

# Driving Growth with Good



*Marketing with Empathy*



ITERABLE

***Growth marketing maximizes  
retention and loyalty via  
positive brand sentiment.***



***Customer lifetime value  
defines success as the  
KPI of ultimate truth.***

# EMPATHETIC MARKETING



## *What is Growth Marketing?*

Growth marketing is a strategy focused on maximizing retention, loyalty and customer lifetime value through positive brand sentiment. By cultivating resonant experiences with thoughtful touch points throughout the customer journey, growth marketing transforms relationships—from followers to fanatics.

## *The Role of Empathy*

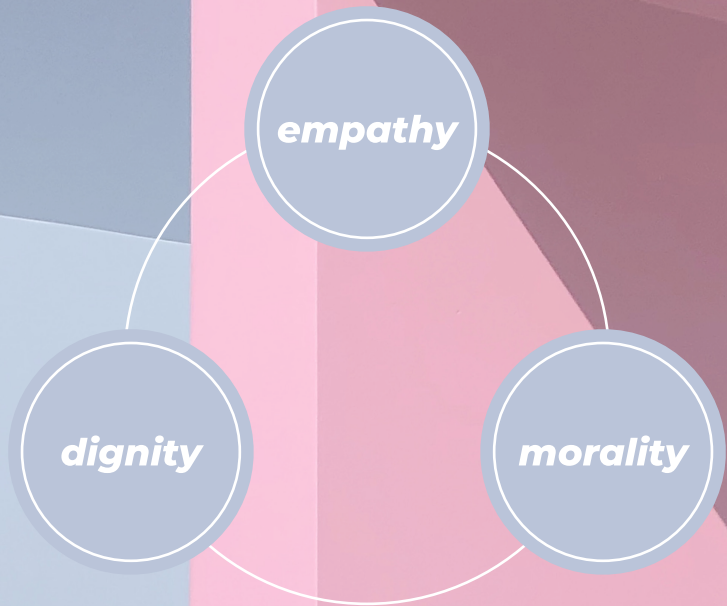
Brands have long used promotional outreach to push us closer toward checkout. The ultimate goal was prioritizing profits, not people.

Growth marketing, however, *always* puts customers first. It's woven into the campaign fabric: intentions are transparent and empathy-driven, CTA's guide toward meaningful engagement, and messaging reflects the individual's actual experience. Leading with empathy and tuning into our customers' feelings and needs results in richer marketing experiences.

Inside this lookbook, we'll explore different attributes of growth marketing and highlight messages from different brands who've artfully demonstrated empathy in action.



CONTRIBUTORS TO  
GROWTH MARKETING SUCCESS:

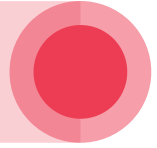


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## ACKNOWLEDGING PERSPECTIVE




### *Seeking to see the world as others do*

We often try to convince people to see the world as we do because it positively serves our brands—the rationale being that once customers see things our way, they’ll better perceive the value we’re providing. But when we lead with empathy and re-evaluate “value” from our customer’s point of view, preconceived narratives change almost immediately.

We must strive to learn what our customers want *from* us—what can we provide to them that they cannot get on their own at this very moment? Asking this type of question helps you better empathize with your customers’ experiences and distill the message value that serves them best.

## American Red Cross highlights specific contribution value




**American Red Cross**

**Your donation made its way to save lives.**



Dear Dawn,

Thank you for being an American Red Cross platelet donor. Your platelets may be a lifesaving gift to patients in need, including cancer and trauma patients, individuals undergoing major surgeries, patients with blood disorders and premature babies.



**#RedCrossOnTheWay**

**Share Your Impact**  
Tell others your platelets are on the way to help save lives.


 

After first ensuring local needs were met, your donation on 04/02/2019 was sent to University of Virginia Medical Center in Charlottesville, VA and Sentara Norfolk General Hospital in Norfolk, VA to help patients in need. Your donation made its way to save lives.

Platelets have a very short life span – only 5 days! It's critical for us to collect platelets continuously to ensure they're available for patients when they need them. Your ongoing donations are greatly appreciated. If you're eligible to give again, please schedule your next donation today!

