



Trust Issues

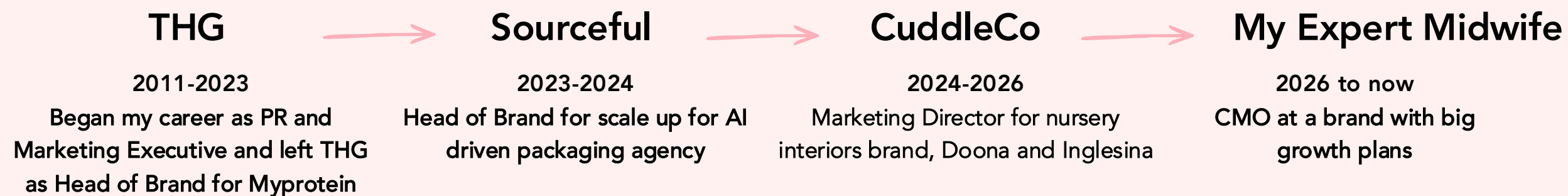
Growing an ecommerce brand people believe in

Clare Anderton - CMO at My Expert Midwife

A little bit about me

Over 15 years experience in marketing across categories including beauty, nutrition, fashion and interiors alongside paired with my experience building my own social media channels (over 200k combined), blog and business, I am a multi skilled marketer that loves to help brands grow.

My career so far



Attention has never been
more **expensive**, or less
loyal.

So what makes people choose us when we aren't paying for them?

Growth used to mean buying attention

01

Buy attention

Paid media everywhere we could

02

Discount to convert

A little encouragement to get that conversion

03

Pay again

Turn off paid and sales stop too

From borrowed trust to built trust

Borrowed trust

A creator's recommendation

A retailer's shelf

Press, awards and badges

Valuable, but short term term

Built trust

Your own expertise

Your reviews and community

Word of mouth

Slower to earn, but valuable long term

How to make the swap

1

Borrow with long term plan

Build long term relationships with creators, partners, retailers and press

2

Add value

Give borrowed audiences a reason to come back to you directly

3

Have authority

For us, that's our midwives. They aren't a campaign; they are the brand.



What brands can learn from creators

1

Show up consistently

Consistency is key for growth, trust and for the algorithm

2

Talk like a human

Not like Claude

3

Be honest and real

Don't be polished and sugar coat across all channels, show some reality

4

Listen to your community

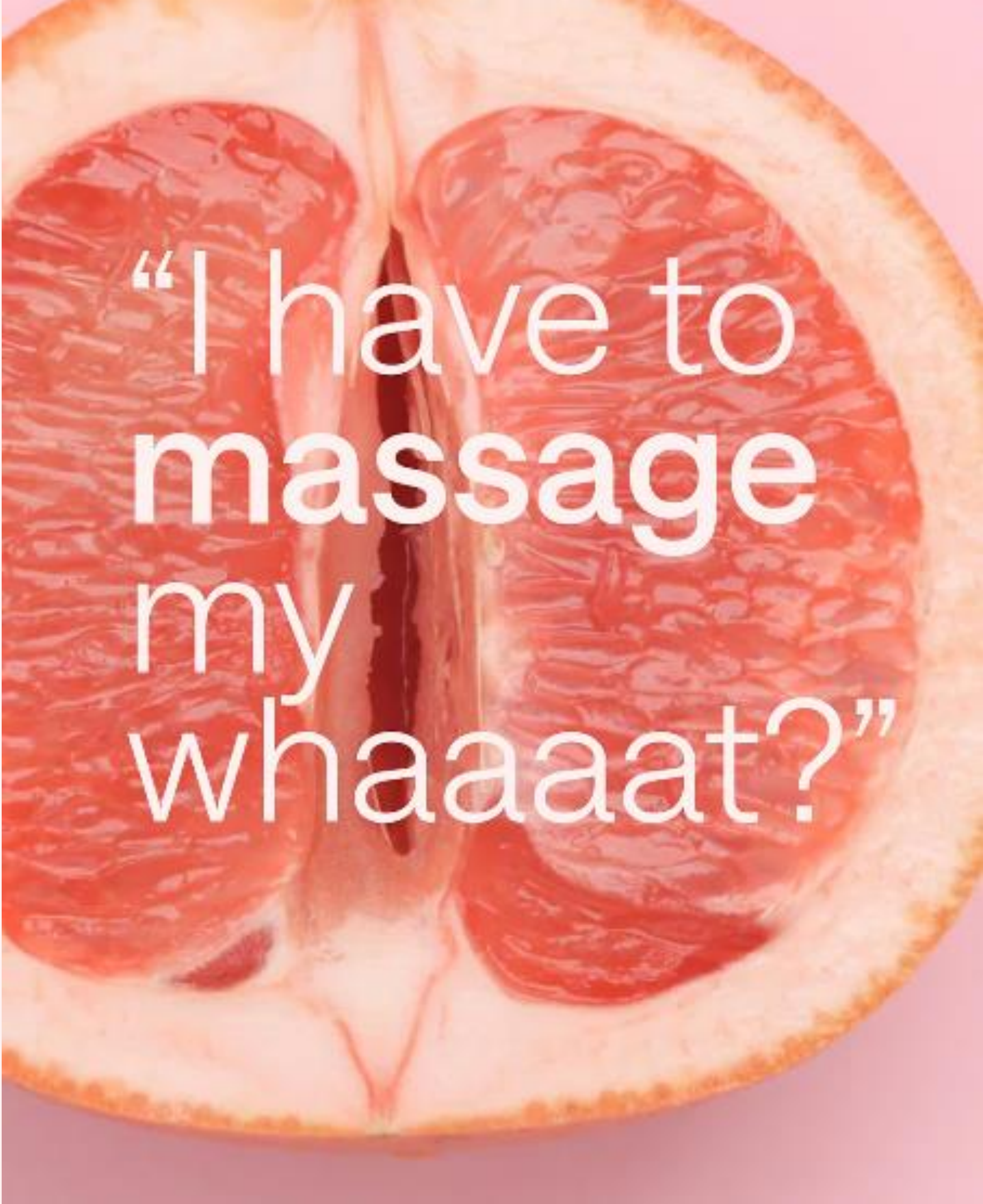
Engage on social, reply go comments, involve them in campaigns/NPD

WHAT IT LOOKS LIKE

Talk like a human

We talk about anything and everything, perineums to vulvas, our customer is human (and growing a human) and we speak to her in a way she

Our tone of voice comes from our midwives



“I have to
massage
my
whaaaat?”



The **only** pregnancy and baby range
created by **real midwives.**

Real solutions for real motherhood. Because your body (& baby) deserve the best.

What trust means for growth

	RENTED GROWTH	BUILT GROWTH
The question	What did that click cost?	Who came back without a code?
What you measure	Weekly ROAS and CPA	Repeat purchase, branded search, reviews
The job of paid media	Manufacture demand	Introduce people to trust you've built
When you stop spending	Growth stops	Growth continues

T rust is slower to build,
and far cheaper to keep.

Three things to take away

01

Audit your trust

Find where it's borrowed and plan how to own it

02

Act like a creator

Show up, talk like a human, reply

03

Measure what compounds

Repeat customers, branded search and reviews, next to the click



Thank you.