

10 PSYCHOLOGICAL TACTICS FOR IMPACTFUL MARKETING

The first rule of marketing is to know your customer.

Understanding psychology and incorporating factors of human behavior into marketing strategy brings valuable insight to the consumer decision-making process and promotes brand loyalty.

The following 10 tips explore the benefits of using aspects of psychology in marketing, and the reasons why these tactics are effective and how they can be implemented in a marketing campaign.

CONSUMER BEHAVIOR BASICS

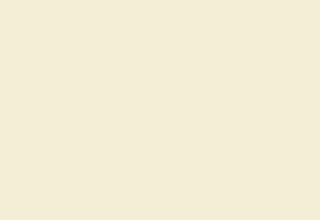
Understanding the purchasing habits of consumers can give your marketing an edge against the competition.

Understanding the purchasing habits of consumers can give your marketing an edge against the competition.

TACTIC #1 UNDERSTAND THE BUYER DECISION PROCESS

5 STAGES OF THE CONSUMER DECISION-MAKING PROCESS

- Need Recognition
- Information Search
- Alternative Evaluation
- Purchase Decision
- Post-Purchase Evaluation



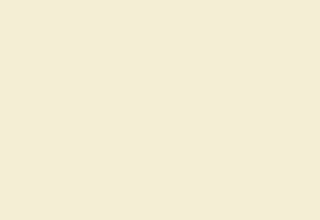
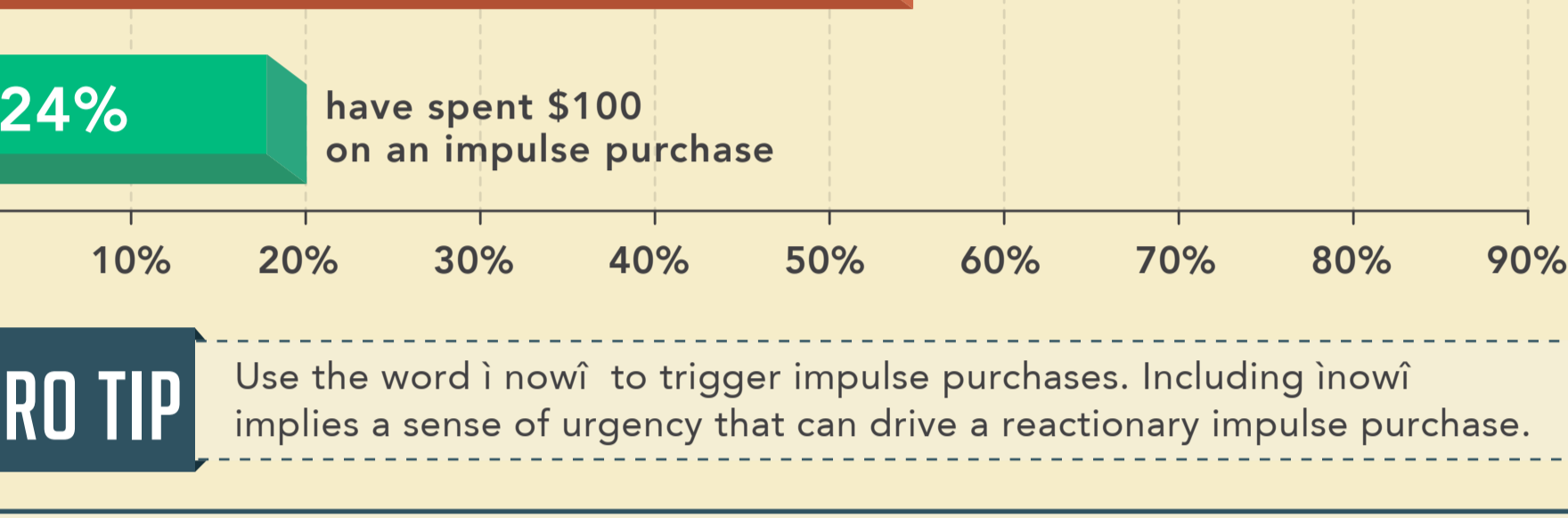
PRO TIP

- Take advantage of the process
- Create a new need
- Assist in product research
- Show company comparisons
- Ask for consumer feedback

TACTIC #2 TAKE ADVANTAGE OF IMPULSE PURCHASES

The neocortex in the human brain controls obsessive-compulsive behavior and flight-or-fight responses. These factors initiate impulse purchasing.

ACCORDING TO A SURVEY BY CREDITCARDS.COM:



PRO TIP

Use the word *inow!* to trigger impulse purchases. Including *inow!* implies a sense of urgency that can drive a reactionary impulse purchase.

TACTIC #3 UTILIZE THE FOOT-IN-THE-DOOR TECHNIQUE

"Agreeing to a small request increases the likelihood of agreeing to a second, larger request." (Simply Psychology)



PRO TIP

Encourage an email sign up and free trials.

STIMULATING THE SENSES

Attraction is a powerful influencer. Sensory stimulation can pull in consumers and keep them loyal to a brand.

TACTIC #4 CHOOSE PROVOCATIVE AND POWERFUL IMAGERY

- The human brain processes visual images faster than text.
- Social media posts with images result in a

650% higher engagement rate than text posts.



PRO TIP

Drive marketing recognition by creating visually engaging material.

TACTIC #5 KNOW THE RELATIONSHIP BETWEEN COLORS AND HUMAN BEHAVIOR

62%-90% of impulse decisions about products are based on colors alone.



PRO TIP

Use colors purposefully in designs.