**Schedule Now**

On behalf of the hospitals and patients we serve, thank you for being a Red Cross platelet donor!

Sincerely,  


Pampee P. Young, M.D., Ph.D.  
Chief Medical Officer  
American Red Cross

**#RedCrossOnTheWay**

American Red Cross shows donors how their actions are making a real impact in their local communities.



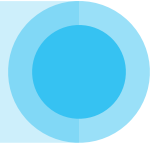


Look carefully at that second paragraph in this American Red Cross email: “After first ensuring local needs were met, your donation [...] was sent to University of Virginia Medical Center [...] to help patients in need. Your donation made its way to save lives.”

Millions of people donate blood every year, but rarely learn of the impact they’re making. In this thank you email from American Red Cross, they attribute specific, localized value of the recipient’s recent donation. Instead of only acknowledging the donor’s action, they’ve shared detailed information that increases the email’s intrinsic value. When donors understand how they’re contributing, they become more receptive toward future donations.



## STAYING OUT OF JUDGEMENT



### *Avoid discounting notions of experiences*

Judgment is inherent to the marketing trade: Our efficacy correlates with our ability to quickly make marketing decisions off of personas, behaviors, actions, and more. Bandwidth limitations restrict our ability to delve into each of our customers' profiles learn their particular personality nuances—instead we make a call and go to market led by our best intentions.

Empathetic marketing encourages the learning and understanding of one another through effective communication. Instead of prescribing what we think is best for our customers, we can learn much more by presenting opportunities for them to *tell us* their preferences. Giving customers a platform to characterize themselves as individuals, not just data profiles, is how we build human connections and evolve the purpose behind our brands.

## Lyft promotes allyship with pronoun selection



### Your pronoun. Your choice.

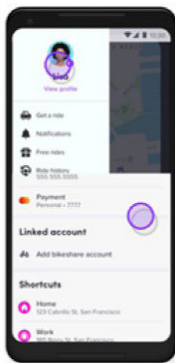
Lyft is committed to LGBTQ+ equality and supports all expressions of gender identity.

To help us get better at addressing you, we've added a range of optional pronouns to the Lyft app.

We've also partnered with the National Center for Transgender Equality to provide drivers assistance with changing the name and gender designation on their driver's license.

[LEARN MORE](#)

How to add your pronouns:



*Lyft empowers riders to create an experience unique to them.*

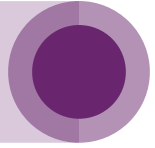


Lyft recently demonstrated its ongoing commitment to LGBTQ+ equality and inclusion efforts by offering transgender, non-binary, and gender non-conforming riders the option to select their preferred pronouns.

After a few taps, Lyft will start addressing you however you'd like to be addressed. It's a simple yet meaningful move adding visibility to an underrepresented community. Inclusivity is difficult to achieve at large scale but striving to recognize and address the needs of a diverse audience ensures every passenger can ride with dignity.



## RECOGNIZING EMOTION



### *Understand the feelings of others*

Marketers are skilled in the art of building the “emotional charge.” By blending elements of visualization, compelling narrative, choice wordsmithing and situational context into our campaigns, we’ve developed a playbook for building highly persuasive content.

However, empathy stems from understanding the feelings of others—not just projecting our own. It’s our responsibility to consider the wide range of emotions our audiences may be feeling at any given time. The more mindful we can be of their perspectives, the more effectively we can connect with them.

## *Bloom & Wild addresses subscribers with sensitivity*



The screenshot shows the top navigation bar of the Bloom & Wild website. It includes a 'Log in' button with a user icon, a UK flag with a dropdown arrow, the brand name 'BLOOM & WILD', a speech bubble icon, and a hamburger menu icon. Below the navigation bar are three tabs: 'Letterbox', 'All', and 'Menu' with a dropdown arrow. The main content area features a banner image of various flowers. Below the image is the heading 'Want To Opt Out Of Mother's Day Emails?' in a large, bold, serif font. Underneath is the sub-heading 'NO PROBLEM.' in a smaller, bold, sans-serif font. The text continues: 'Mother's Day can be a very sensitive time for some of us.' followed by 'So if you don't want to receive any reminders of it this month, just click the button below and we won't send you any.' and 'Don't worry, we'll still keep you updated with everything else, like normal.' At the bottom of the content area is a dark grey button with the text 'OPT OUT' in white, uppercase letters.

