

The Power of Emotion in Driving Customer Loyalty

or

If your customers like
you, they tend to buy
more

A case study: Grovemade



Humanising the digital
customer experience in
the age of machines to
secure customer
retention

or

Get your customers to
buy from you instead
of someone else

<https://lolmythesis.com>

Who are you?



You are not
a stock photo



LEARN MORE



Be you, recognizably



Recognize your
customers

Further Reading



LOOK BOOK

Meet Greg Hennes

Hustle and soul collide in Joseph, OR, at the Jennings Hotel—one of the many brainchildren of Grovemade customer Greg Hennes.

[READ MORE](#)

LOOK BOOK

Meet Megan Osborne

Megan is a graphic designer cherishing her time close to family and doing meaningful work for local companies in her hometown of Whitefish, Montana.

[READ MORE](#)

LOOK BOOK

Meet Jade and Chris Towery

From Korea and Ventura to RISD, and back to Venice Beach. A crafted life filled with design.

[READ MORE](#)

Grovemade's KYC

Level 1 - Look at the data

Level 2 - Surveys (ask open ended questions)

Level 3 - Video interviews

Level 4 - Hit the road and visit people

Level 5 - Content series of your customers

The role of emotions and senses in consumer decision making

or

You can sell by feel



Make your digital
products tangible

Gray “SALE” tags?



Wool Felt Desk Pad (L)
\$80 \$100

Gray prices?

Wool Felt Coaster Set (Dark Grey)
\$16 \$20

Walnut Coaster Set
\$24 \$30

Split-testing for feel



Walnut Pen Cup

\$32 ~~\$40~~

ADD TO CART

Combining human touch
and digital to address
consumer evolving
needs

or

We have a computer in
our hands every day

--

Get personal



Give thanks



PDX - ORE
GROVEMADE
DESIGNED & CRAFTED
ESTD. 2010



Each piece of our desk collection has been designed to boost your home or work space. Constructed from domestic hardwood and vegetable-tanned leather, you can expect natural variation in color and wood grain.

GROVEMADE.COM



Savitar

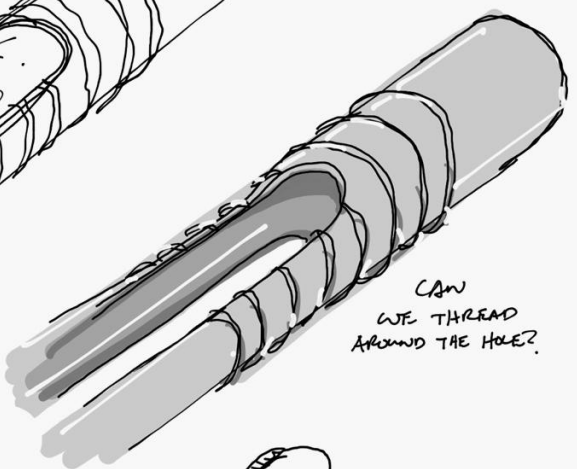
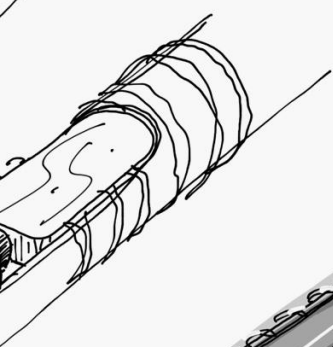
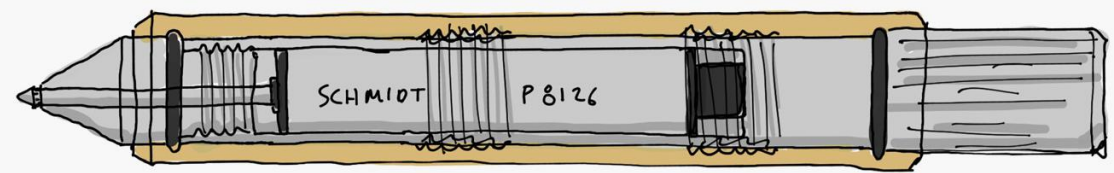
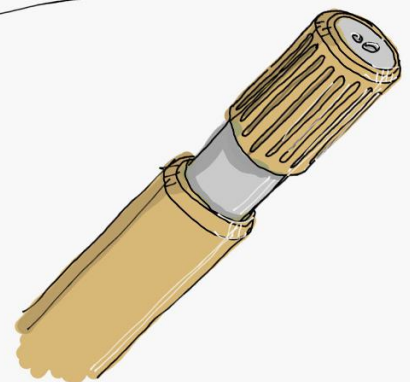
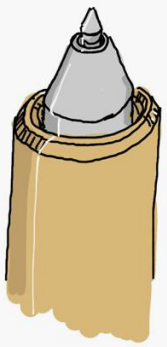
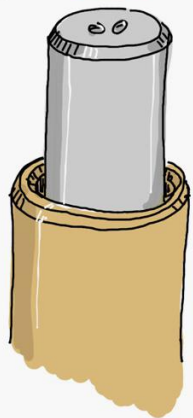
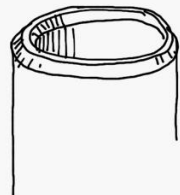
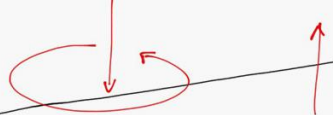
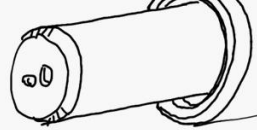
Thanks so much for your
support! I hope you
enjoy your new gear!
-Rainey

