



# On the Progression of Brand Trust (Over Time)

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Over the years, there are a number of brands that I've discovered/placed a lot of value with/in. Some of these brands, which I'll call, here, "Trusted Brands", are: Samsung, Sony, Olympus, Nite-Ize, Leica, Walmart (new), Heroku, Apple (ossilates).

Some "Questionable Brands" fall into another distinct category: Best Buy, Facebook, Amazon, and all commercial airlines except Virgin America & Lufthansa.

Some of these brands have changed their position in my "chart" over the years. For example, Walmart is a new entry into the "Trusted Brands" category. This may come to you as a surprise. That is because, my local Walmart Supercenter has been completely remodeled, and is now one of the most well-organized, presented, accessable, and discoverable places to shop that I've ever encountered. They have absolutely everything, at great prices. They support people in need with labor. I love them. Anyway, enough about that brand... let's talk about yours.

# Micro-Interactions

Every micro-interaction your audience has with your company's Twitter account, product, interface, advertising, marketing sales funnel, or security vulnerability update notification emails does one of two things:

1. It builds brand trust.
2. It erodes brand trust.

At Heroku, we had a concept we called erosion resistance, and we did our best to apply it to every layer of the company.

## Key Takeaways

- Things change over time — embrace it — own it.
- This effects your brand and the affects (implications) of your actions are remarkable (measurable) over time, to your audience — be it users, consumers, or signees.