



# The forgotten art of empathy in customer marketing

Nevena Tomovic

19/03/2017

# Empathy is ...

A sense of self-awareness.

Taking another person's perspective.

Being able to regulate one's own emotional response.





High converting copy

*Roses are red,  
Violets are blue -  
Donate to a teacher  
With the same name as you.*





**Jason French**

@jasonbfrench

 Follow

Just received a @DonorsChoose email to help "Mrs. French's class". Well played! Done and done!

8:06 PM - 13 Feb 2015 · Indianapolis, IN

  2  4



Melissa,

*Roses are red,  
Violets are blue,  
Give to a teacher  
With the same name as you.*

Give today to the classroom of Ms. Goss, a teacher in San Francisco, CA.



**Missy Goss**

@missymusing

 Follow

I <3 @DonorsChoose and their smart #emailmarketing

10:20 PM - 13 Feb 2015

  3  9




60% of sales are lost to inertia

Stop being vague.

Start being specific.







Saying goodbye is never easy to do...So, we thought we'd give you a chance to rethink things...



Nevena,

You haven't been opening our emails in the past few months, and the last thing we want is to come across clingy. If you still want to stay connected, then just press, "Don't Let Me Go" below, and we promise we won't let you. Otherwise, we'll take you off our list in three business days. No hard feelings.

**DON'T LET ME GO**

Sincerely,

HireVue Team  
[@HireVue](#)  
[in/HireVue](#)

# Heather, You Rock!

It was just another mundane day at our office when suddenly, Jackie took a look at the computer and her eyes widened. “We did it,” she exclaimed! “We got an order from Heather Dopson!”

Laura jumped out of her chair and ran to Jackie’s desk. She didn’t even read the entire email – she just saw “Heather” and started screaming in delight! “O.M.G.” Laura shouted. “This is real! We have an order from Heather!”

The entire office erupted in applause. “Party In the USA” blared from the speakers (Jackie’s a huge Miley Cyrus fan) as confetti rained down from the ceiling and champagne bottles were popped.

The entire Native Team is thrilled you’re a customer! Thank you so much for your support and for giving us a reason to cheer on another champion of health!

As soon as we’re done exchanging high-fives, we’ll send you tracking information so you can track your package. If you have any questions or concerns, please reach out to us at [support@nativecos.com](mailto:support@nativecos.com).



Specific.

Emotional.

To the point.



# Storytelling

# The science of storytelling



**Cortisol**


Increased Focus  
& Attention



**Oxytocin**

Increased Empathy  
& Emotion





# Find your story

Birth of the idea.

Transformations.

Objections.

Differentiators.



# Craft your story

Focus on one moment or one person.

Set the scene.

Include emotions.

Offer a directive.



# Tell your story

Video.

Website (about us, testimonials, case studies).

Social Media (blogs, emails).

Presentations.

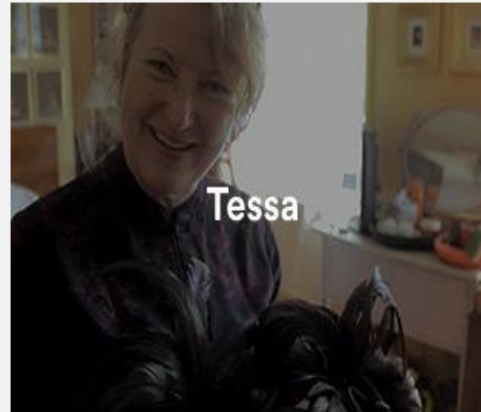
# Stories from the Airbnb Community



Michael

New York, United States

A busy New Yorker keeps pace with tradition



Tessa

London, United Kingdom

Second Act: A new beginning



Judith

New York, United States

New Chapter: Breaking bread together...again



Andrew

London, United Kingdom

Sowing the Seeds: Of love, and of vegetables



Jonathan

Los Angeles, United States

The Art of Receiving: A host transforms his home, his work—and his life



Lisa and Byron

New York, United States

Full House: An invitation to friends, both old and new



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