

# 2022 B2B

## TRUSTED BRANDS REPORT





# Introduction

*The 2022 B2B Trusted Brands Report* by Sagefrog Marketing Group (Sagefrog) is an annual report revealing and discussing the most trusted B2B brands of the year.

## **FACTORS OF BRAND TRUST IN 2022**

Brand trust is central to growing your audience, and for good reason. Buyer research shows that increasingly, customers cite brand trust as the top factor in choosing which products they purchase.

**In a world of constant skepticism and mistrust, today's buyers seek safety, security, quality, and consistency from brands.**

Building brand trust starts internally with a well-thought-out mission, vision, and value proposition, developed with integrity and honesty. Leaders who actively promote and foster a positive brand instill employee pride, bring validity to the company's mission, and become brand ambassadors.

## Introduction (continued)

By leading with intention and showing vulnerability when appropriate, your values and message can be effectively expressed to potential buyers and directly inform the key factors that comprise their decision-making:

- |  |  |
|--|--|
| <b>1</b> Quality of products and services      | <b>5</b> Past personal experiences               |
| <b>2</b> Quality of customer service           | <b>6</b> Customer privacy and security           |
| <b>3</b> Ratings, reviews, and public feedback | <b>7</b> Employee advocacy                       |
| <b>4</b> Pricing                               | <b>8</b> Stance and involvement in social causes |

Brand trust holds untold value, and losing it among your customers can be catastrophic for any business. As industries continue moving forward in an age of remote communication, leading B2B companies have made significant efforts to avoid branding roadblocks, connect with audiences and other businesses, and build trust.

