

# Psychology for digital marketing

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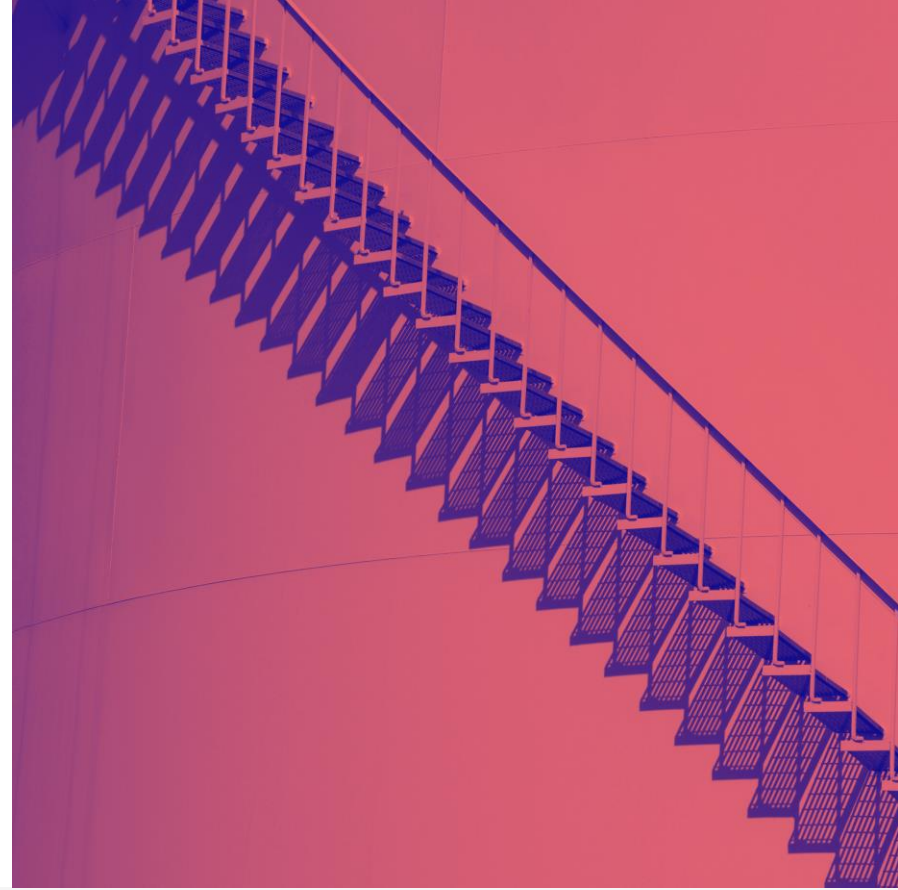
Econsultancy training taster session

Marketing Week Live 2017

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Econsultancy Training



# Achieve Digital Excellence

To succeed in digital, it must permeate every part of your business – from top level strategy, organisational structure and staff capabilities, to technology and processes. Econsultancy is the only business of its kind that bridges the gap between strategy and action through a unique mix of research, training and events.

## SUBSCRIPTIONS

Our research and online resources are produced by our own analysts and researchers with two goals in mind: to provide you with the insight you need and ability to put what you know into practice

