

## Checklist: How to Create Brand Trust with Ethical Marketing Values

1. **\*\*Make Genuine Campaigns\*\***
  - Use real customer stories instead of actors.
  - Focus on authenticity to foster audience connection.
  - Monitor audience feedback to ensure positive reception.
  
2. **\*\*Prioritize Customer Well-Being\*\***
  - Provide value beyond selling products.
  - Offer free resources and support to enhance customer lives.
  - Focus on long-term customer relationships over short-term profits.
  
3. **\*\*Avoid Overpromising\*\***
  - Set realistic expectations for your products/services.
  - Center marketing on practical benefits, not exaggerated claims.
  - Maintain honesty to build a reputation for transparency.
  
4. **\*\*Ensure Consistency in Messaging\*\***
  - Keep messaging aligned across all platforms and audiences.
  - Avoid changing core values based on market shifts.
  - Reinforce your brand's values consistently to build credibility.
  
5. **\*\*Engage in Corporate Social Responsibility (CSR)\*\***
  - Incorporate CSR initiatives that align with your brand's mission.
  - Give back to the community or support charitable causes.
  - Highlight CSR efforts to show your brand's commitment beyond profits.