

# Build Trust Through Authentic Marketing

Help your audience make a meaningful connection to your brand through thoughtful color, imagery, tone, and a few positive memories.

**Learn more at [CurlyHost.com](https://CurlyHost.com)**





# Hi, I'm Andrea,

## the Creative Director at CurlyHost

I've been making websites for over a decade and each one has been wildly different based on the audience, subject matter, branding, and personal taste. What have I learned?

There's no wrong way to build a website as long as it resonates with its audience.



# First, why do we go to websites?

Boredom aside, it's because:

- we need entertainment.
- we need information.
- we need inspiration.
- we need communication.
- we need a connection.
- we need **to buy something**.



# 10 emotional drivers for making a purchase

- Fear
- Guilt
- Competition
- + Trust
- + Value
- + Belonging
- + Instant Gratification
- + Leadership
- + Trendsetting
- + Time

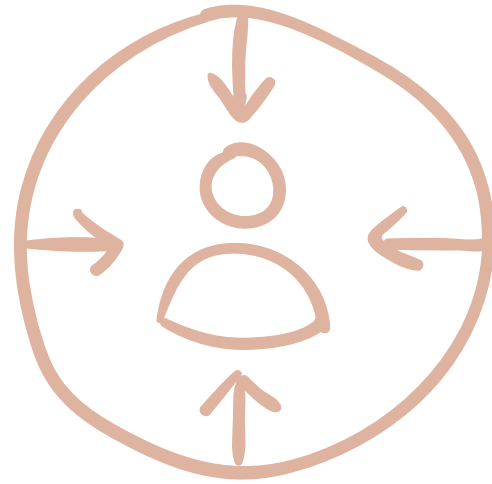
# What **emotion** is your website triggering?

## Rest and Digest

Dopamine, Serotonin, Oxytocin, and Endorphins are the quartet of chemicals responsible for our **happiness**. Visual cues can trigger these neurotransmitters to be released and help us feel more joyful.

## Fight or Flight

Humans are wired to identify, avoid, and flee pain. Cortisol is the **stress** hormone often released when needing to make a purchase and tends to make us more sensitive to risk and less open to change.



**How do you trigger the **right** emotions to get your audience to make a purchase?**



<input checked="" type="checkbox"/>	_____
<input checked="" type="checkbox"/>	_____
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# Let's start with the 5 senses

What does it ...



... look like?



... feel like?



... smell like?



... sound like?



... taste like?

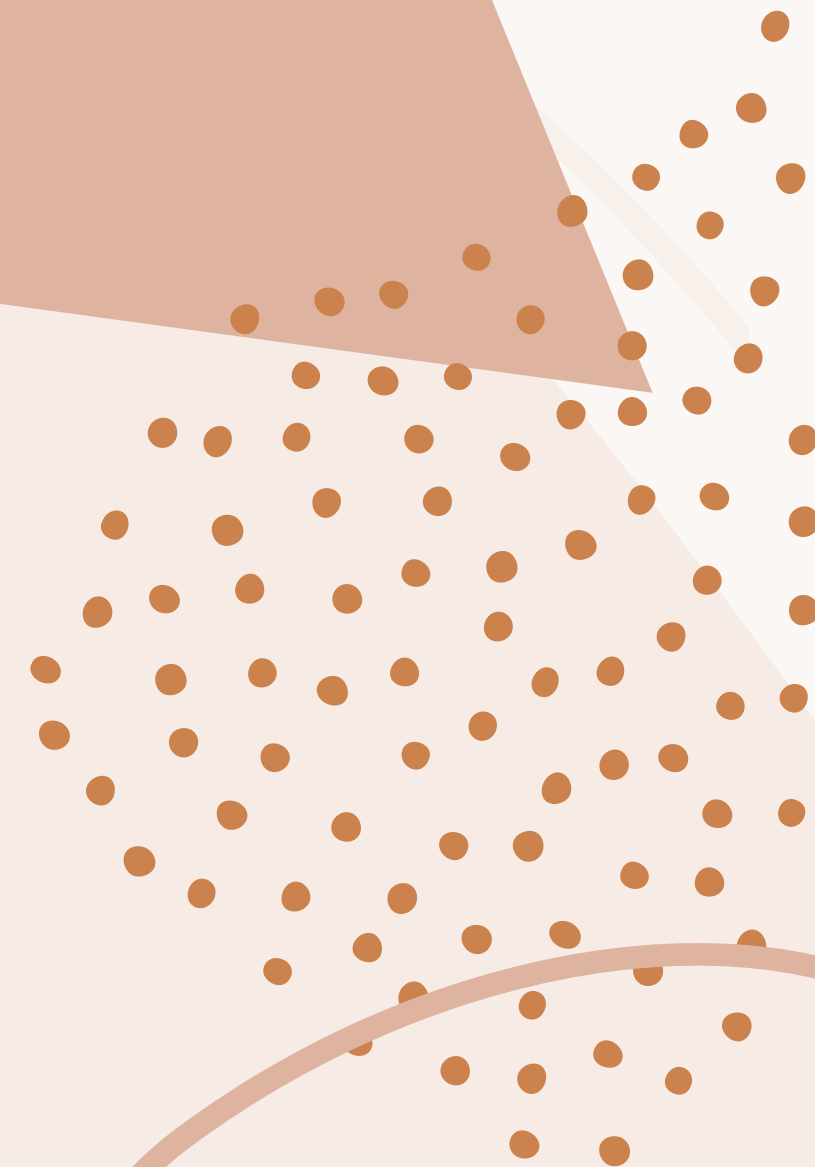
# How could you interact with it digitally?