## TRAINING COURSES

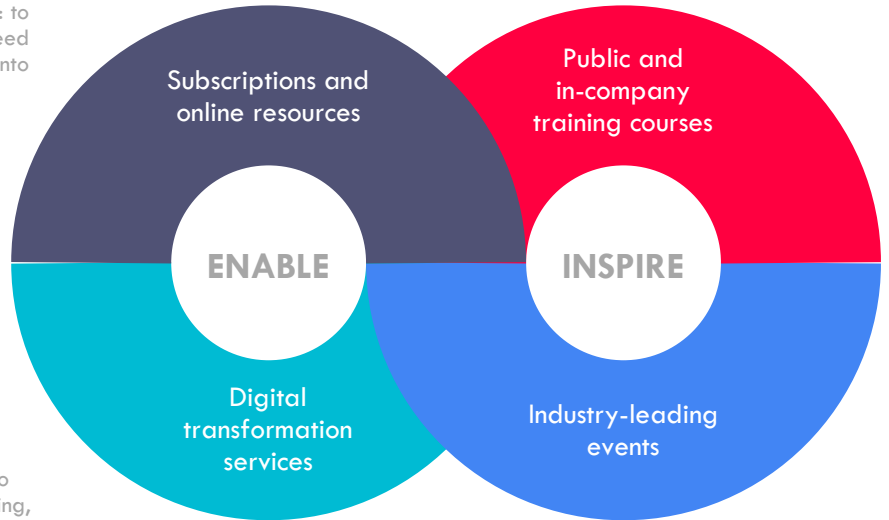
We're not just trainers – we're practitioners. That means the insights we share are tested, honed and always up-to-date.

## DIGITAL TRANSFORMATION

Address strategy, people, processes and technology to close the gap between where you are now and where you need to be.

## EVENTS AND NETWORKING

Our events are carefully curated to provide inspiration and fresh thinking, practical focus on the topics that matter as well as enviable networking.





## Practitioner-led training

At Econsultancy, we're not just trainers. We're also passionate researchers, analysts, consultants and most importantly, practitioners. And that means the insight and advice you'll receive through our training services will be completely up to date and relevant.

### **One and two day training courses**

Packed with insight and practical advice, these courses will help you get up to speed and beyond in your chosen subject

### **Intensives: Mastering Digital Marketing**

These three-day sessions will power through theory and practical skills and see you come away with some serious know-how

### **On-site and bespoke training courses**

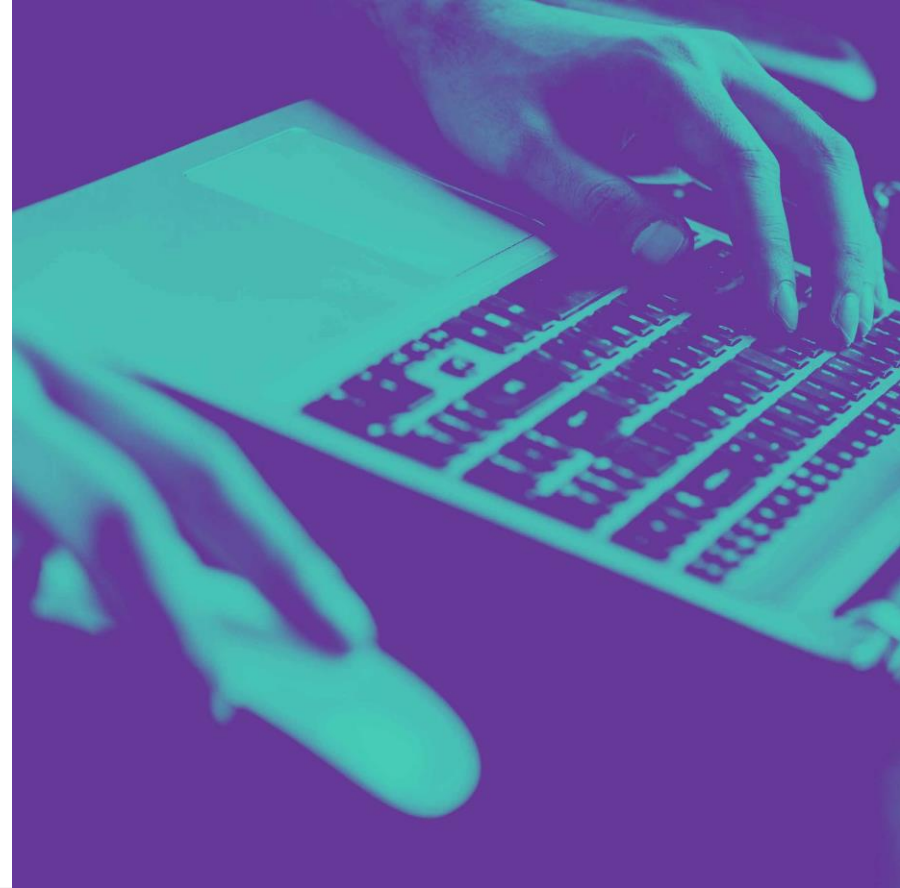
Choose any of our courses and we'll deliver and tailor it to your team - ensure an open environment and to get everyone up to speed

