

# Brand Trust: The Power of Being a Better Neighbor

#BeKind

Jason St-Cyr  
@StCyrThoughts

© 2021 Sitecore Corporation A/S. All Rights Reserved.



— Today is all about trust.



@StCyrThoughts







2020



*There are three ways  
to ultimate success.*

*The first way  
is to be kind.*

*The second way  
is to be kind.*

*The third way  
is to be kind.*

*-Mister Rogers*





There are three ways  
to ultimate success.

The first way  
is to be *honest*.

The second way  
is to be kind.

The third way  
is to be *helpful*.

-Mister *St-Cyr*

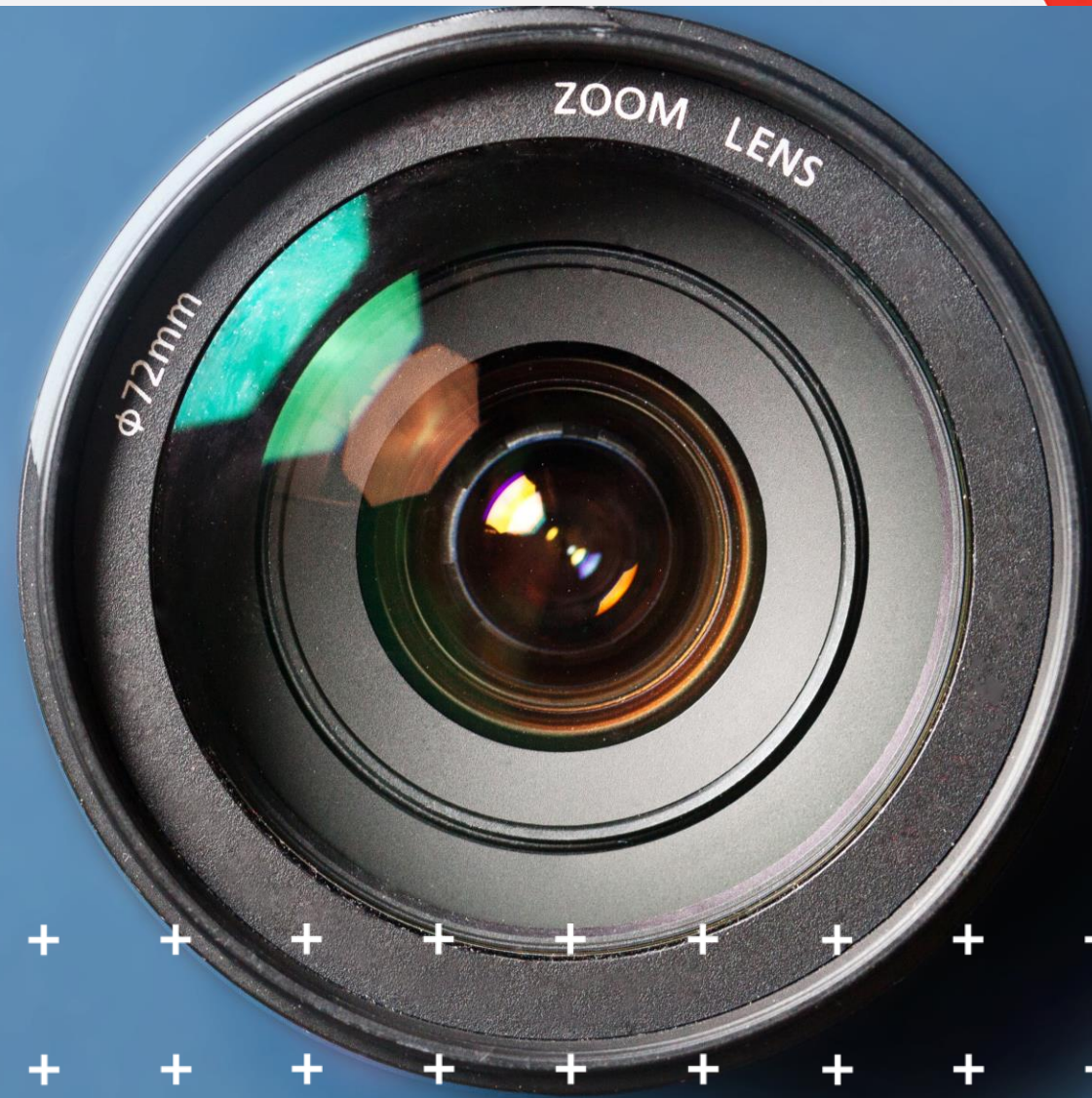


# Value of trust and advocacy





Today is all about trust.



# What makes you trust me?

## Data privacy is a first priority

- Take it seriously
- Treat customer data securely
- This is NOT what we're going to talk about here!







Reactions:

**24x**

More via employee  
posts vs. the brand\*

\*The Social Employee, Burgess&Burgess, 2017





Credibility:

**65%**

Trust technical company  
expert vs. 47% for a CEO\*

*\*Edelman Trust Barometer, Edelman, 2019*





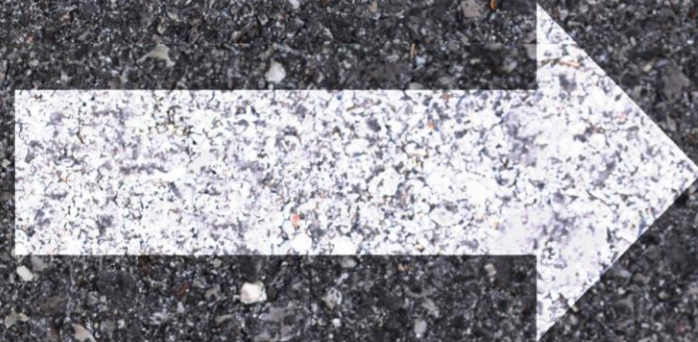
Reach:

**28%**

**Increase in reach  
without social ads\***

*\*Social Transformation Report, Hootsuite and  
Altimeter Research, 2020*





Ethics:

