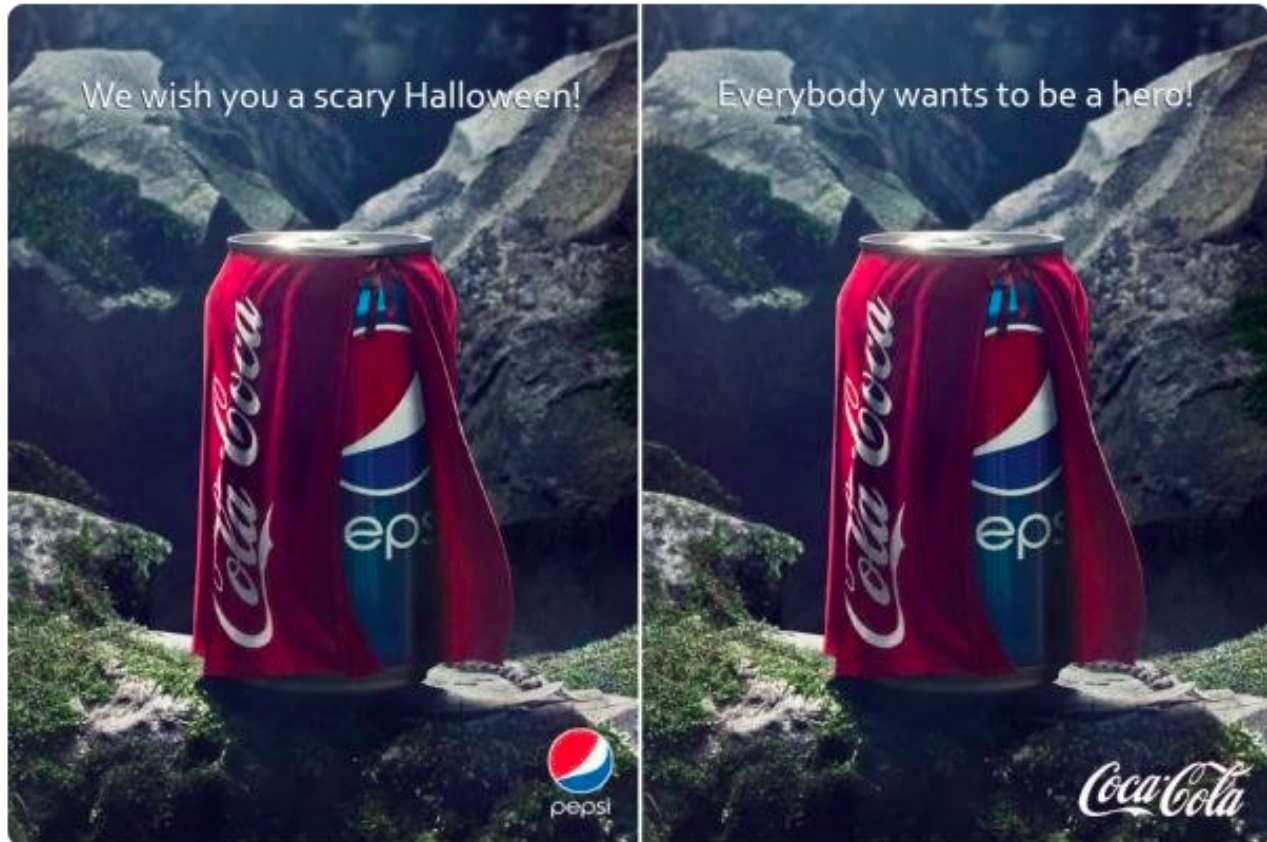
let's take a look at these 2 people

Person A: A busy CMO at a Financial Company

Person B: an avid lover of yoga and football

Person A & B are not two different people at all...

Humour me

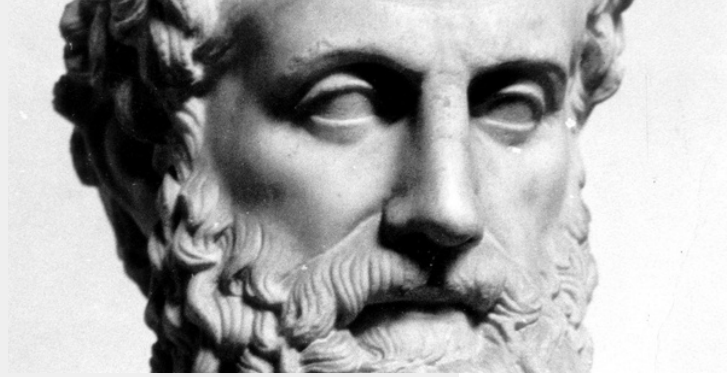


3 modes of persuasion

pathos

logos

ethos



thank you