### **Interactive Elearning modules**

These convenient, interactive, online modules cover core digital skills and will allow you to learn the basics at your own pace

### **Online Classroom**

Based on our most popular training course, Fast Track Digital Marketing, Econsultancy's Online Classroom provides all the advantages of face-to-face training with the benefit of flexible learning.



# About Tim

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Tim Fidgeon is one of the UK's leading digital trainers and consultants. He holds an MSc in Human-Computer Interaction and has been helping organisations develop market-leading digital strategies, experiences and content since the late 90s. After leading the User Experience teams for several large digital agencies, he is now a trainer and consultant.

His articles on digital marketing and user experience have been published by:

.net magazine

New Media Knowledge

Usability News

Web Standards Group



# What the course is all about

- Understand psychology principles
- Develop & improve marketing ideas based on psychology insights
  - Decision-making
  - Motivations
  - Personality types
  - Persuasion
  - Learning & memory
  - Storytelling
  - Gamification
  - Visualisation
  - Shareability
  - International issues



# Persuasion principles

- Reciprocity
- Commitment & consistency
- Social proof
- Authority
- Liking
- Scarcity
- Paradox of choice



# Reciprocity

Give away the incentive, then ask for something...



Personal details



File download

Conversion = 80%  
Valid = 40%



File download



Personal details

Conversion = 70%  
Valid = 90%

Gamberini, L. et al (2007) Embedded persuasive strategies to obtain visitors' data: comparing reward and reciprocity in an amateur, knowledge-based website. Berlin/Heidelberg, Springer.



# Reciprocity

Waiter's tip: impact of free sweets (per-person)

- None = control
- 1 sweet = +3%
- 2 sweets = +14%
- 1 + 'extra' = +23%

'Extra' sweet = perceived as 'just for them'



Strohmetz, D. B. B. et al (2002) Sweetening the till: the use of candy to increase restaurant tipping. Journal of Applied Social Psychology. Vol32. pp300-309.





# Persuasion principles

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# Commitment & consistency

Traditional sales....

- 10 minute 'no strings' appointment
  - Less commitment than a purchase
- Start with a small order
  - Relationship > profit

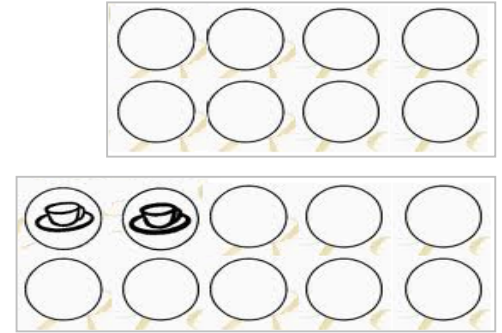
Green, F. (1965) The "foot-in-the-door" technique. American Salesman, Vol10. pp14-16.



# Commitment & consistency

Loyalty cards redemption rate...

- 8 empty = 19%
- 2 stamps, 6 empty = 34%
  - Time-to-redeem = quicker
  - Purchase-frequency increases near to goal



Emphasise how much of task = already completed  
(by you, or them)

Nunes, J. C. and Dreze, X. (2006) The endowed progress effect: how artificial advancement increases effort. Journal of Consumer Research. Vol.32. pp504-12.