**3x**

more important to  
company trust than  
competence\*

*\*Edelman Trust Barometer, Edelman, 2020*



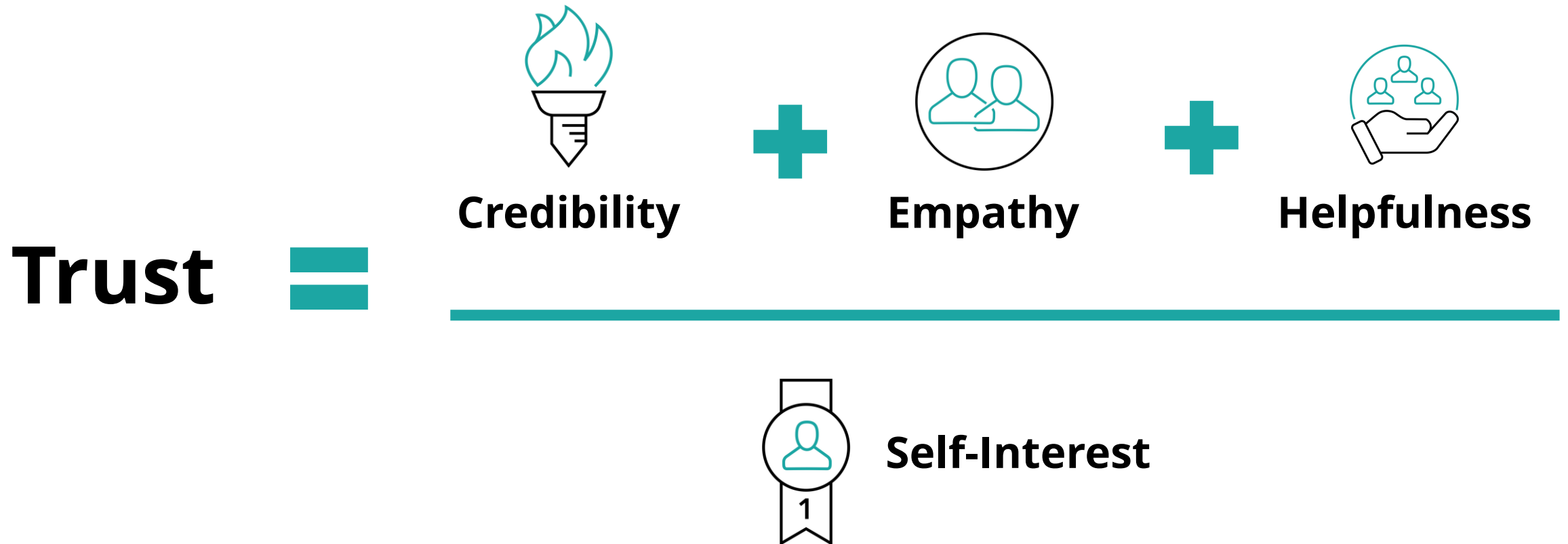


# What is an advocate?

## Pick your style

- **Customer advocate:** "The people I talk to need my help to make their lives easier."
- **Brand advocate:** "I really like using this thing, it helped me a lot."
- **Employee advocate:** "I will tell you why my company has a cool thing that will help you."
- **Influencer:** "I use my reach to make people aware of things that could be helpful to them"







A woman with blonde hair and glasses, wearing a checkered shirt and black trousers, stands in front of a large window, gesturing with her hands while presenting. An audience is seated in the foreground, partially visible. The room has a modern aesthetic with large windows and a concrete wall. A red L-shaped graphic element is positioned to the left of the text box.

# Be honest

Leveraging the power of transparency





### Is honesty always the best policy?

- Transparency is a huge driver for trust
- Scenarios are not always simple
- How do we find a balance?

**“The #1 driver of trust in digital business is transparency”\***

**55%** **53%**  
**Consumers** **CMOs**



# The balancing act

**Be safe**

**Be open**

**Meet NDA/contract  
legal requirements**

**Do not reveal  
sensitive  
corporate info**

**Respect personal  
privacy**

**Be a trusted advisor**

**Be easy to  
work with**

**...probably MANY more factors!**

**Would you like to  
make-believe with  
me?**







***“Hey, didn’t I hear that [so and so] from [online social channel] said that [some tech] is about to be superseded by [some other new tech, probably based on JavaScript]? Are you going to support it?”***

**- An inquisitive audience member**

IT Director @ Important Customer





*“Hey, didn’t I hear that [so and so] from [online social channel] said that [some tech] is about to be superseded by [some other new tech, probably based on JavaScript]? Are you going to support it?”*

***“Oh, yeah, I heard about [new tech]. Sarah in Engineering said she was working on something for that, but I told her that it was pretty garbage tech and we shouldn’t waste our time. But, she didn’t agree, and I was told we’ll have something out by the end of the year for that.”***



Be easy to work with

## Invite collaboration and be positive

***"Thanks for bringing that up!**  
I have heard about [new tech]. Sarah in  
Engineering said she was working on  
something **for that and we'll**  
**have** something out by the end of the year.*

***Have you looked into it yourself?**  
**What do you think about it?**  
**Do you have anything you'd like to see?"***

GREET YOUR FRIENDS WITH  
OPEN ARMS

AND HAPPINESS WILL COME TO  
YOU



## Try not to name-drop

*"Thanks for bringing that up!  
I have heard about [new tech]. **Engineering  
said they were working** on something for  
that, and we'll have something out by the  
end of the year.*

*Have you looked into it yourself?  
What do you think about it?  
Do you have anything you'd like to see?"*







## Is it secret? Is it safe?

*"Thanks for bringing that up!  
I have heard about [new tech]. I'll follow up  
with the team to see about future  
support, but we do keep a pulse on these  
and strive to choose the best options for  
our community."*

*Have you looked into it yourself?  
What do you think about it?  
Do you have anything you'd like to see?"*