*Bloom & Wild gave customers a choice to opt-down from Mother's Day emails.*



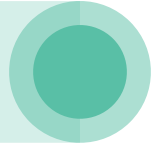


This email demonstrates the high emotional IQ of Bloom & Wild's marketing team. Flowers are synonymous with the Mother's Day holiday and we might assume that a flower retailer stands to do significant business as the day approaches. But Bloom & Wild breaks the mold by recognizing that this day may actually trigger a wide range of customer emotions.

It's rare for marketers to readily promote an opt out of a powerful revenue stream like email, but Bloom & Wild exemplified this selflessness. They recognized that some of their customers might be sensitive to the holiday's meaning and presented an easy way to maintain a relationship without taxing their customers' emotional well-being.



# COMMUNICATING UNDERSTANDING



## *Expressing compassion & connection*

One-way communication is not effective communication. Marketing comprises more than simply sharing surface-level information. By reading behaviors and working toward understanding of what your customers *actually* want will help you identify the content that suits them best.

When we empathize with our customers, we want them to know that they aren't alone on their journey—we're together throughout the experience. The messages we send reflect our shared connection and that we have some sense of understanding of what they're feeling. This deeper awareness encourages relationship growth.

## Penzeys Spices unifies emotions through purpose



**Cocinar es Amor**  
Bumper Sticker

*Because the Love of Cooking knows No Boundaries.*

**FLAT-OUT FREE!**  
No purchase necessary.

**ENDS TODAY!**  
Monday, August 5, 2019  
\* See offer details below



Times like these. How do you help? How do you heal? The kindness of Cooks seems a good place to start. Our thought is, give Cooks what they need to set their kindness in motion and things will get better. To us this seems worth the effort.

Today is the last day for our Cocinar es Amor Puerto Rico gift box and Cocinar es Amor (Cooking is Love) bumper sticker offers. You might remember, a little less than a year ago between the hurricanes and wildfires there was an effort on our Facebook page with hundreds of comments and thousands of likes encouraging us to let you buy full-priced Penzeys gift cards for us to give to those who lost their spices due to last fall's climate disasters.

At first I resisted because even though disaster relief is a legitimate line of work, we did not want to be profiting from that. But you persisted, and we had quietly been giving Spices to disaster victims for years and I knew with your help we could do a whole lot more of it. So we came up with a plan to go halvesies with you and offered \$50 gift cards for just \$25 each that we would then get into the hands of those trying to recover. This all worked surprisingly well. You were very generous; many gift cards were given and redeemed and many hearts were lifted by your kindness. Strangers caring enough to help others start cooking again brought many tears of joy. Thanks.

But for all the success of the \$50 gift card for \$25 giveaway, one thing we noticed is that, for a lot of people who've lost so much, participating in a gift card world becomes something much-much harder to do, especially those already on the wrong side of the economic divide before disaster hit. So brainstorming about how to get all of the money you gave us distributed and not simply tied up in unredeemed gift cards we ultimately found our...

