

Affinity represents a liking, preference, or connection. Building affinity takes time and a focus on value-added content and shareability. Affinity is a soft metric best valued for trends, and it provides directional insight. Marketing may discover benefits in decision-making where affinity metrics offer connections between programs and perceptions. This ties into the marketing mix of activities, people, and investments. This influences content and conversation focused on storytelling and thought leadership. Consider what you use to measure the value of affinity and tie sentiment to revenue through marketing. The emotional factors associated with affinity tend to strongly influence long-term loyalty and advocacy, while practical affinity may drive consistent purchasing behavior. Long-term requires nurture programs that sprinkle relevant content and conversation toward topically oriented target audience members who meet demographic criteria. Those points of contact need to turn into points of value with ideas, peer comparisons, or best practices that are relevant and retained in some way, even as a positive impression. Affinity builds over time. Affinity is a sentiment that includes relationship and experience perceptions. Each perception is best measured for trend insight around how views change and strengthen. Affinity offers an analytical area that marketing can shape around momentum. A positive sentiment motivates more top-of-mind thinking, which I call buzz. Marketing needs to measure its buzz and the changes over time in perception. Reaching a B2B audience benefits from credibility, expertise, and visibility over time. Marketing has the most direct and consistent effect on affinity. It extends beyond brand awareness as positive feelings bring endorsement and advocacy.