## Be a trusted advisor

### Provide balanced insights if you can

*"Thanks for bringing that up! I have looked into [new tech], **but honestly was not very impressed with its capabilities concerning [some issue]**. I'll follow up with the team to see about future support, **though you may find [current tech] is a more viable option for production use.**"*

*Have you looked into [new tech] yourself?  
What do you think about it?  
Do you have anything you'd like to see?  
**Did you have ideas to work around [some issue]?"***





## Meet NDA/contract legal requirements

Share what you can, but  
make it clear it is  
restricted information

*"Thanks for bringing that up!  
I have looked into [new tech], but honestly was not  
very impressed with its capabilities concerning  
[some issue]. **Since you are covered under an  
NDA, I can confirm that we plan on supporting  
it in the future**, though you may find [current  
tech] is a more viable option for production use.*

*Have you looked into [new tech] yourself?  
What do you think about it?  
Do you have anything you'd like to see?  
Did you have ideas to work around [some issue]?"*



# A controlled truth



@StCyrThoughts







# Be kind

Creating a safe space for connections



**“By practicing kindness in your business, you can increase your income, generate new clients, stimulate repeat customers to buy, and much more...”**

**Jill Lublin**

Author, Speaker, Publicity Relations Consultant

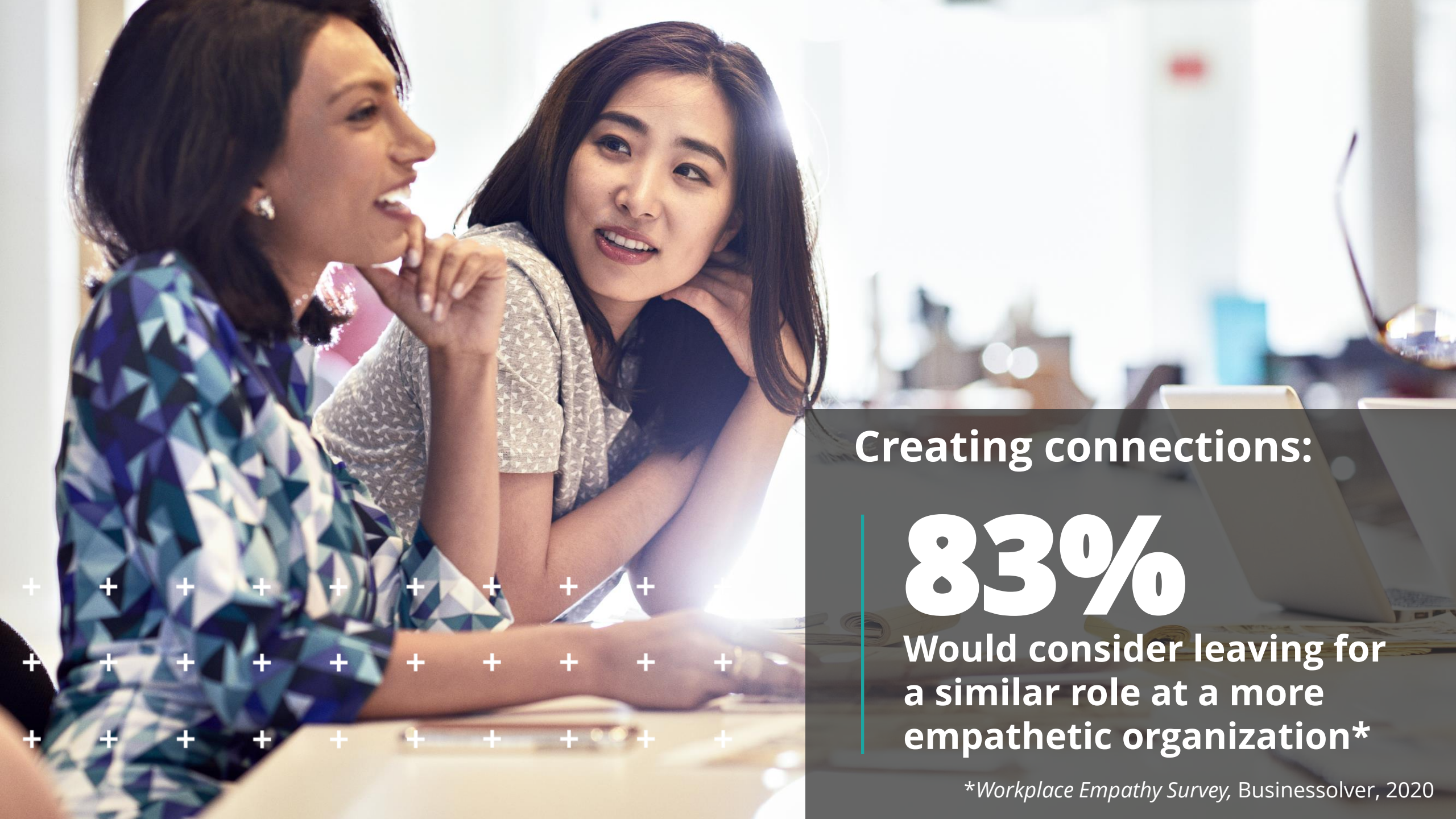




**“What is desperately needed at this time is a global attitudinal adjustment in which we, as individuals, business owners, and leaders, commit to implementing kindness strategies into our lives, businesses, and everyday affairs in order to facilitate a return to societal balance — as well as to increase our individual success.”**

**Jill Lublin**

Author, Speaker, Publicity Relations Consultant



Creating connections:

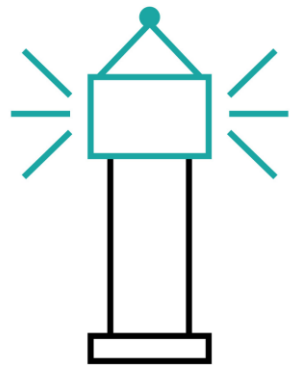
**83%**

Would consider leaving for  
a similar role at a more  
empathetic organization\*

*\*Workplace Empathy Survey, Businessolver, 2020*



# An example: Getting help for a problem



**Who can help me?**



**Is it a safe place?**



## Connect, encourage, and give

- Can you connect people to each other or information?
- Are you open to questions?
- Are you excited about something?
- Do you volunteer or do other selfless acts?