#FINDWHATMATTERS

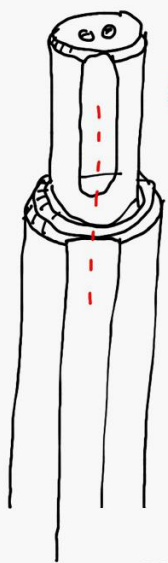
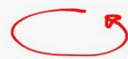
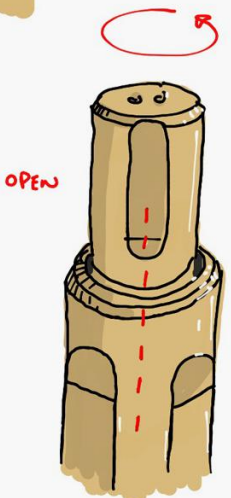
Strategies to release in-
depth, good quality,
relatable content
frequently

or

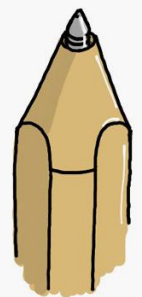
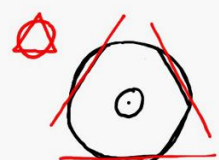
Find a way to talk
about what you do in
the same way you do it



CAN WE THREAD AROUND THE HOLE?



