

A peek into our signature process from founder and lead strategist, Lyneè Urban



B.R.I.D.G.E. *System*

6 STRATEGIES TO BUILD
CUSTOMER TRUST



HOW TO USE THIS GUIDE

Strong businesses are built on strong *relationships*



Trust is the cornerstone of strong relationships and strong businesses. When you build trust, you build a bridge between your company and your customers (and all the people they care about, too). As you build relationships with your customers, you hope they'll continue crossing that bridge back to you again and again.

That's why we named our signature brand strategy framework the B.R.I.D.G.E. process: to remind ourselves and our clients that in business, we're not just making sales, we're building bridges.

In this guide, we lay out the 6 steps to building and strengthening customer trust. It also offers you a peek into how we approach our work at Ellevie Custom because we use this system in all our projects, big and small!

If you're new to business, the B.R.I.D.G.E. system is the best place to start when identifying your goals and priorities in terms of marketing, sales, and customer experience.

If you've been in business for a while, you can use the B.R.I.D.G.E. system to audit and review where you're at and identify places where you can fortify your marketing, sales, and customer experience to build stronger, better bridges with your community.

Here's to building trust,
building bridges, and
building better businesses,

Lynée Urban

FOUNDER & LEAD STRATEGIST,
ELLEVIE CUSTOM





6 Strategies to Build Customer *Trust*

1. BRING AWARENESS
2. RESEARCH
3. INVITATION
4. DECISION
5. GUARANTEE
6. EXPERIENCE

B.R.I.D.G.E.



BRING AWARENESS

Building brand awareness is all about getting your name out there in a way that resonates with your target audience. Craft a compelling message that highlights your brand's value proposition and use a variety of channels to connect with potential customers.



RESEARCH

In today's digital age, researching a brand is easier than ever. Make it easy for potential customers to dive deep into your website, social media presence, and customer reviews to get a well-rounded picture of your mission, values, and offerings.



INVITATION

Capture your audience's attention with irresistible offers and informative content, then make it easy for them to take the next step, whether it's browsing your products, subscribing for updates, or completing a purchase.

B.R.I.D.G.E.



DECISION

Customers typically identify a need or desire, research options and compare brands, then choose the one that best aligns with their needs and resonates with them on a personal level. You've done your part. Now it's up to the customer to make a decision.



GUARANTEE

Solidify customer satisfaction by exceeding expectations throughout the buying journey. From transparent communication to a seamless experience, show them they've made a smart choice and welcome them to your brand community.



EXPERIENCE

Strong brands go beyond the transaction! By exceeding expectations with exceptional customer service, transparent communication, and a focus on building a positive emotional connection, you can turn satisfied buyers into loyal brand advocates, crossing that bridge back to you again and again!



About Us

Your big moment is coming: the speaking gig is booked, the ribbon cutting is on the calendar, the ideal client is waiting in the wings. And now you're overwhelmed trying to find the right company, design, product. You want a custom product experience that makes more than a statement — you're here to make memories.



We make it easy to be *exceptional*

At Ellevie, we're as passionate about human connection as we are custom products. Yes, we take the stress out of choosing the right products, colors, and designs with expert-curated options that fit your vision and budget. But most importantly, **we partner with you to design custom apparel, event swag, product lines, and client/employee gifts that make people feel seen, heard, and recognized.**

Ready to start your project?

BOOK A CALL



Our signature *process*



At Ellevie Custom, we partner with small businesses to select high-quality promotional products that are easily customizable for brand awareness and visibility. Our skilled team of designers, artisans, and custom product strategists streamlines the overwhelming process, helping you find the right items for your needs — with an eye on impact and a heart for relationships. (That’s where the B.R.I.D.G.E. system comes in!)

[BOOK A CALL](#)

What to expect next:

1. Share Your Project

2. Meet Our Team

3. Approve Proposal

4. Sit Back, Relax