2026

ENGAZ

H2H

Reclaiming Trust in the Age of AI Hyper-Automation



H2H MARKETING

Why Are We Here?

DIGITAL NOISE

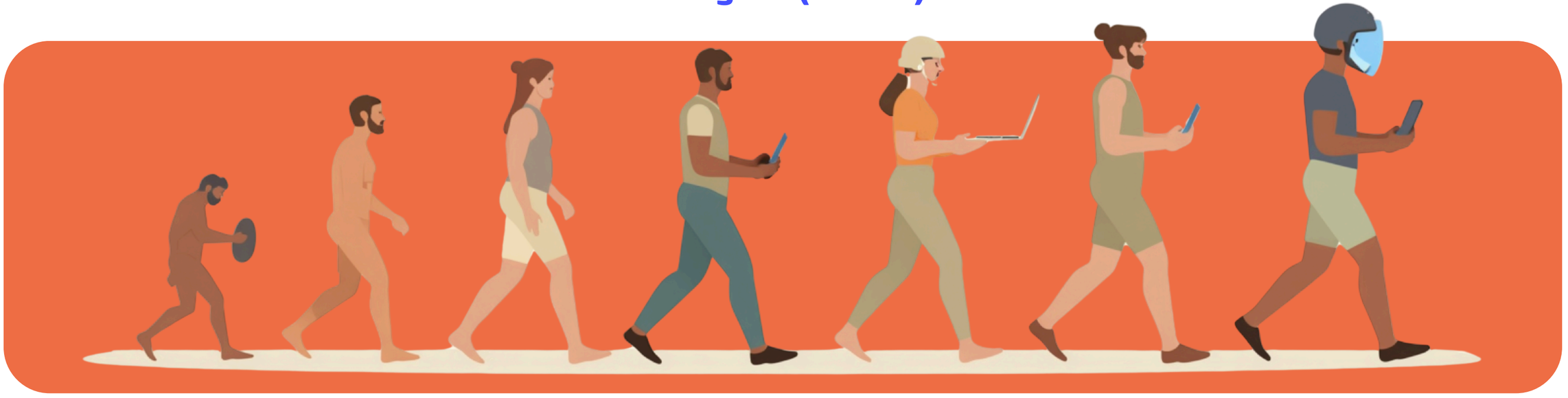
Digital Noise (2010)



bryan (2014)



Philip (2020)



H2H MARKETING

treating customers like people, not just numbers in a system.



Core Pillars

- Empathy
- UGC
- Storytelling
- Personal Connection

Let’s Be Honest...

Emails Deleted Today?

Think about the last marketing email you ignored. Was it because the offer was bad, or because you felt like a robot was talking to you?

What Makes You Trust?

What is the single element that makes you stop and read? It's the feeling of being understood—the core of H2H.



The 2026 Landscape: Digital Noise

94%

Strategic Warning:

- According to Gartner 2026, customers have developed "AI Fatigue". **The result?**
- **65% Drop** in response rates to automated LinkedIn outreach.
- **79% of Decision Makers** refuse to interact with bots for major budget items.

What is H2HMarketing?

H2H is not a new marketing type; it's a Mindset.

H2H

Fears Desires Pressure

Need Conncation

Evolution

B2B / B2C

The Classic Era: Logic vs. Emotion separation.

2014: Birth

Bryan Kramer: "There is no B2B; there are only humans."

2023: AI Boom

Mass-automation causes identity loss in marketing.

2026: The Peak

Humanity becomes the only competitive advantage.



THE H2H PILLARS

Pillar 1: Radically Deep Empathy



Diagnosis First

Systems sell features; Humans sell relief. Empathy is asking: "What is the nightmare that keeps my client awake at night?"

Emotional ROI

If you sell CRM, you don't sell software; you sell "Peace of Mind" for a manager who fears losing control over their team's data.

Pillar 2: Extreme Simplicity



The 10-Second Rule

If a client can't understand your value proposition in 10 seconds of simple language, you've lost them.

The Coffee Test

Explain your tech to a friend over coffee. If it sounds like a manual, it's not H2H. Speak humanly.

Clarity = Trust

Confusion is the enemy of the sale. Simplicity proves that you understand the problem well enough to solve it easily.

Pillar 3: Honest Imperfection



The "Real" Factor

AI promises 100% perfection.

Humans trust 95% honesty.

