



Building Buyer Confidence: Messaging That Works in Uncertain Times

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Hello. I'm Maruam



Hi, I'm Maryam Golabgir, the founder and Chief Amazement Officer of Digital Marketing Experts. I'm passionate about helping businesses grow through innovative, sustainable digital strategies that deliver real results.

My background blends creativity with technical expertise—I'm a digital marketer, programmer, and website strategist. Over the years, I've developed deep experience in social media marketing, website development, search engine optimization, paid advertising, and video/mobile marketing. I believe that a successful digital strategy requires not just vision, but also data-driven insights to guide every decision. My mission is to help small and medium-sized businesses compete, thrive, and stand out in today's fast-moving digital world.

You can learn more about our work at www.digitalmarketingexperts.ca or connect with me on [LinkedIn](#)

Maryam Golabgir

Chief Amazement Officer



2025 Messaging Trends for SMBs



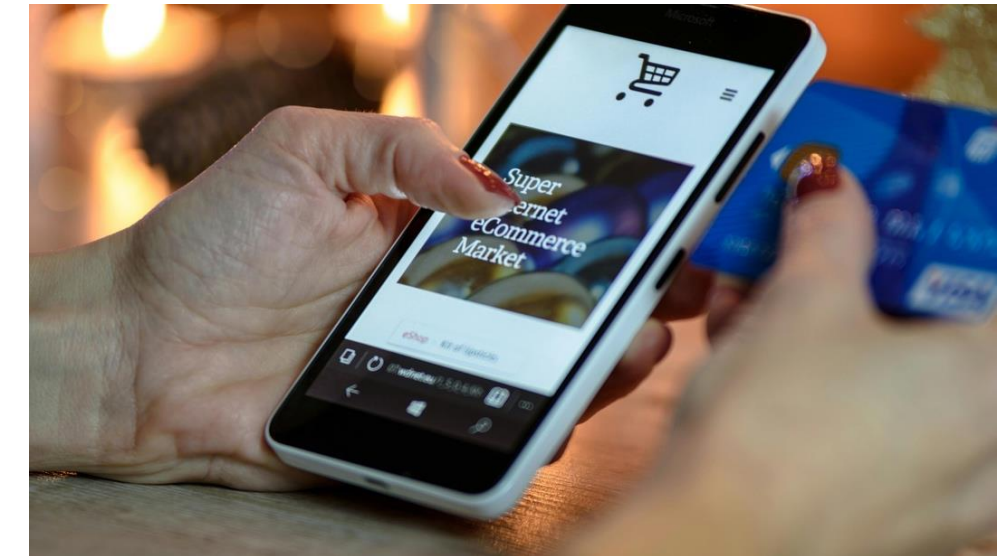
Radical Transparency

- Buyers in 2025 expect businesses to openly share pricing, processes, and even limitations.
- Example: Brands showing cost breakdowns (why this product costs \$50) build more trust than those hiding behind vague pricing.
- Transparency doesn't weaken your pitch—it strengthens it.



Proof-Based Messaging

- Customer trust now comes from evidence, not promises.
- SMBs must use testimonials, user-generated content (UGC), certifications, and social proof to validate claims.
- Don't just say it—show it with proof your buyers can trust.



Empathy-Driven Communication

- AI trend analyses show that empathy in brand messaging increases engagement during downturns.
- Acknowledge customer concerns, don't gloss over them.

2025 Social Media Trends



Storytelling Over Selling

- Buyers connect to stories of transformation rather than product features.
- Example: A local bakery didn't just advertise cakes; it shared stories of families celebrating milestones with them.
- Your brand is a guide in your customer's story, not the hero.

