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Expert: Keys to emotional engagement

Recently Brand Keys released a report indicating that emotional attachment between brands and their customers is becoming harder and harder to attain. How can brands renew that attachment? Robert Passikoff is answering some of the most-asked questions Brand Keys has received since releasing the study findings.

by [Kristina Knight](#)



Business Question: I can understand how emotional engagement is more important, but I manage a digital brand. Are the emotional levers the same in each digital category?

Robert Passikoff, President, [Brand Keys](#): No, the most leveragable emotional

engagement values will vary category-to-category. Sure 'trust' sounds like the same word, but its effects differ dependent where your brand competes. Here's a list of some of the key emotional values in [Richard Carufel's Bulldog Reporter article, "Customer Engagement: A Major Value Shift Is Underway"](#) covering the digital and tech categories.

Business Question: Customer engagement is a balance of both rational and emotional factors, right? Marketing doesn't have to be all about emotions, does it?

Robert: No, you're right. It isn't all about emotions, but it is mostly about emotions. You still need to know what the rational-emotional value proportions are for your category, where you brand need to concentrate, and act appropriately.

Business Question: Is it true that the more highly engaged customers are to your brand, the more loyal and more profitable they'll be?

Robert: It's been independently validated that more engaged and loyal customers are higher margin consumers and are more likely to buy that brand whether it's on sale or not. Axiomatically, if customers behave better toward you, you ought to make more money, right? Here's a category analysis from Sean Williams of investment site, [The Motley Fool](#).

Look, emotional brand engagement is the consequence of any marketing or communication effort that results in an increased view of how well a brand is seen to meet the expectations consumers hold for the Ideal in the

category in which the brand competes. Engagement metrics, properly configured, correlate highly (0.80+ which is very high) with consumer behavior and sales and profitability. So it's a useful, and predictive tool for marketers looking to guarantee marketplace success.

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