There are 3 ways your audience could interact with your website:

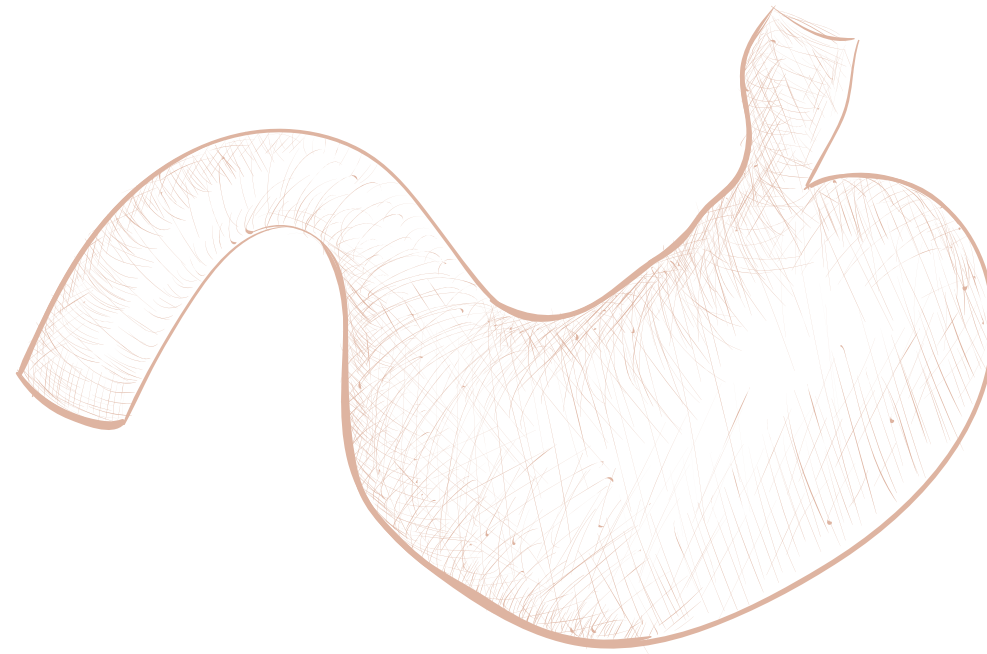
**Visceral:** your 'gut' reaction

**Behavioral:** your 'interactive' reaction

**Reflective:** your 'looking back' reaction







**We have a gut reaction to what  
we see in 3 seconds or less!**

# Then let's focus on the gut!

- **Colors** influence perception and mood.
- **Images** provide an instant idea and feeling.
- **Tone** presents and navigates a message.
- **Positive Memories** encourage lifelong brand fans.





# 01

## Colors

**influence perception and mood.**

75-90% of our feelings about a product are determined by the color alone. Make sure your audience resonates with your color choices.