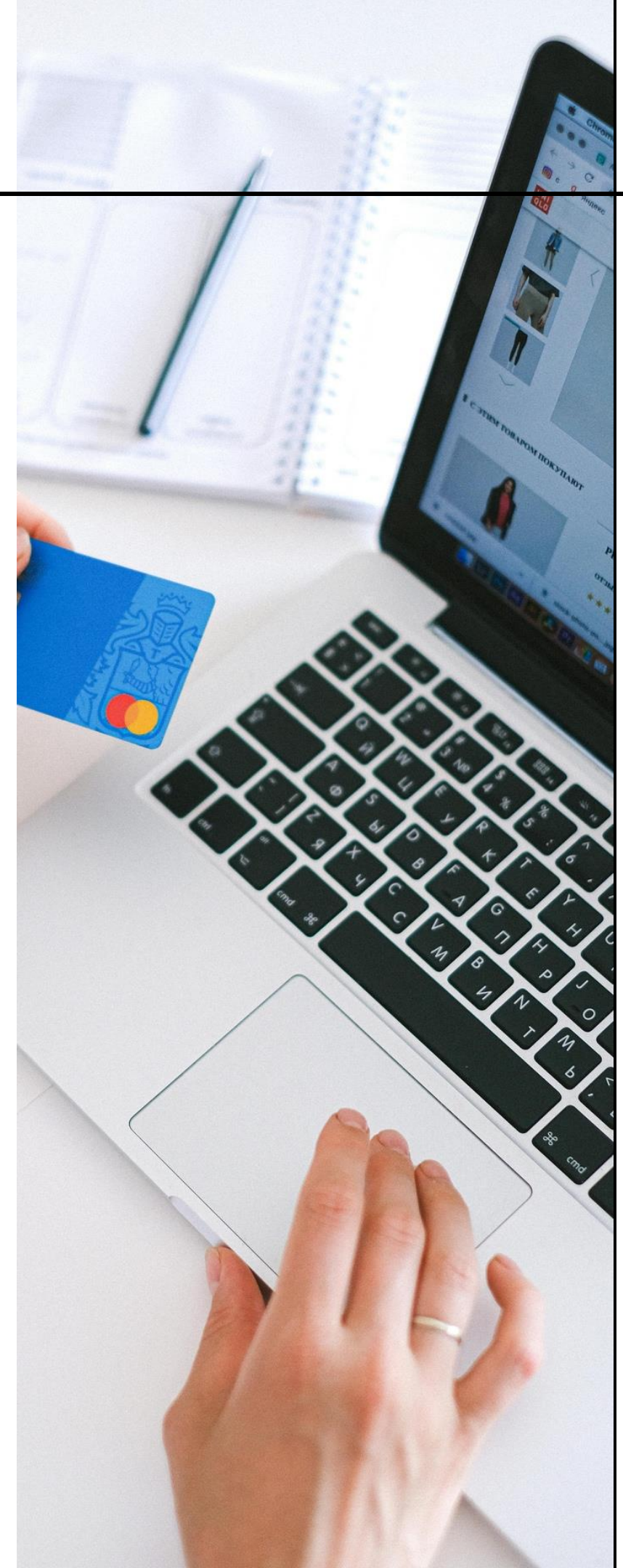


AI-Optimized Personalization

- Tools like Seventh Sense, Persado, and Jasper AI allow SMBs to test and tailor messaging to segments.
- Personalization in 2025 means messaging that speaks to buyer fears and aspirations—not just their first name.

Step-by-Step Framework for SMBs

- ✓ **Step 1: Acknowledge Buyer Concerns**
- ✓ **Step 2: Show Proof, Not Promises**
- ✓ **Step 3: Tell a Transformation Story**
- ✓ **Step 4: Offer Recession-Proof Guarantees**
- ✓ **Step 5: Emphasize Long-Term Value**
- ✓ **Step 6: Use AI to Refine Messaging**
- ✓ **Step 7: Keep Communication Human**



Step 1: Acknowledge Buyer Concerns

- Directly address the elephant in the room (budget fears, uncertainty).
- Example: We know every dollar matters right now—that's why our solution focuses on long-term savings.
- Acknowledging fear makes buyers feel understood.



Step 2: Show Proof, Not Promises

“

Avada has made things very easy for my team, we have gained in efficiency and speed.



