

MARKETING PSYCHOLOGY

PART 2

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WHO DOESN'T WANT TO BUY COOL PRODUCTS?

Who doesn't like to be seen wearing or using the latest cool device or fashion? Most people do, that's for sure. When buyers view your products as "cool" or the "in thing" they will almost buy everything that you produce. So how can you put your customers into this frame of mind?

By being seen as a likable business or company. You can achieve this with how you treat your customers and how you present your products.

What this entails is how you position your company to your potential target market. You want to keep your customers coming back to you again and again.

Think about what your favorite restaurants are or which stores you go to without even thinking about it. Why is this? Is it because their customer service is impeccable, you just love their products, or because the staff smile and acknowledge you when you walk through the door?

People love to feel special and to be remembered, so you need to find some way to encompass this into your marketing methods. What can you do for your customers to make them like you even more?

Making your customers feel special can be as easy as sending them a quick thank you note once in a while. How about creating a birthday list and sending them a card or wishing them a happy birthday on their Facebook wall.

You don't have to always spend money on your customers to make them like you. Look at different areas of your business and see if it is lacking in some area. Would you say your products are up to date? If they have become a little outdated maybe now is the time for a makeover?

One key place to start with is your Customer Service or Help Desk. This is often an area that is overlooked. If you don't have a help desk or a way for your customers to contact you then set this up immediately.

Once set up it is important to actually check and respond to your support tickets in a timely fashion. Excelling with customer service is a sure fire way to reach that likeable status quickly.

Of course just being personable and friendly in all your business endeavours will place you in a favorable light with your customers. People are happy to purchase from a place where they are treated nicely. This is something that you should already be doing anyway, just ramp it up a little bit. But don't lose your sincerity otherwise your customers will see right through you.

WHAT MAKES PEOPLE BUY?

Do you attach much importance to why people buy? Have you sat down and thought about what makes you want to purchase a certain product? Most people haven't thought about this at all. Yet if you run any type of business you really should learn the basics behind the psychology of what makes someone buy a particular product.

We are not talking about tricking people into doing something. But strategically placing knowledge in such a way that the person decides that they really do want to purchase this item.

To do this effectively you need to begin with creating quality content. Whether this is a giveaway book, an instructional video, or advertising material. It all needs to be highly informative and be the best quality that you can produce.

If you take the time to learn the basic principles behind why people make a purchase you can take your business and your income to new levels. By targeting the correct information to the right individuals you help them make an informed decision. One that will normally go in your favor.

You have most likely experienced this yourself. Say for example you wanted to purchase a new laptop. You have been thinking about it for a while, so the idea is already in your head. Then along comes a fantastic, targeted advertising campaign that makes you take note. Of course you are going to look into this product in more depth. You had the idea but had not taken action yet. This campaign provided you with the steps to help you take action. The outcome is you made a purchase.

Now for you as the marketer, you want to be the person who delivers this material to the right people. Are you starting to understand how this will increase your sales and profit margins?

The basics of psychology include using subtle things such as social proof, attracting loyal customers by giving them something for free first. Another way to get people to buy your products is by setting yourself up as an authority figure. People are more tempted to buy products or services that are written or produced by a so called "expert".

When you apply certain tactics and principles to your advertising material and your sales pages you may be surprised at how your business flourishes. This all begins with learning how to produce quality content first, backed up by a quality sales pitch.

USING SOCIAL PROOF TO CREATE BUYERS

Social proof means believing in what you see and hear around you and following suit. For example, if someone is raving about a certain product you will be tempted to look at it with a view to purchasing it as well. As a business owner you want to take this concept and apply it to your products.

Another way to look at social proof is by having the attitude of "if they can do it, so I can". If they can afford to have an iPhone then why not me?

One simple way to employ this concept for your business is by using social sharing buttons on your blog. If you display the number of shares your post has been liked or Tweeted, you will find that others will share your post too. Again, they are just following the lead of the person that went before them.

Another concept of social proof is one that is used by bars and restaurants all the time. They get you to line up outside the door, so a crowd forms. This makes them look as though they are a busy and popular restaurant. The end result is that they gain more customers, those that see the lineups figure they need to check out the place too.