A photograph of two young women sitting at a wooden desk in a modern, open-plan office. The woman on the left, with dark hair in a braid, is wearing a grey sweater and holding a blue pen to her chin. The woman on the right, with dark hair pulled back, is wearing a black zip-up top and looking at a laptop. The background shows a bright, airy office space with wooden stairs, plants, and large windows. A white text box with a red L-shaped border is overlaid on the right side of the image.

# Be helpful

Lend a helping hand





“When I was a boy and I would see scary things in the news, my mother would say to me, ‘Look for the helpers. You will always find people who are helping.’”

- Fred Rogers, 1999

Interview With Karen Herman







"All of us, at some time or other, need help. Whether we're giving or receiving help, each one of us has something valuable to bring to this world. That's one of the things that connects us as neighbors—in our own way, each one of us is a giver and a receiver."

- Fred Rogers, 2003

The World According to Mister Rogers





“Deep down, we know what matters in this life is more than winning for ourselves. What really matters is helping others win, too. Even if it means slowing down and changing our course now and again.”

- **Fred Rogers, 2002**

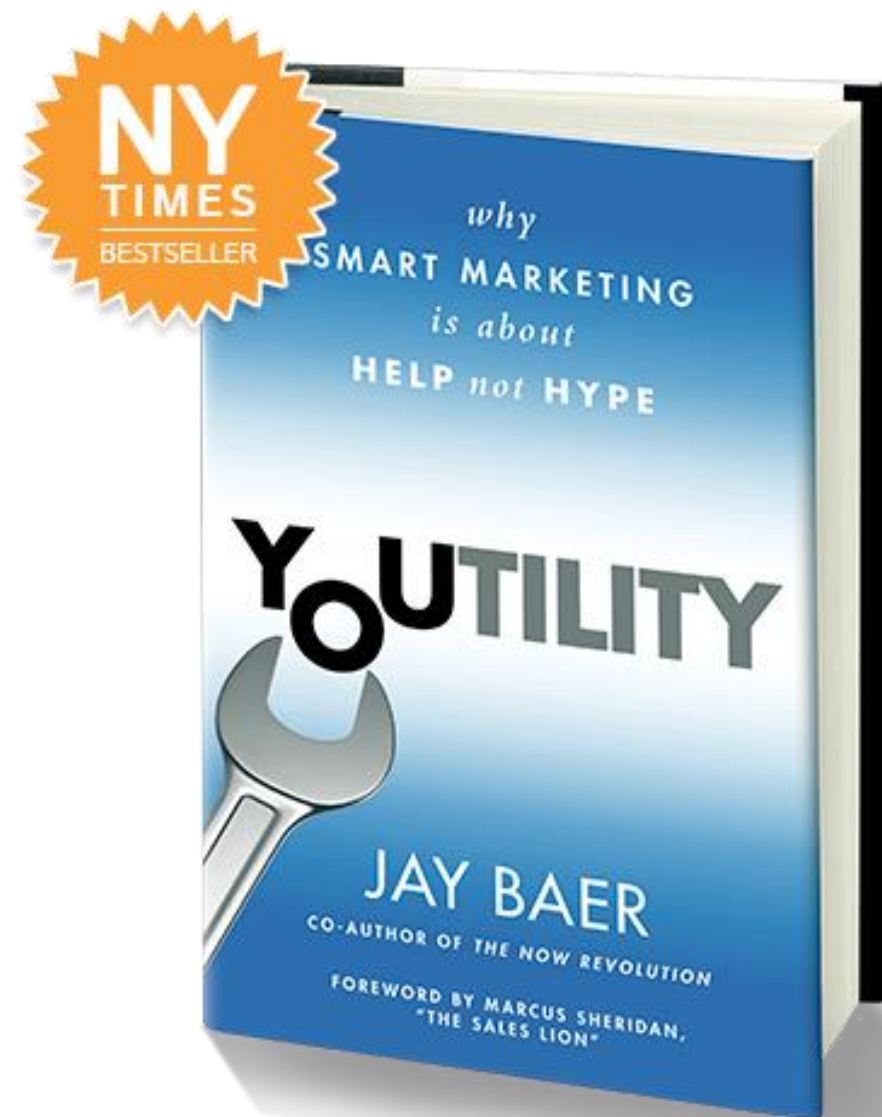
Dartmouth College Commencement Address





## Youtility by Jay Baer

- Helping always beats selling
- Shouting louder is not the answer
- Be truly, massively relevant
- “Is your marketing so useful that people would pay for it?”



## What if we just helped people learn?

- Existing YouTube channel from Education Services
- Offer free educational materials
- No signups, no lead generation
- Just. Help.

