

# 2018 B2B

## TRUSTED BRANDS REPORT





## Introduction

In Sagefrog's recent eBook, [Does Your Branding Suck?](#), you learned what it means to have a great brand that looks, feels and sounds like a company that people want to do business with. The **2018 B2B Trusted Brands Report** provides real-life examples of brands that succeed in every category, earning them the most trust among other businesses in the marketplace.

**Discover why trust is so important in B2B. **



## Why Trust Is So Important in B2B

The B2B model relies heavily on trust for successful promotion of a brand and retention of professional relationships for ongoing business. Since marketing for any B2B company is dependent on referrals and word-of-mouth promotion, it's vital for a B2B brand to develop a rapport with clients and others to characterize their brand as a trustworthy, major player in the market. Oftentimes, brand trust results in brand loyalty among clients of a particular brand—meaning, if your brand is trustworthy, you're more likely to retain your current clients.

**Learn how a brand's Trust Factor is determined. **



# Trusted Brands Methodology


















During the first quarter of 2018, the most trusted B2B brands in America were identified by Sagefrog Marketing Group. We collected more than 1,000 votes through a customer-choice survey and ranked the results based on Trust Factor. The results not only shed light on America's most trusted industries, but also spark curiosity about the traits embodied by America's highest ranked B2B brands.

**See the top most trusted B2B brands of 2018. **



# The Most Trusted B2B Brands

• 80+ = Exceptional | • 60-79 = Excellent

1	<b>Amazon</b> Industry: E-Commerce & Technology Services Trust Factor: <b>100</b>		7	<b>Starbucks</b> Industry: Business Retail Trust Factor: <b>74</b>	
2	<b>FedEx</b> Industry: Courier Services Trust Factor: <b>85</b>			<b>UPS</b> Industry: Courier Services Trust Factor: <b>74</b>	
3	<b>Google</b> Industry: Technology Trust Factor: <b>83</b>		8	<b>Adobe</b> Industry: Technology Trust Factor: <b>72</b>	
4	<b>Johnson &amp; Johnson</b> Industry: Healthcare Trust Factor: <b>81</b>		9	<b>Berkshire Hathaway</b> Industry: Conglomerate Trust Factor: <b>69</b>	
5	<b>American Express</b> Industry: Financial Services Trust Factor: <b>78</b>			<b>Dell</b> Industry: Technology Trust Factor: <b>69</b>	
	<b>LinkedIn</b> Industry: Social Network Trust Factor: <b>78</b>			<b>Marriott International</b> Industry: Hospitality Trust Factor: <b>69</b>	
6	<b>Apple</b> Industry: Technology Trust Factor: <b>76</b>		10	<b>Hewlett-Packard</b> Industry: Technology Trust Factor: <b>67</b>	
	<b>Visa</b> Industry: Financial Services Trust Factor: <b>76</b>			<b>Southwest Airlines</b> Industry: Airline Trust Factor: <b>67</b>	
	<b>Costco</b> Industry: Business Retail Trust Factor: <b>76</b>				

# B2B Brands with a “Good” Trust Factor

• 50+ = Good



SIEMENS



PHILIPS



Honeywell

verizon✓



StanleyBlack&Decker



Boston  
Scientific



facebook



# How to Make a Brand Trustworthy

If you're a decision-maker for a B2B company, you may be wondering how you can propel your brand to the top of the **B2B Trusted Brands Report**. Trust in the B2B industry is established based on three major factors, each of which is exhibited as a strength by this year's top-ranked B2B brands.

## Brand Awareness

Awareness is the utmost important factor affecting a brand's trust level. If people don't know you exist, it makes it impossible for them to trust your brand to provide the products or services they desire. Brands that are most recognizable and instantly (and positively) associated with the offerings it provides are often the most trusted. This sheds light on the importance of multi-channel marketing for brand trust; it's vital to provide your marketplace with as many impressions of your brand as possible, on all the available channels, to generate maximum awareness of your brand.

## Customer Interaction & Satisfaction

Taking a closer look at why technology companies have consistently high levels of trust, the interactive nature of the sector's products and services combined with the amount of time consumers spend using them throughout the business day is apparent. Most of the top trusted brands supply products or

services that are necessary for a business to perform. Beyond that, the products and services of these brands create a unique connection with the user, as they require the customer to interact with the product and/or service for it to perform, giving the brand the opportunity to deliver satisfaction.

For a technology company, such as Google, the customer interaction is the experience a consumer has finding information on the search engine. For brands outside of the technology sector, such as courier services company FedEx, the customer interaction lies in the experience a recipient has with the delivery person and package itself.

## Trusted Industry

Oftentimes, companies can only do so much to impact the trust level of their brand in the marketplace. Unfortunately for some and lucky for others, a brand's industry is a major determining factor on brand trust. Trends from this year's report and from years past indicate that companies in certain industries have a much higher trust level. Taking a look at the list, brands in the technology sector scored a higher Trust Factor than brands in other industries.

For B2B brands to be recognized as most trusted, excelling and driving innovation in each of these three categories is critical. Exceeding customer expectations in just one category while performing with mediocrity in the other two is detrimental for brands in today's buyer-centric business landscape.



For more information on the **2018 B2B Trusted Brands Report's** methodology and results or for help increasing your brand's Trust Factor, contact us at:

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