# Color Theory



GREY/WHITE: balance, neutral, clean, purity, innocence, perfection, timeless

PINK: romance, feminine, creative, sweet, cute, fun, sensual

RED: provocative, energy, urgency, excitement, passionate, powerful

ORANGE: youthful, creative, aggressive, action, fun, playful, lively, exuberant

YELLOW: optimistic, youthful, cheerful, happiness, friendliness

GREEN: plentiful, healthy, fresh, balance, relaxation, youth, growth, sustainable

BLUE: trust, honesty, security, intelligence, confidence, calm, stability, integrity

PURPLE: royalty, regal, soothing, imagination, wisdom, creative, calm, spiritual

BROWN: stability, simplicity, dependable, rugged, outdoor, natural, sustainable

BLACK: elegant, classic, powerful, luxurious, dramatic, sophisticated, edgy, sleek

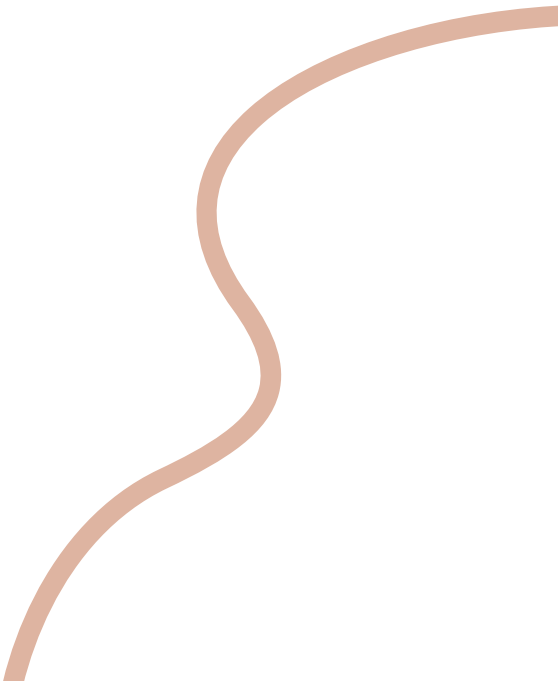


# 02

## Images

**provide an instant idea and feeling.**

We resonate with images immediately.  
Make sure you understand the nonverbal  
ways your audience may be resonating  
with the imagery on your website.



Most of the  
data our  
brains process  
is visual

**90%**

Our brains  
process images

**60,000x**

faster than text.



We remember  
pictures with text  
more than text alone.

# 03

## Tone

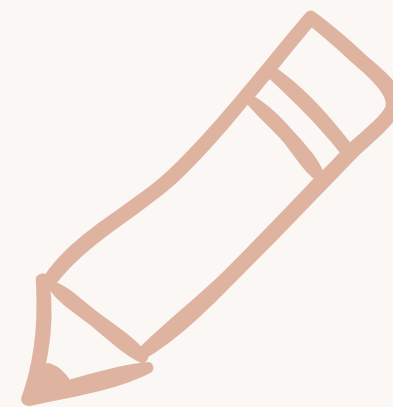
**presents and navigates a message.**

Your graphics and words work together to form how people feel about your idea. Tune your tone and set the rules for how to talk about your idea online.



## Sound

How does it sound? Use fluid, easy-to-read writing that flows like poetry.



## Syntax

How does it look? Use a staccato or dense rhythm for headlines.



## Etymology

How does it sit? Use the right words to resonate with your audience.



The background features a light beige color with abstract orange shapes. On the left, there is a cluster of small orange dots. On the right, there are larger, soft-edged orange shapes, including a large semi-circle at the top right and a curved shape at the bottom right.

# 04

## Positive Memories

encourage lifelong brand fans.

Your brand lives in the minds of your consumers. Trigger the **right kinds** of memories to encourage feelings like trust and stay top of mind for lifelong support.



# Your brand lives in our **minds**.

## **Memory Audit**


Get a benchmark for how  
your audience remembers  
your message.

## **Brand Connection**

Understand who and why  
your audience is  
resonating with your idea.

## **Brand Anchors**

Create strong visual rhythms  
that will be repeated at each  
touchpoint.



**"People will forget what you  
said, people will forget what you  
did, but people will never forget  
how you made them feel."**

Maya Angelou



Ask people to get honest with you about how you're presenting yourself online.





# How could a good website grow your idea?

Learn more at [CurlyHost.com](https://CurlyHost.com)