BROUGHT TO YOU BY:  
**SITECORE EDUCATION SERVICES**

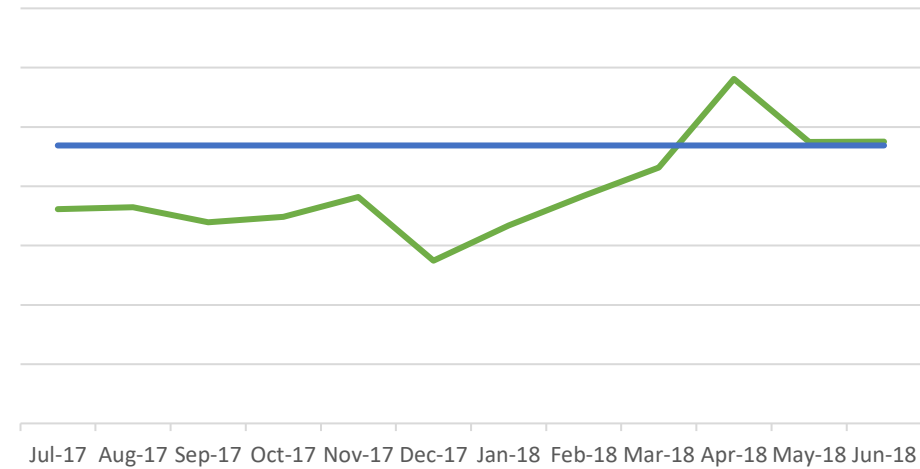




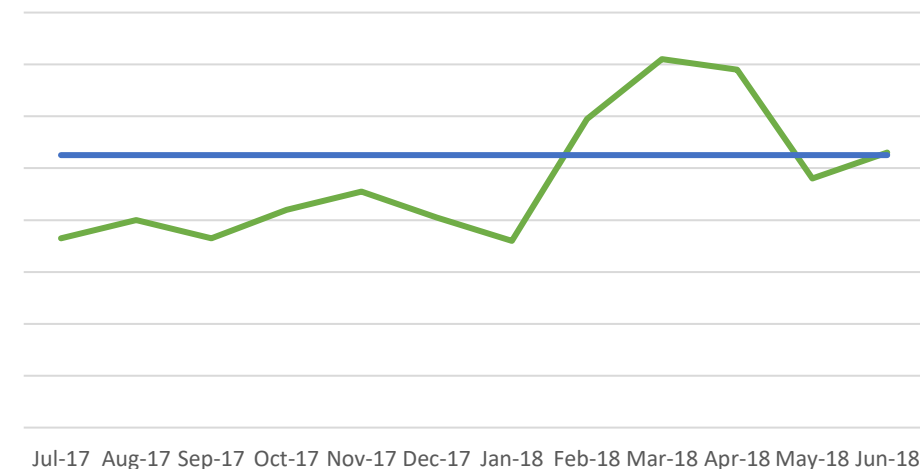
## Target: 50% more!

- First half of year creating new content
- By the end of the year, monthly target reached
- In some months, even exceeded!

Views per Month



Subscriptions per Month

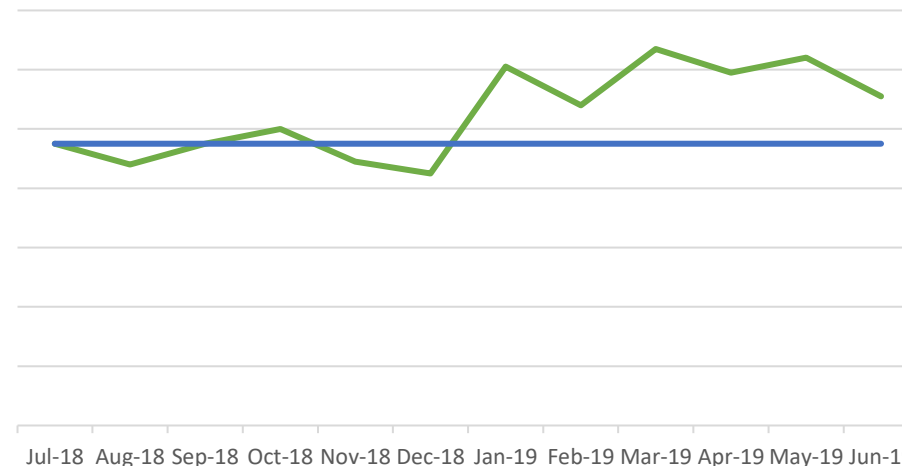




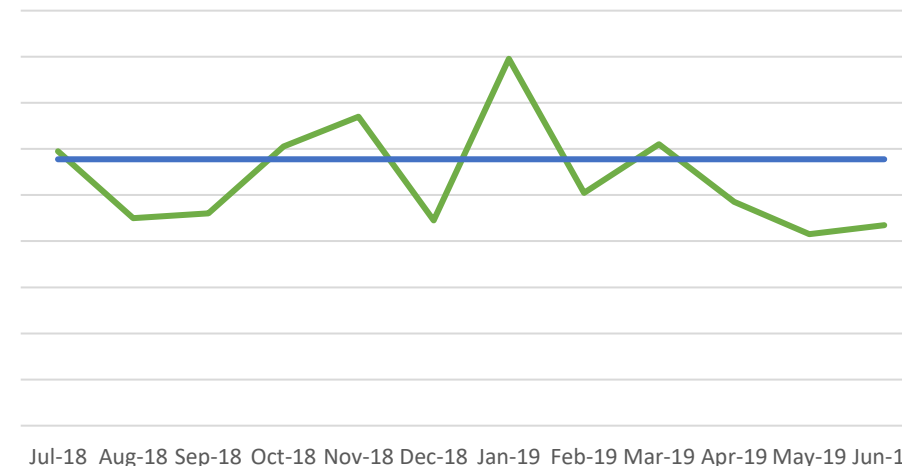
## Target: 20% more?

- Averaged a 32% increase in views, 12% increase in subscriptions
- Subscription target missed due to changing release cycle!
- #LearnSitecore introduced
- **Lesson learned:** Don't stop helping!