**Learn how we assessed audiences and measured their responses in our survey methodology. [↓](#)**

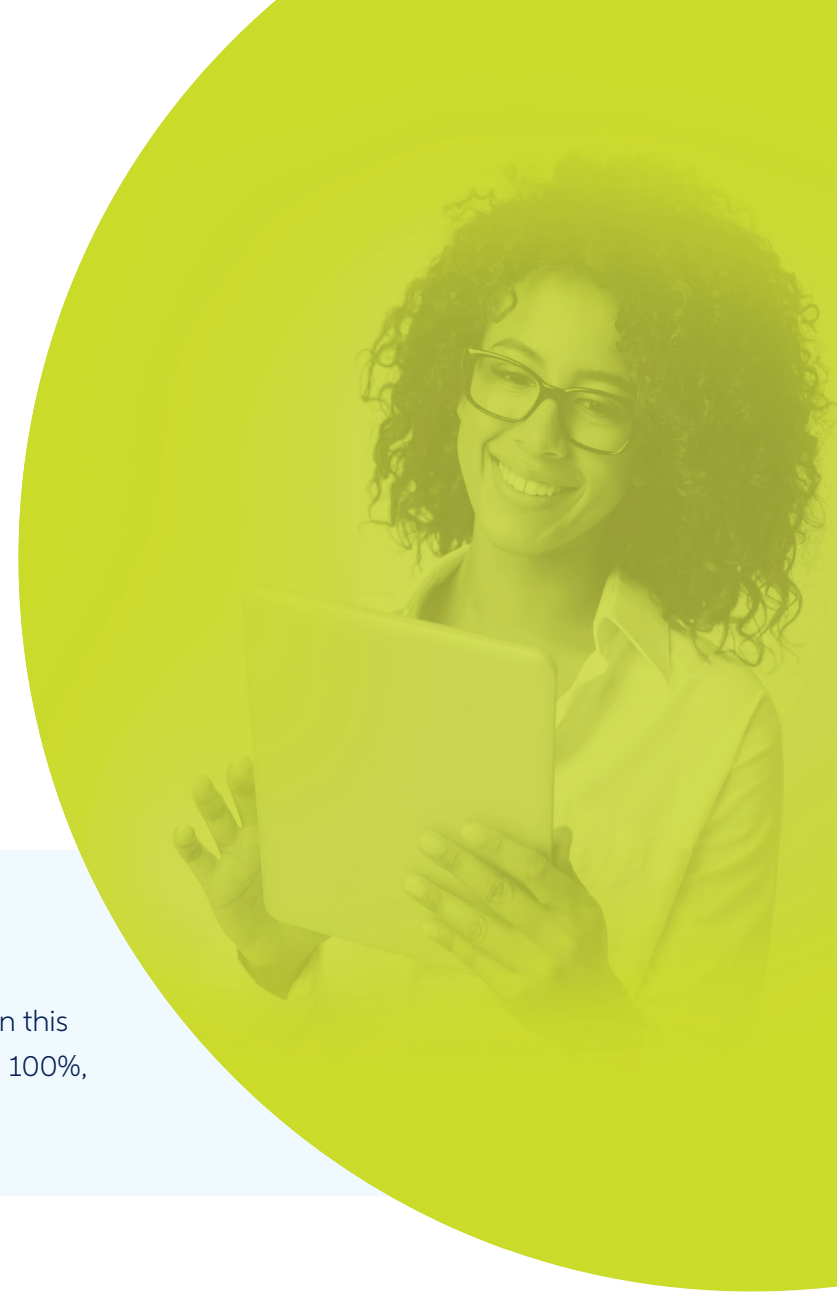
# Survey Methodology

Each year, Sagefrog distributes a customer-choice survey to B2B professionals asking, “What brands do you trust?” The survey lists the most prominent B2B brands for their consideration. Once the data was collected, which comprised more than 1,500 votes, we analyzed the results to produce an overall ranking report based on the brand Trust Factor.

## THE TRUST FACTOR

This year, the most trusted brand was chosen by 58% of respondents. We assign this brand a Trust Factor of 100. We then use 42%, the difference between 58% and 100%, to adjust all other brands in the survey to determine their Trust Factors.

[See the most trusted B2B brands of 2022. ↓](#)



# The Most Trusted B2B Brands of 2022

<b>75+</b> Exceptional Trust Factor Score	<b>60+</b> Excellent Trust Factor Score	<b>50+</b> Good Trust Factor Score
1 Apple	11 HubSpot	21 IBM
2 Adobe	12 UPS	22 Intel
3 Microsoft	13 Costco	23 Johnson and Johnson
4 Amazon	14 MasterCard	24 Sony
5 LinkedIn	15 FedEx	25 Best Buy
6 Google	16 Samsung	26 Home Depot
7 Zoom	17 Starbucks	27 Salesforce
8 3M	18 Marriott International	28 John Deere
9 American Express	19 YouTube	29 Ford
10 Visa	20 Dell	30 Canon

# Technology Brands Are The Most Trusted

With a whopping 47% of the votes, the technology industry leads the way for most trusted B2B companies. Technology companies hold the top seven spots for most trusted brands of 2022, accounting for 14 of the leading 30. Last year, the big focus among companies was to express a level of humanity that would foster stronger audience connections, and it's pretty clear that many were able to succeed.



These technology companies share a few critical attributes that appear key to their success.

**1** They are customer-focused

**2** They have strong values

**3** They are adaptable

**4** They strive for transparency

# LESSON 1

## They Are Customer-Focused

### Your Customers Are Everything.

The first major takeaway from the 2022 Trusted Brands Report is that all leading technology brands focus on customer needs, positioning themselves around solving those problems in ideal ways.

**Apple** has always been a customer-centric company focusing on design and user experience over leading-edge technology. But they're continuing to expand their ranges of models and options for phones, computers, tablets, and more, allowing more customers to find a product that fits their needs.

Cloud service and enterprise software companies such as

**Microsoft and Adobe** continue to grow and apply their technologies to optimize customer experiences, increase the accessibility of software and systems, and make their products more enjoyable to use.

**LinkedIn** maps its customers' journeys to uncover specific pain points and make personalized adjustments for individuals across its platform. Entire businesses are built on LinkedIn, thanks in no small part to their focus on helping customers be as effective as possible.

**Amazon** constantly innovates with new customer solutions like one-day shipping, straightforward returns, and physical locations like grocery stores, locker hubs, and even clothing stores for a unique omnichannel experience.

They routinely update their apps and interconnected devices, making it faster, easier, and more engaging to shop with them and grow their list of Prime benefits to make subscriptions evermore enticing. Now, they're rolling out their Amazon Go concept across the country, where customers can grab the products they need and walk out the door without interacting with a person or register to make purchases.

**All successful technology companies spend significant resources gathering feedback to address customer issues and goals, further building trust and loyalty among users.**



## LESSON 2

# They Have Strong Company Values

### Company Culture Truly Matters.

Company culture is increasingly seen as a differentiator for all types of organizations, but the push within the tech community has been especially strong. Technology companies of all sizes and across specialties, from Google to LinkedIn to Salesforce, strive to incorporate more positive and productive cultures that generate trust among prospective employees and customers. While describing a product and service is easy, it's not always as easy to define your culture and express what makes it unique.

“An important feature of great tech companies is that they resonate with their users' core values. Think of Apple and its focus on innovation and being different. The company has a passionate customer base that responds to those values and consequently advocates for it and is ready to pick up every new product that launches. Having a “why” for your business and focusing on values to drive marketing can create a powerful brand image.”