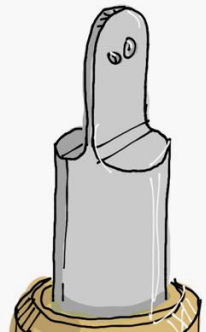
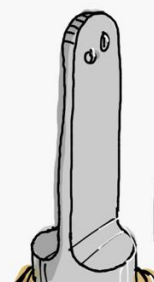
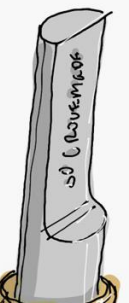
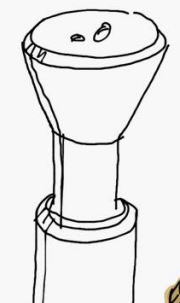
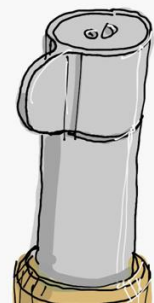
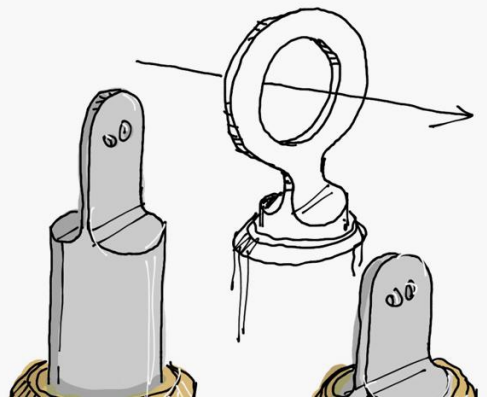
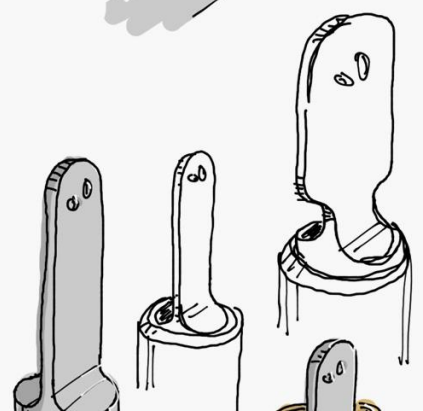
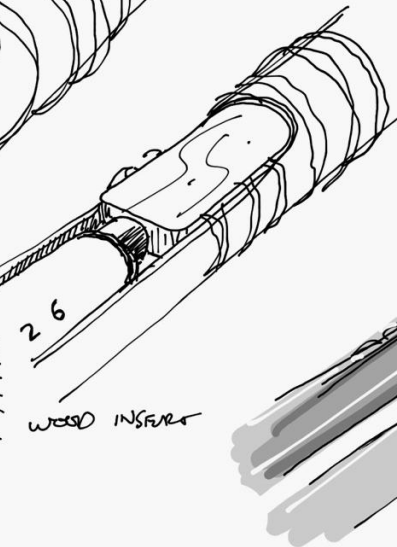
CLOSED



FLANGE



WOOD INSERT



Designing the Pen

[READ MORE](#)

PRODUCT HIGHLIGHT

The Grovemade Pen

Bringing old school class back to your desk with a modern twist. When paired with the pen stand, it stands out on your desk, easy to grab when you need to jot something down.

[READ MORE](#)

LOOKBOOK

Pen & Stand Lookbook

Made for your workspace, but equally at home in the kitchen, on the credenza, or at large; the Grovemade Pen & Stand weren't designed to be hidden.

[READ MORE](#)

BEHIND THE SCENES

Making The Pen

The pen begins its life as a solid bar of metal, otherwise known as a billet. We order these bars in brass and aluminum.

[READ MORE](#)

Grovermade's Content Pipeline

Customer Stories
Design Stories
Product Highlights
Behind the Scenes
Material Focus



Thank you! (and Q&A)



And resources:

<https://polyplane.com/2017/04/protalk-designer-ken-tomita-grovmade/>

<https://www.pixelpoke.com/blog/podcast/grovmade/>











<https://conversion-rate-experts.com/writing-tips/>

<https://conversion-rate-experts.com/writing/>

<https://lolmythesis.com>

<https://grovmade.com>

Does this work in B2B?

Ad Name 		Status 	Spent 	Impressions 	Clicks 	Average CTR 
<input checked="" data-bbox="122 621 157 635" type="checkbox"/> 2 selected ads		—	\$10.43	8,080	5	0.06%
<input checked="" data-bbox="122 799 157 813" type="checkbox"/> Yes--Your Team Can Do It! I Train People Habit-Forming Skills to Make Consistent Improvements Happen. Creative name: 49086625 Campaign: Text Ads to LI Profile - Aug 8, 2019 Creative ID: 49086625 · Text Ad · Text Ad		 Active 	\$10.43	7,320	5	0.07%
<input checked="" data-bbox="122 1063 157 1078" type="checkbox"/> Build & Inspire Your Team Innovator, Coach, & Speaker Jeff Tan Helps You & Your People Make it Happen Creative name: 49086665 Campaign: Text Ads to LI Profile - Aug 8, 2019 Creative ID: 49086665 · Text Ad · Text Ad		 Active 	\$0.00	760	0	0%

 Previous

1

Next 

Does this work in the
enterprise?



What about in the
marketing echelon?



or

Like what you do

and

Talk about it