Views per Month



Subscriptions per Month

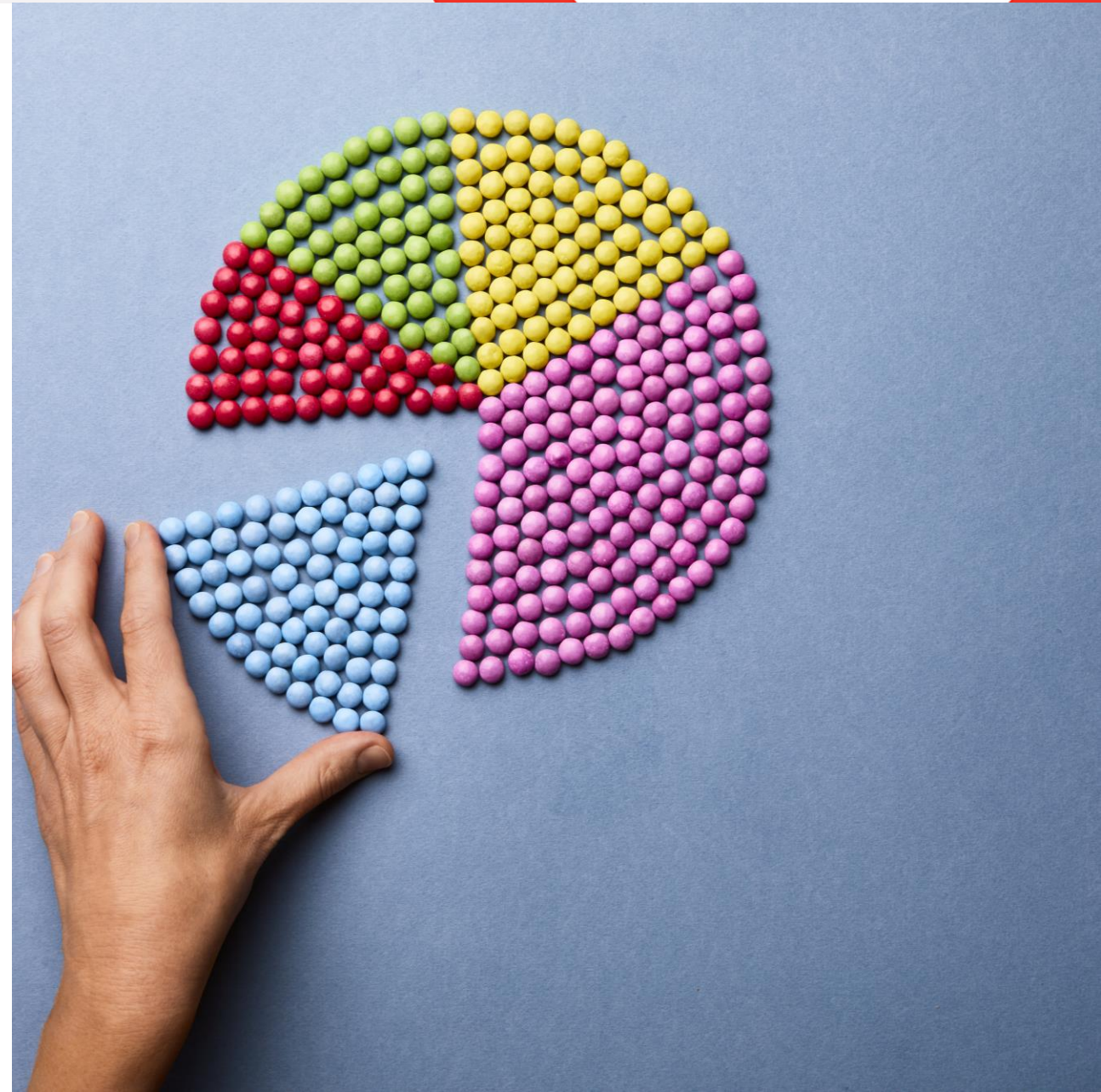






## You need a variety

- Some content was most viewed, but lower engagement
- Other content had highest engagement, but much lower views





## Go beyond the product

- Ethics for the Google Developers Group MN
- Docker for beginners at DDD Melbourne
- React help at Connect.Tech in Atlanta
- Getting started with advocacy... INSIDE THIS ROOM!
- **The goal:** Be helpful!





A person wearing a red hoodie and a black hood is seen from behind, walking across a suspension bridge. The bridge has metal railings and a chain-link fence. The background is a dense forest of tall evergreen trees, with some deciduous trees showing yellow autumn leaves in the foreground. A tall, thin tower is visible in the distance through the trees. A white rectangular box with a red L-shaped border is overlaid on the right side of the image, containing the text "Facing challenges".

# Facing challenges



What if they leave?





## All is not lost

- Invest in your team
- Create longer-lasting relationships
- Build a reputation



What if this stuff takes too much time?