*Penzeys adds a little flavor to their cause-driven marketing.*

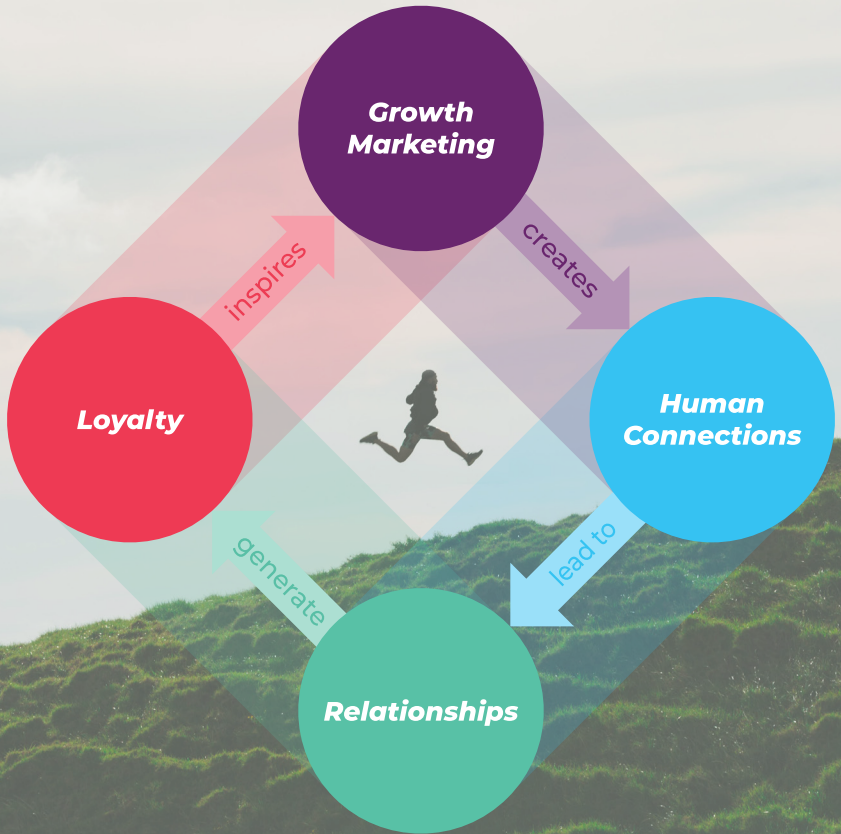


Penzeys Spices has always made it a point to infuse their marketing with heartfelt viewpoints on social and political issues. In this email, they invite customers to buy discounted spice kits for donation to Puerto Rican families who continue rebuilding their lives after the devastation of Hurricane Maria.

Penzeys is transparent with their campaign's intent and quickly calls out that they're not seeking to profit from disaster relief. More simply, Hurricane Maria's devastation in Puerto Rico remains far from repair, and Penzeys customers may share interest in supporting the rebuild efforts—with this campaign, they bring forth an easy option for them to contribute meaningfully.



# SCALING MARKETING EMPATHY

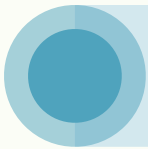




Authenticity and transparency are essential to growth marketing success, because today's audiences are the most informed, intuitive and connected in history. And they *will* call you out if they don't think you are genuine.

A good rule of thumb is to always put the customer first. Be helpful. Evaluate existing marketing programs and think critically about how you might feel in the recipient's shoes.

Thinking in simple, humanized terms will help you connect with your customers more effectively. Applying these four attributes of empathy as you build campaigns ensures a resonant, personal touch along every step of the customer journey.



## CUSTOMER LTV is the ULTIMATE KPI of EMPATHETIC MARKETING



Empathy is your secret weapon. By putting yourself in someone else's shoes, you can better understand their perspective, and build stronger and more meaningful relationships. I've found this to be helpful in all parts of my life, including how I think about having a customer-first approach to marketing." — *Anya V.*



Iterable powers us to personalize our marketing at scale through leveraging both demographic and behavioral data, ultimately partnering with us on achieving our mission of creating one billion magical moments. We have seen 20% of email revenue from 10% of email sends." — *Christine O.*



With Iterable, we're building more one-to-one personalization across channels, ultimately driving customer lifetime value." — *Julia P.*





# ABOUT ITERABLE



Iterable is the growth marketing platform that enables brands to create, execute and optimize cross-channel campaigns with unparalleled data flexibility. Leading brands, like Zillow, SeatGeek, and Box, choose Iterable to power world-class customer engagement throughout the entire lifecycle. Visit [iterable.com](http://iterable.com) for more information.



Unlock your data to develop deeper customer relationships.



Build experiences across channels and devices.



Next-level personalization and optimization.

box



DOORDASH



SHOPRUNNER



AT&T



SeatGeek

Calm



Zillow

asics



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