Admitting a learning curve builds deeper trust.

Transparency

Being honest about challenges makes you a partner, not just a vendor. Vulnerability is a business strength.

Ownership

Show your team, your mistakes, and your process. People buy from people they relate to, not faceless logos.

Strategic Shift: B2B vs H2H

	Metric	Traditional B2B	H2H Methodology
	Language	Professional, Dry, Technical (ROI, KPIs)	Simple, Warm, Socially Engaged
	Focus	Product Features & Specification	Solving the Client's "Pain" (Empathy)
	Relationship	Transaction-based (Close the Deal)	Partnership-based (Build the Trust)
	Sales Cycle	Pressure & Persistence	Value & Understanding



2026

CASE STUDIES

Winning with Humanity, Failing with Automation

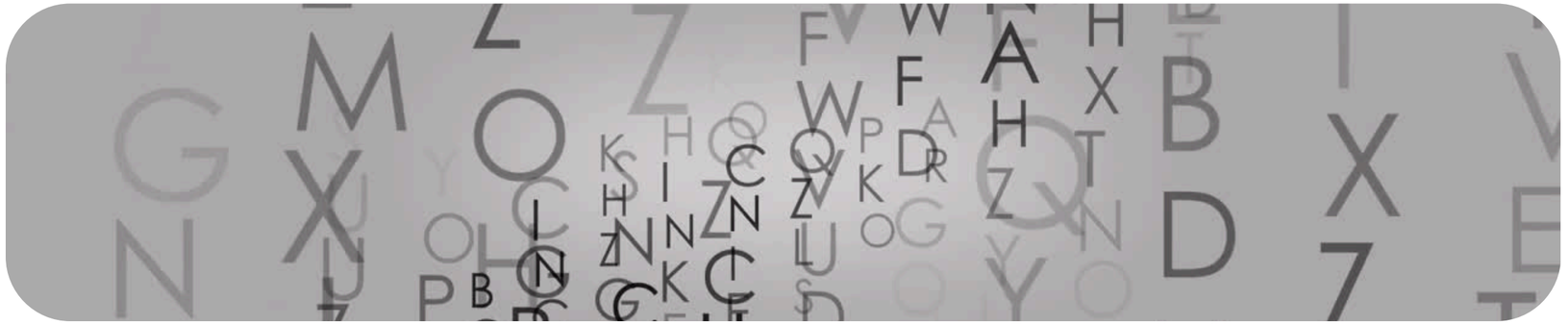
H2H MARKETING

Humanizing Enterprise Tech

SLACK

Slack didn't market themselves as an "Internal Communication Server". They marketed themselves as the Rescue from Email Hell.

By using playful language and understanding the employee's frustration, they achieved the highest NPS in SaaS history in 2025.



93%

retention rate

The Cost of Generic AI Spam

EMAIL OPEN RATE (AI)

12%

EMAIL OPEN RATE (H2H)

58%

AI CHATBOT RECS

21%

HUMAN RECS

84%

The Augmented Marketer

HUMAN FOR CREATIVITY
CREATING EXPERIENCES NO ALGORITHM CAN SIMULATE.

AI FOR AUTOMATION:
HANDLING THE ROBOTIC, REPETITIVE TASKS.

HUMAN FOR EMPATHY
CRAFTING THE MESSAGE THAT TOUCHES THE HEART.

AI FOR ANALYSIS
PROCESSING TRILLIONS OF DATA POINTS TO IDENTIFY CLIENT "PAIN".

Prompting Like a Human

WRONG (ROBOTIC)
WRITE AN EMAIL TO SELL CRM SOFTWARE FOCUSING ON LEAD TRACKING AND ROI.

RIGHT (H2H)
ACT AS A CONSULTANT TALKING TO AN EXHAUSTED SALES MANAGER. ACKNOWLEDGE THE STRESS OF LOST DATA, AND OFFER A WAY TO GET THEIR WEEKENDS BACK.

PRACTICAL EXECUTION

From Theory to Strategy: What Happens Tomorrow?

The Humanized Funnel

Awareness

Appear as a helpful friend solving a problem.

Trust

Provide honest, transparent, and expert content.

Relationship

Close the deal by understanding the human need.

Advocacy

Turn the customer into a brand ambassador via care.

"People will forget what you said, but they will never forget how you made them feel."

ANY QUESTIONS?

Thank You