@StCyrThoughts







## Focus: Return on Investment

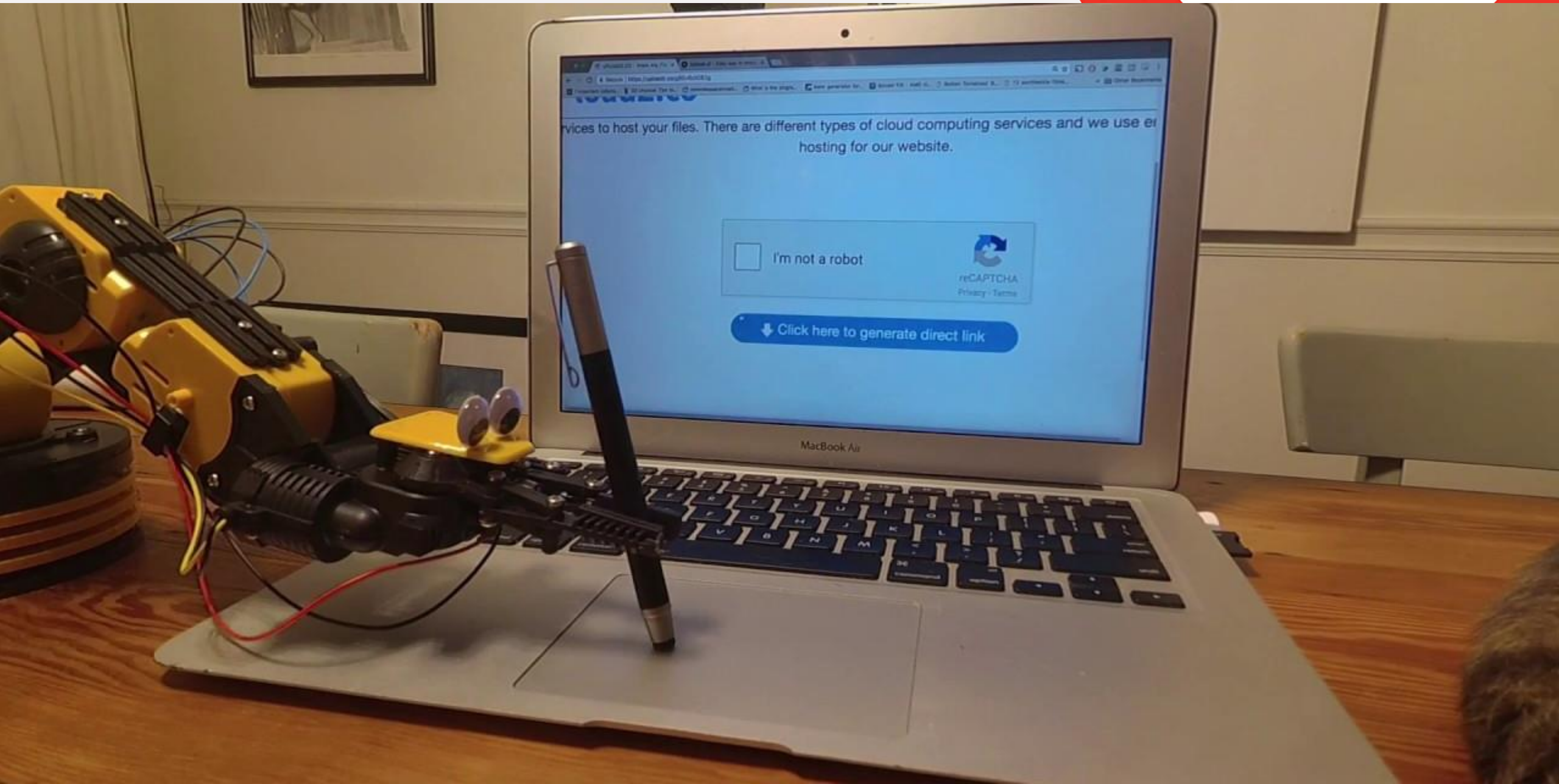
- Schedule a portion of allotted time for advocacy
- Prioritize based on effort and impact
- Is there something that can separate you from the pack?



Can't I automate this somehow?

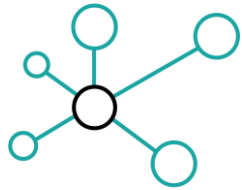


@StCyrThoughts



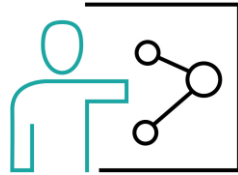


# Solving for scale...



## Connected platforms

Automate sending across channels



## Know the experts

Facilitate connecting individuals to expertise



## Make it visible

Share publicly, stay out of the DMs, if you can.



## Digital and on-demand

Reach more audience with less investment



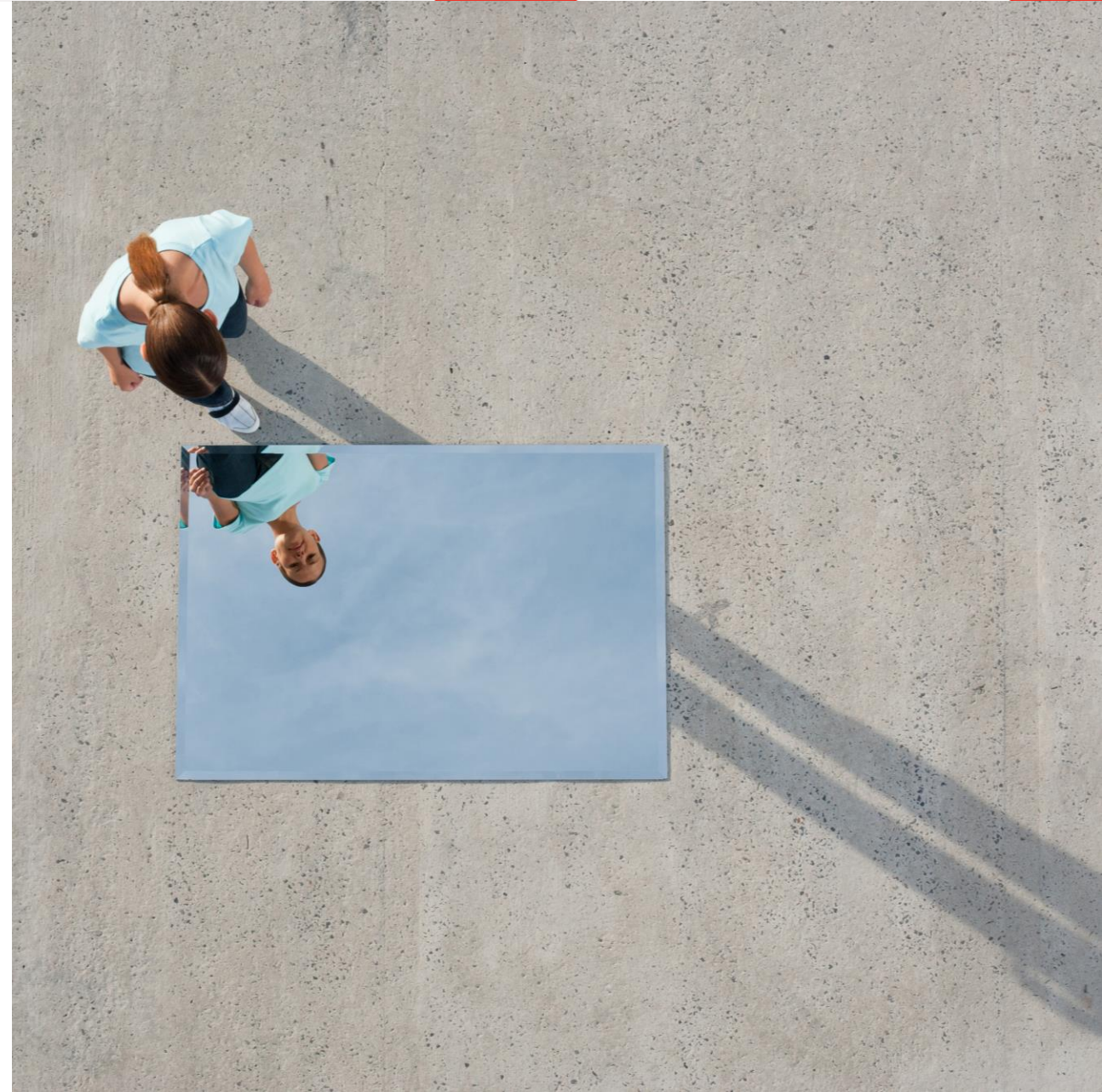
The background of the slide features a blue textured surface. A grey, winding road with white dashed lines curves across the frame. Several red 3D location pins are placed along the road. In the lower-left area, there is a grid of white plus signs. A white rectangular box with a red border is positioned on the right side, containing the text 'Getting Started'.