TV shows do the same thing by running loud applause when they want to highlight funny aspects of their show.

There are actually 3 different categories of social proof that you should be concerned about as a business owner. These are:

- Expert Social Proof - this is when you get a review or guest post from an authoritative person in your field.
- Celebrity Social Proof - is getting an unpaid endorsement from a celebrity.
- User Social Proof - these are the reviews, likes and testimonials that come from customers who have tried and liked your product or service.

It might be possible for you to get all three types of social proof for your products. The third one is usually the easiest to get. A happy customer is eager to leave their opinion of your product and they are happy to spread the word to all of their acquaintances.

Don't discount posting reviews on your blog or website either. These can have a huge impact on your sales figures. People are in the habit today of searching for reviews before making a purchase. So why not have your website show up with a great review on it for them?

USING RECIPROCITY TO INFLUENCE BUYERS

The concept of reciprocity is fairly simple. If someone does something for you, you will automatically feel obliged to do something in return. You want to pay someone back for acting in a sincere way. This has nothing at all to do with bribing someone.

Now, the trick is learning how to use this influence in your marketing plan. What can you do for your potential customers that will have them wanting to return the favour?

The easiest way to do this is to give something away for free to your customers or potential customers. The product that you give away doesn't have to be expensive at all. It could be something that you put together yourself.

Here are some examples of items that you could give away to your customers and clients.

- Free reports - top tips on how to use a certain product
- Video - showing customers how to use one of your tools or services
- Graphics - people love graphics so giving away images and photos will work well
- Software - a free app, desktop backgrounds
- Interview recording
- PDF version of one of your books

Basically you can give your customers anything that you wish. Just ensure that it has a value attached to it. Plus it needs to be directly related to your business and the products or services that you offer. If not, then it will not be perceived as offering value and won't get you the desired response that you are looking for.

If you don't have anything to physically give to your customers think of what else you could do for them. Why not write a public thank you message on their Facebook profile, or just tag them on your page. This way they will get notified that they have been appreciated by you. This is an easy way to make your customers feel that little bit extra special.

Of course, just because you have given your customers a gift, you can't expect them to immediately purchase something. Keep in contact with them by sending out a newsletter or posting on your social sites. This keeps your name in front of them. Then when they do need a product, your company name will spring to mind first.

Keep repeating this process on a regular basis and you will have happy customers who know they are getting a great deal from you.

THE POWER OF ILLUSION

Have you noticed that the minute you decide you want to buy a new red sports car, you start noticing them everywhere? The same happens when you are told that you are having a baby. You suddenly start seeing pregnant women and babies everywhere?

There is actually a term associated with this effect and it is known as "recency illusion". It is an effect that happens when you encounter something new, you then notice it everywhere.

Successful companies use this concept in their marketing techniques to their advantage. They figure out a way to expose their target market to the same content, just in different ways.

This can be achieved by designing a marketing campaign that uses social media content along with videos. Your message is being conveyed in different ways, but your company is being exposed over and over again, eventually the customer makes a purchase.

You need to find creative ways where you can expose your customers to your products and information repeatedly. This way they become accustomed to seeing your name and brand associated with a particular product. When it comes time to purchase this product they will buy from you without thinking twice.

As we mentioned earlier the best way to do this is by offering the same content in different ways. You can do this by using any of the following methods:

- Turning your blog posts and articles into audio content
- Creating videos out of your content
- Adding graphical images and quotes to your material and posting it to your social media sites
- Tweeting out portions of your content
- Creating book trailers

What you basically are doing is repurposing your content in various ways. Once you get used to doing this you will find that it is an extremely effective way to get more traffic to your website as well as to your physical location, if you have one.

The same techniques apply to your branding. You want to have a great logo designed and then broadcast this all over the place. Use it in all your advertising materials and on your business cards. You could even get company tee-shirts made up and give them away to your employees as well as to your customers. Talk about free walking advertisements.

You definitely want to use the power of illusion in your marketing media today. Research has shown that the more someone is exposed to a particular brand or product the more likely they are to become a buyer.