Alice Silverson
Product manager

Nammas

SMALL BUSINESS OWNER



Robert Brown
January 12, 2025



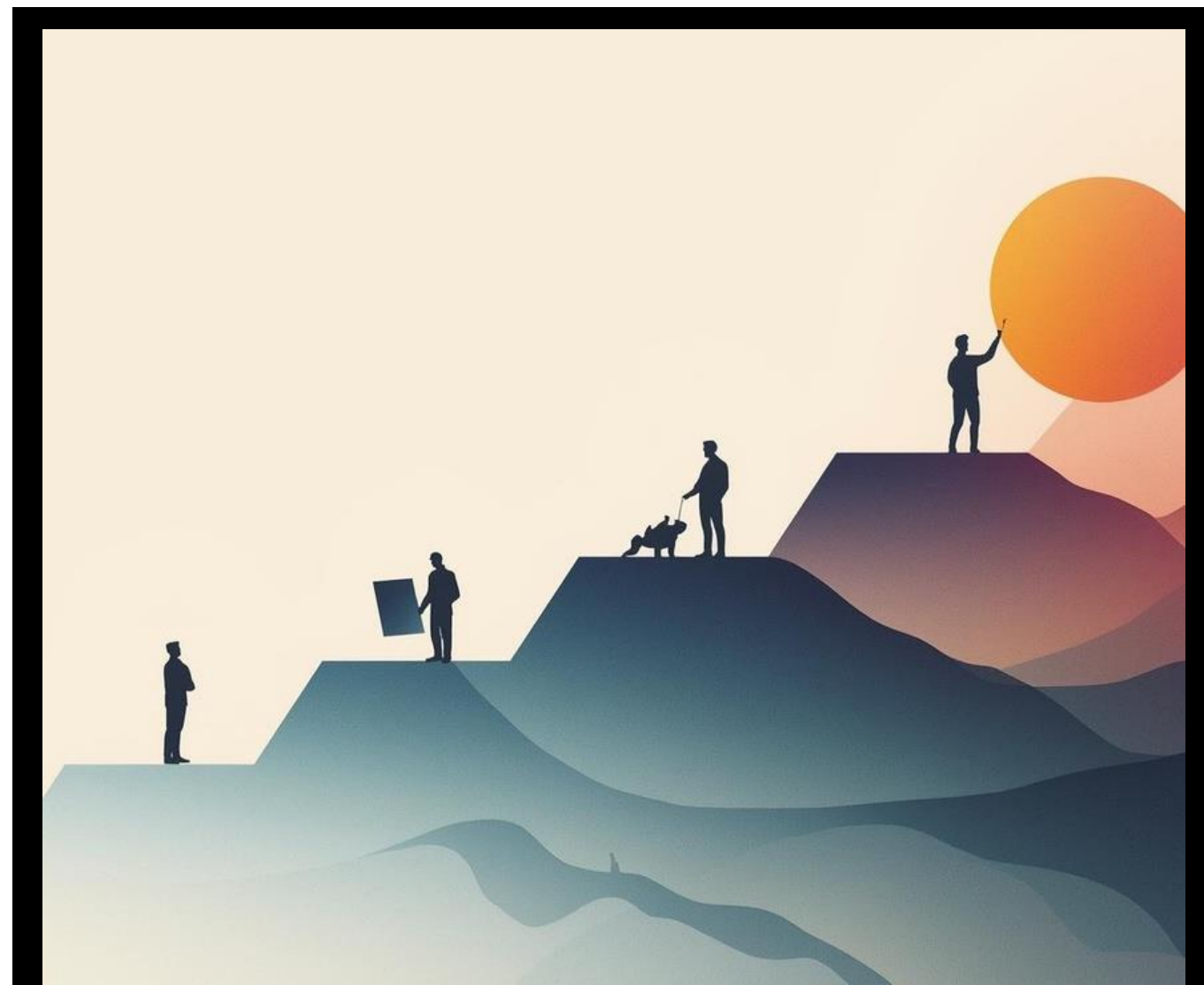
Good choice!

The headphones are of good quality, fit perfectly and are very easy to pair with any device.

INDIVIDUAL CONSUMER

- Use testimonials, reviews, certifications, or data to support claims.
- Embed UGC into ads and landing pages.
- Trust is built faster when customers see other buyers like them succeed.

Step 3: Tell a Transformation Story



- Use a 3-part structure: Problem → Solution → Transformation.
- Example: Meet Sarah. She struggled with [problem]. After using our product, she [result]. Now she [benefit].
- Stories humanize your brand and give context to your solutions.

Step 4: Offer Recession-Proof Guarantees

- Introduce risk-reversal tactics: money-back guarantees, free trials, flexible payment plans.
- Reducing buyer risk makes it easier for them to say yes.