# Getting Started



## You got this!

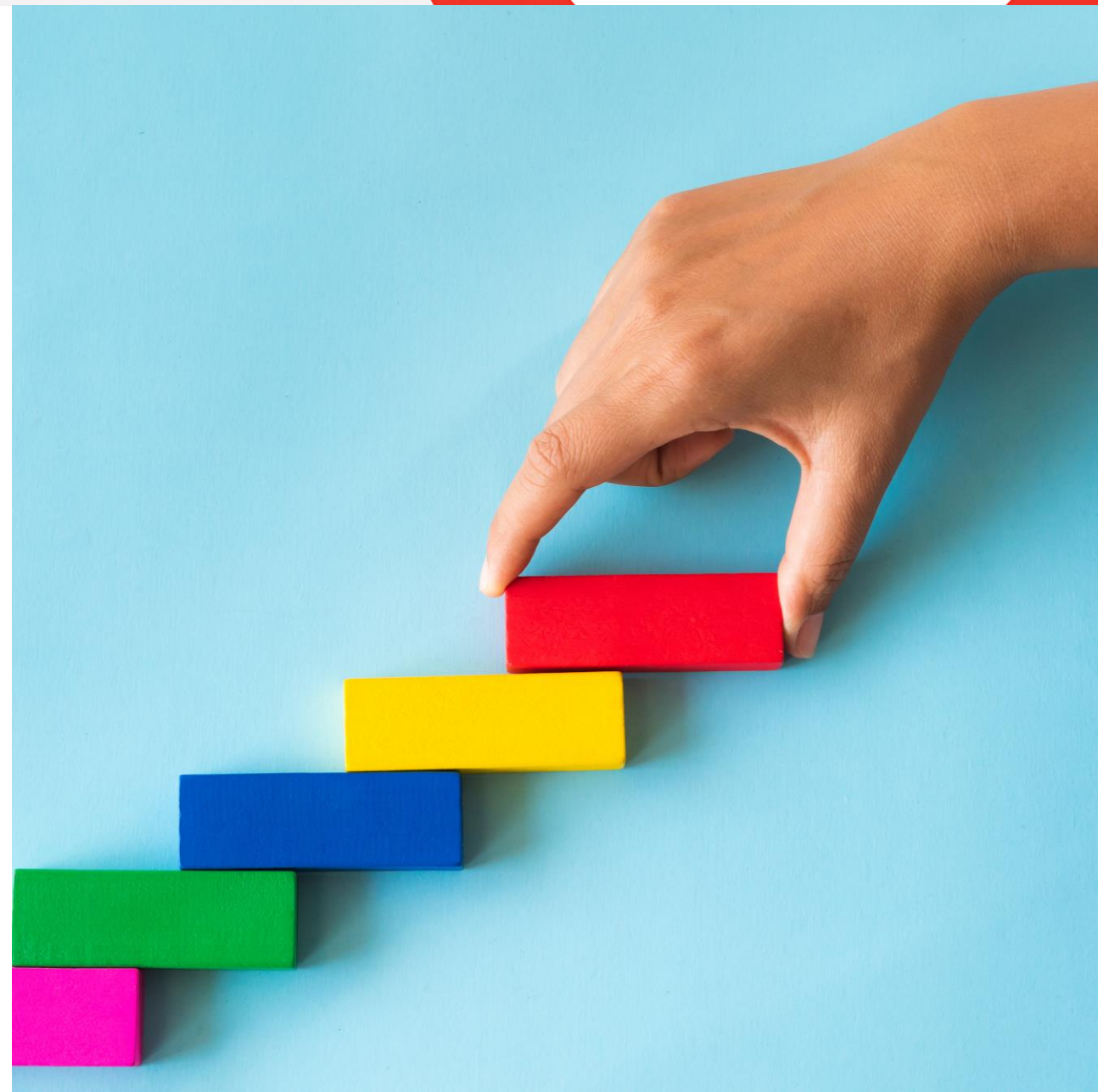
- What do you want to do?
- Why do you want to do it?
- How can you get help?
- Who can guide you?





## Start small, then iterate

- Is your schedule sustainable?
- Are you comfortable with the format you are helping people with?
- What will be your early success that will drive you forward?







## Analytics! Analytics everywhere!

- “What’s measured improves”  
– Peter Drucker
- Report on success!



A photograph of two women sitting at a wooden table in a modern, open-plan office. The woman on the left, with dark hair in a braid, is wearing a grey sweater and holding a blue pen to her chin. The woman on the right, with dark hair pulled back, is wearing a black zip-up top and looking at a laptop. The background shows a staircase and indoor plants. A white text box with a red L-shaped border is overlaid on the right side of the image.

# Be a better neighbor

Building trust. One relationship at a time.







There are three ways  
to ultimate success.

The first way  
is to be *honest*.

The second way  
is to be kind.

The third way  
is to be *helpful*.

-Mister *St-Cyr*





**How can I help?**





# Be excellent to each other

 [jasonstcyr.com](https://jasonstcyr.com)  
 [@StCyrThoughts](https://twitter.com/StCyrThoughts)