TACTIC #6 USE LANGUAGE THAT PROMOTES TRUST AND RELIABILITY

- The right words can strengthen a consumer's trust in a brand.



PRO TIP

Use these five words, which can help promote trust: » Authentic » Guaranteed » Official » Loyal » Certified

EVOKING EMOTIONS

Neuroscientist Antonio Damasio discovered a link between emotion and decision-making.

When studying patients with damage to their orbitofrontal cortex, the part of the brain that facilitates the feeling of emotions, Damasio found they struggled to make the simplest decisions on logic alone.

TACTIC #7 TRIGGER STRONG EMOTIONS



PRO TIP

Joy, endearment, sadness, excitement are some emotions that resonate deeply with consumers.

Learn from this successful campaign: Budweiser's 2018 Super Bowl commercial shows the company's commitment to providing disaster relief for those affected by the California mudslides and Hurricane Harvey in Florida.

TACTIC #8 USE EXCLUSIVITY TO LURE CONSUMERS



PRO TIP

Marketers can appeal to a consumer's self-esteem by making them feel important.

Incorporate limited time offers, membership programs, and wait lists.

Example: American Express slogan *i Membership has its privileges.*

ENHANCING EXPERIENCES

The Internet and new technology have given brands more ways than ever to connect and engage with consumers.

TACTIC #9 CREATE A BRAND PERSONALITY THAT RESONATES WITH CONSUMERS



PRO TIP

Brand personality refers to ascribing human characteristics to a brand to make it more relatable, memorable and to increase brand loyalty.

Example: Coca Cola

» A quintessential American brand

» Key characteristics: happiness, enjoyment, community

» *i Taste the Feeling*

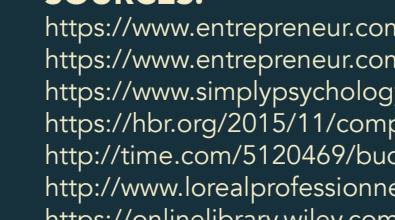
TACTIC #10 EMPLOY NEW TECHNOLOGY: AUGMENTED REALITY



PRO TIP

Augmented reality (AR) combines the physical world with the digital world.

- Marketers use AR to create a platform for consumers to interact with brand images and products through their mobile devices.



PRO TIP

Explore new technologies to engage early adopters and exploratory product leaders

Understanding the intricacies of human psychology and applying various marketing strategies can give companies a competitive edge that can help them gain new customers and keep them loyal.

SOURCES:

- <https://www.entrepreneur.com/article/223843>
- <https://www.digitaltrends.com/cool-tech/aike-ai-augmented-reality-aike-paris-news/>
- <https://www.simplypsychology.org/compliance.html>
- <https://hbr.org/2015/11/competing-on-customer-journeys>
- <https://time.com/5120469/budweiser-super-bowl-ad-2018/>
- <http://www.lovelaprofessionel.co.uk/hair-looks-style-my-hair>
- <https://online.library.wiley.com/doi/pdf/10.1111/1468-5884.00177>
- <http://www.emeraldinsight.com/doi/abs/10.1108/00251740610673332>
- <https://www.creditcards.com/credit-card-news/impulse-buy-survey.php>
- <https://www.ama.org/publications/MarketingNews/Pages/9-Psychological-Tips-for-Your-Marketing-Strategy.aspx>
- <https://hbr.org/2013/06/creativity-in-advertising-when-it-works-and-when-it-doesnt>
- <https://pdfs.semanticscholar.org/a36b/311329235fda3aa7271587647bb70f032e1.pdf>
- <https://www.business2community.com/marketing/use-exclusivity-marketing-09465977>
- <https://www.wired.com/2014/03/neuroscience-decision-making-explained-30-seconds/>
- <https://www.psychologytoday.com/us/blog/sold/2012/07/what-motivates-impulse-buying>
- <https://thinkmarketingmagazine.com/3-marketing-lessons-from-coca-cola-130-years-old-brand-identity/>
- <https://www.fastcompany.com/3032675/5-psychological-tactics-marketers-use-to-influence-consumer-behavior>
- <https://www.psychologytoday.com/us/blog/learn-mind/2014/02/the-voice-image-exploring-the-psychology-photography-0>
- <https://www.psychologytoday.com/us/blog/inside-the-consumer-mind/2013/02/how-emotions-influence-what-we-buy>
- http://www.cmo.com/content/dam/CMO_Other/ADI/SocialIntelligenceReport_Q42013/ADI_SocialIntelligenceReport_Q413.pdf
- <https://www.coca-colacompany.com/press-center/press-releases/coca-cola-announces-one-brand-global-marketing-approach>
- <https://www.forbes.com/sites/forbesagencycouncil/2016/05/12/why-the-foot-in-the-door-method-works-according-to-science/#3d621736e>
- <https://www.forbes.com/sites/gregatall/2015/10/12/marketers-need-to-dramatically-rethink-the-customer-decision-journey/#2622ee26269>
- <https://www.forbes.com/sites/forbesagencycouncil/2016/09/19/12-ways-new-companies-can-build-brand-trust/#2c26765807945>
- <https://www.forbes.com/sites/forbesagencycouncil/2017/06/13/11-creative-uses-of-augmented-reality-in-marketing-and-advertising/2/>
- <https://www.forbes.com/sites/ajsonndemers/2016/05/12/why-the-foot-in-the-door-method-works-according-to-science/#3d621736e>
- <https://www.business2community.com/consumer-marketing/six-stages-consumer-buying-process-market-08115654M50kMtype.lq24y97>

