



# How B2B Brands Win by Building Trust



# Trust Isn't a Tactic — It's the Strategy

Trust isn't a “nice-to-have.” It is the foundation for influence, growth and buying decisions.

# 94%

of B2B marketers **say trust is the #1 factor** in brand success.



# Influence Comes from People, Not Products

Social proof beats product features, price and even innovation.

Peer and customer endorsements are

**3x** more influential  
than price.



# Relevance > Household Fame

Category relevance matters more **than** being a household name. The most effective brands are known and trusted and talked about *within* their category — not just broadly known.



# Trust Happens at Every Stage of the Funnel

TOFU:

Insider Credibility



Mass Awareness

MOFU:

Expert Validation



Branded Content

BOFU:

Smarter Lead Scoring



More Leads



# 3 Moves to Build a More Trusted Brand

Your next steps to earn trust and drive growth:

1

**Be category famous,**  
not just widely known

2

**Accelerate social trust**  
through advocacy and peer proof

3

**Score leads by value,**  
not volume