— Syed Balkhi, Co-Founder of WPBeginner<sup>1</sup>

### Start Building a Thriving Company Culture

It's easy to write down generic corporate values, like “quality customer service” or “positive environmental impact.” But often, these statements don't connect with the people in the organization itself. Some of the most effective ways to build a thriving company culture include providing employees with positive and constructive feedback, actively communicating with customers through engagement platforms and social media, and prioritizing a cultural fit in your hiring practices.

**A culture of trust needs to be set at the top. The right tone among leadership is essential to inspiring other members of the organization and rallying everyone behind values that make your business special.**





# LESSON 3

## They Are Adaptable

### The World Can Change in a Second. Will You Be Ready?

Adapting to changing conditions is an integral part of life and business. If we've learned anything over the past few years, it's that the future is never guaranteed. As our world changes from moment to moment, businesses need to be ready to adapt.


Companies that adapt well to change always have their ear to the ground, monitoring and understanding trends throughout their business environment and

quickly reacting to refine or transform their business model.

When the pandemic first hit, efforts among tech companies to bolster remote work tools and functionalities skyrocketed, and customer service flows changed. In some cases, entire buildings were closed or sold. The companies producing remote communication tools like Zoom, Slack, Teams, and others, suddenly needed to dramatically improve reliability, add missing features and functionality, and ensure they could handle the overwhelming amount of new customers and their support needs.

### Adaptability is Not an Option

An organization's ability to adapt is a serious competitive advantage. Adaptable companies are more open to new ideas and don't do things just because "that's the way we've always done it." They try to foresee upcoming changes but don't panic if and when plans start to unravel. They re-plan, re-organize, and make the best decisions at the time for the good of the business.



**Any business that stands the test of time has demonstrated extreme adaptability, and technology companies are no different. Whether through product redesigns, UX updates, or adding or removing products and services from their offerings, adapting to change while remaining true to your core values is essential to building trust.**

# LESSON 4

## They Are Transparent

### Let People Get to Know You

Transparency is essential to maintaining customer trust. It involves being open and honest with customers about all account situations, statuses, and product and service details that customers can use to understand your company's actions better. Being transparent with your customers helps solidify your honesty and integrity and strengthens trust.

For example, **Adobe** embedded a culture of transparency by leading the tech space in the equal pay movement, with the whole company achieving pay parity in 2018.

They also publish detailed reports about their diversity, equity, and inclusion initiatives and advocate for corporate responsibility.

**Asana**, an online work management platform, publishes detailed notes of their board meetings and upper-management huddles. These reports offer employees context around company decisions and goals, empower people to work towards those goals, and attract new talent who may be intrigued by relatively unique level of openness.

### Getting Personal with Customer Engagement

Transparency can give customers and partners insight into your company's operations, making them feel more engaged and building a more personal connection.

Content like blogs, social posts, and videos featuring production processes, working environments, quality control centers, and more can help shed light on exactly how a company achieves its business goals. These types of content also offer insights into the day-to-day application of the company's mission, vision, and values. Many companies feature employee stories and interviews with those who've gone above and beyond to do right by a customer, handled a monumental challenge, or led a career of excellence and deserve recognition.

**Transparency in business helps drive significant progress, both on an individual and a company-wide level. It also drastically increases employee and customer satisfaction so you can enjoy more loyalty, faster growth, and a happier workplace.**



# Top Takeaways from This Year's Report

The technology industry leads the way with the most trusted B2B brands this year. Across these top brands, their commitment to trust centered around four key strategies:

- **Focus on customer needs** by gathering feedback, and position your brand to solve those problems in ideal ways.
- **Incorporate more positive and productive cultures** that generate trust among prospective employees and customers.
- **Demonstrate adaptability** while remaining true to your core values whenever given the opportunity.
- **Be open and honest with customers** about all account situations, statuses, and details they can use to understand your company's actions better.



## About Sagefrog Marketing Group

Sagefrog is a top-ranked B2B marketing agency and award-winning Best Place to Work®, with specialties in healthcare, technology, industrial, and business services. We accelerate client success through branding and integrated marketing delivered through proven programs, business acumen, and fast quality. Our services include branding and strategy, websites and digital, content and inbound, and traditional marketing.

**For more information on the 2022 B2B Trusted Brands Report, including its methodology and results, or for help increasing your brand's Trust Factor, contact us today.**

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1. Syed Balkhi, Co-Founder, WPBeginner. <https://yec.co/members/profile/Syed-Balkhi-Co-Founder-WPBeginner/50389664-8385-49e2-9686-5f9318aeabc3>