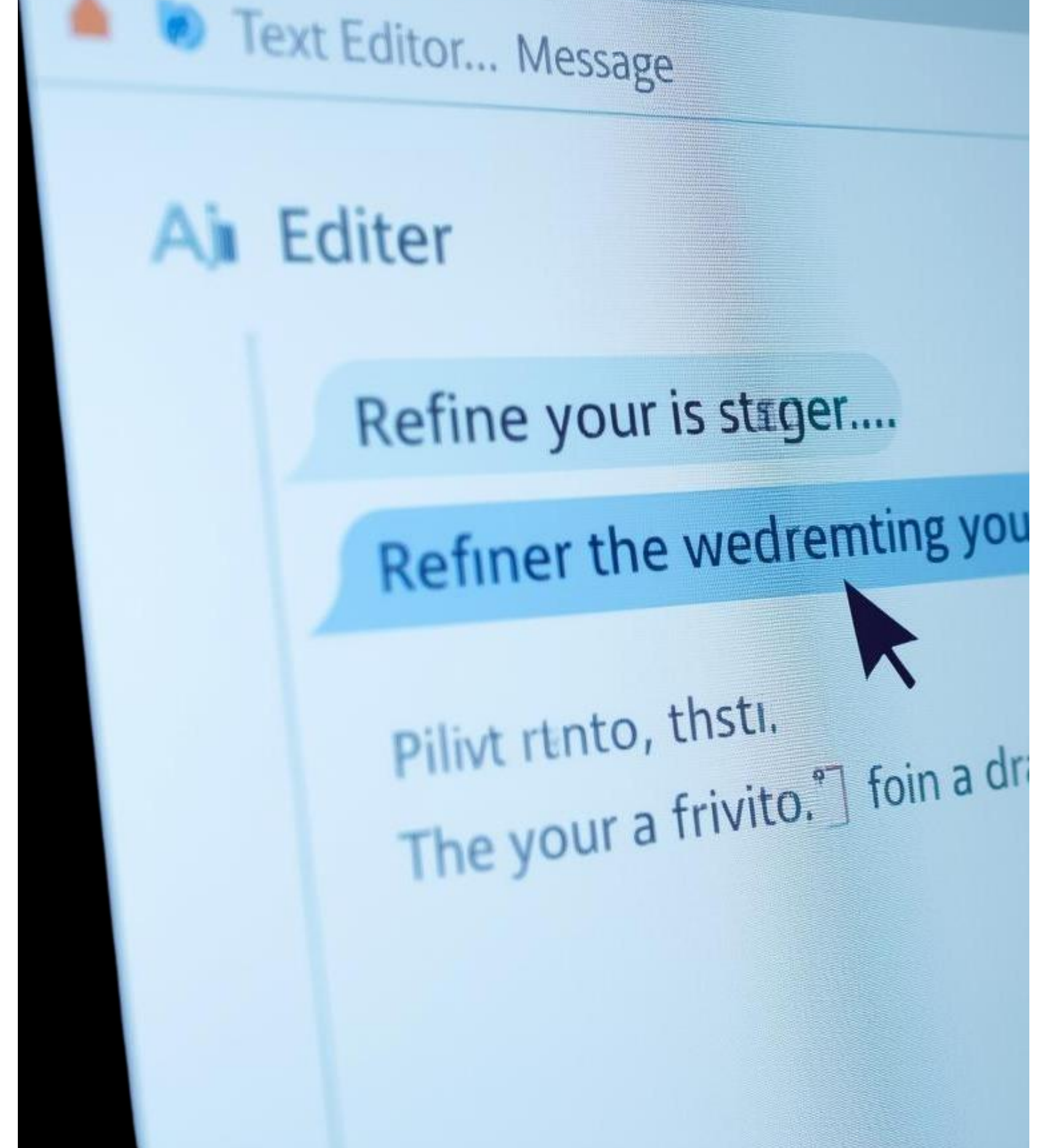
Step 5: Emphasize Long-Term Value



- Reframe purchases as investments, not expenses.
- Example: Our service saves clients an average of \$500 a year.
- In downturns, customers want durability and ROI.

Step 6: Use AI to Refine Messaging

- Test multiple message variations with AI-driven tools like Persado or Jasper.
- AI doesn't write the story—it helps you find which story resonates most.



Step 7: Keep Communication Human

- ✓ Train teams to use empathetic language in sales calls and support chats.
- ✓ Example: Replace That's our policy with I understand how you feel, let's work on a solution together.
- ✓ Automation delivers messages, but people build relationships.



