# Business to Human
## - B2H

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### Behind all the zeros and ones in digital marketing, - a human is trying to communicate with another Human.

The pandemic has sped up digital transformation significantly, enhancing sales and marketing technologies for improved efficiency. Amid discussions of AI, chatbots, and intent data, marketers must remember that their data reflects real humans. People now crave a more personal, authentic approach—business-to-human (B2H) marketing. B2H focuses on creating a personalized customer experience that is authentic and empathetic, adding value at each touchpoint. Here are some key points to make your digital marketing more human.

1. **Write like you talk.** After a quick read through your website, ask yourself: Are you using easy words and phrases you would use while talking to someone face to face? "Tone" is a new buzzword in our post-pandemic vernacular, and it is important when trying to convey empathy and understanding. Consider some role-play exercises. For example, try explaining your business to another member of your marketing team face-to-face. Keep in mind, the easier you make things for your reader, the more believable and trustworthy you become.

2. **Humanize your bots.** Website visitors have caught on that pop-up chatbots are indeed robots. Embrace them for what they are. 69% of consumers prefer communicating with chatbots because they offer immediate answers and solutions. Use language that's casual and conversational. Give your chatbot a name, a photo, and yes, even a playful sense of humor. Even though your visitors know it's a bot they're talking to, they're okay with that and subtly reminded that actual human digital marketers are creating the B2H messaging.

3. **Transparency is required to create a dialogue.** The digital marketer's goal is to nurture prospects through the sales process and eventually engage with real people. Providing an honest, balanced view is a critical trust-builder. No product or service is suitable for everyone. When you are proactively transparent and own any flaws, you're out ahead of your buyers' concerns and objections.

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4. **Become more memorable with client stories.** Featuring storytelling elements like case studies in your marketing is one of the most persuasive pieces of content digital marketers can create. The formula is to use a client that you helped be the protagonist of your success story. Why did that person come to you? How did you help them? People love a good story; 55% are more likely to buy from you in the future, while 15% will buy what you're selling immediately.

5. **Review what your brand stands for…** The pandemic has upended the marketing playbook, challenging the traditional rules regarding customer relationships and building brands. One of the new rules:

    - Pre-Pandemic: Your brand stands for great products/services.
    - Post-Pandemic: Your brand stands for great corporate values.


B2H is a strategic direction that is very appealing. If you would like to talk about this further, please send me an email at smuster@MCePerfoirmance.com.

*Some elements of this post were originally published by Tim Kopp/Convince&Convert/Why the Future of Marketing Is ‘Business to Human’