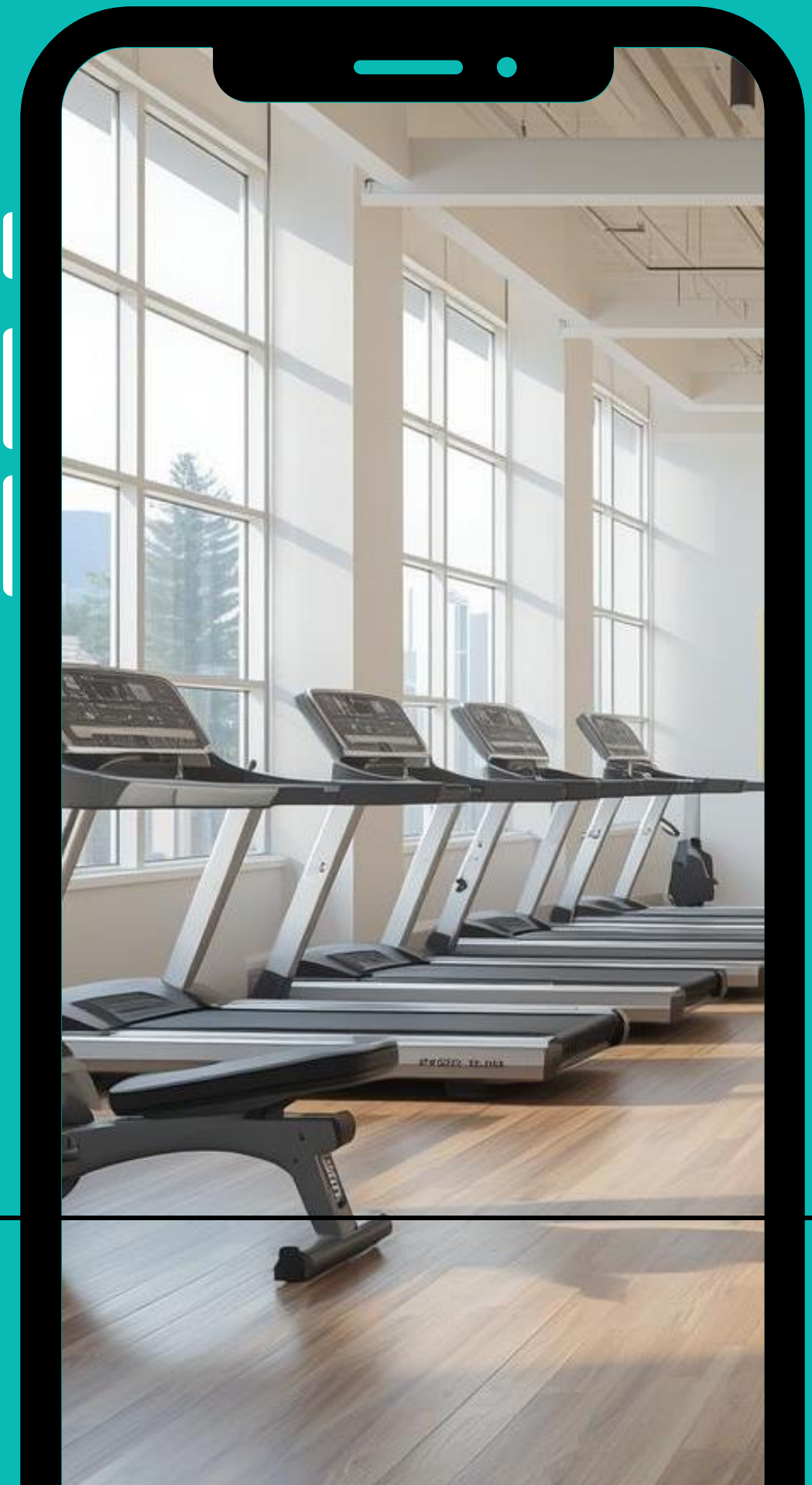
Case Study

A small fitness studio in Vancouver faced membership cancellations during the 2024 slowdown. Instead of pushing discounts, they launched a messaging campaign focused on buyer confidence.

- They acknowledged fears: We know gym memberships feel like a luxury right now.
- They shared proof: customer stories showing members who stayed active and mentally healthy thanks to the studio.
- They offered risk-free trials: Try us for 30 days, no commitment.

Result? Membership cancellations dropped by 40%, and trial sign-ups doubled.

Notice how they didn't ignore customer hesitation. They faced it head-on with empathy, proof, and reassurance.



To Recap

- Acknowledge buyer fears instead of ignoring them.
- Use proof-based messaging—testimonials, UGC, and evidence.
- Tell stories of transformation rather than selling features.
- Offer risk-reducing guarantees to remove hesitation.
- Use AI to personalize and refine your messaging.
- When uncertainty rises, confident messaging becomes your strongest sales tool. SMBs that lead with empathy, transparency, and proof will not only weather downturns but also emerge as the most trusted brands in their market.
- In uncertain times, buyers don't need the loudest voice—they need the clearest, most trustworthy one.



Any Questions?