# Commitment & consistency

**STAR WARS**  
BUILD THE  
**MILLENNIUM FALCON**

1:1  
SCALE  
MOVIE PROP  
REPLICA

**Build the Star Wars Millennium Falcon**

**Choose your to option:**  
25 months subscription: \$64.99 per month + S&H  
23 months subscription: \$129.99 per month + S&H

**L'ORÉAL**  
PARIS

Because you're worth it.



# Commitment & consistency

Help people change their mind (especially elderly)

1. Framing statement: “Your previous decision was correct, given the circumstances...”
2. Persuasion statement: “...but circumstances have changed”

Brown, S. L. T. Asher and Cialdini, R. B.(2005) Evidence of a positive relationship between age and preference for consistency. Journal of Research in Personality. Vol39. pp517-33.



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# Social proof

People staring up at a tall building....

- 1 researcher, 20% of pedestrians join in/look up
- 5 researchers, 80% of pedestrians join in/look up



Milgram et al (1969)

<http://psycnet.apa.org/index.cfm?fa=buy.optionToBuy&uid=1970-00589-001>



**Very good!**

**93%**

of guests  
recommend

**4.2** out  
of 5

Expedia Guest  
Rating

Based on 2,123 verified reviews



**TripAdvisor Traveller  
Rating**

Based on 3183 reviews

**29 people booked this hotel in the  
last 48 hours**

## Vitus Bikes Dee-1 26" City Bike 2014



4.3 / 5

[Read all 27 reviews](#)

[Write a review](#)

[< Back to results](#)



**HOT PRODUCT**

*Over 250 people are  
looking at this item.*



**£169.14**

~~RRP £349.99~~

**SAVE 52%**

**PayPal CREDIT**

Colour: **Black - Yellow**

Frame Size: **40.5cm (16")**

Wheel Size: **26"**





# Persuasion principles

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## Authority

Researcher illegally crosses road dressed as...

- Workman
- Businessman

3.5x people follow businessman



## Authority

TV reporter stands outside bank...

- Wears uniform
- Places 'out of order' on cash machine

10/10 customers hand over deposits



# Authority

Emphasise your...

- Credentials
- Reviews
- Testimonials



We stay at every hotel we sell and park at every car park we recommend. We know they're good. We know our partners are as dedicated as we are to making your holiday hassle-free. They are our partners and we're proud to work with them.



# Persuasion principles

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# Liking

We're more influenced by people like us:  
values, age, gender...

Survey response rates = +50% with similar  
name sender/recipient...

- Robert Greer/Bob Gregar
- Cynthia Johnston/Cindy Johanson



Garner, R. (2005) Post-It Note persuasion: a sticky influence. *Journal of Consumer Psychology*. Vol15. pp230-37.



## Liking

Survey response rates

- Cover letter = 36%
- Handwritten message = 48%
- Sticky note = 75%
  - Data quality = also higher



# Liking

The screenshot shows the top navigation bar of the Naked Wines website. On the left, the logo 'naked wines' is displayed with the phone number '01603 281 800'. A clock icon indicates a time limit of '0:13:53 to go' with a message: 'Order before 5pm and we will deliver tomorrow for only £4.99 \* FREE delivery to most UK postcodes when you spend £75 or more\*'. On the right, the 'Your Basket' shows '6 Items' for '£47.94' with a 'Checkout Now' button. Below this are 'Logout', 'My Account', and 'Help?' links. The 'Account Balance' is shown as '£60.00'. A search bar contains 'All Wines or' and a 'Go' button.

Below the navigation bar, a green banner reads: 'Congratulations. You have £60 in your account!'. Underneath, it says 'Become an ANGEL and...' followed by a list of benefits:

- ✔ Save 58% on our Test Drive case with your voucher
- ✔ Save at least 25% (and up to 50%) off ALL future orders
- ✔ Get better wines for supporting winemakers directly

A handwritten note 'Start here!' with an arrow points to the 'View Case' button in the 'We Recommend...' section. This section features a wine case with a 'SAVE £61.39' badge. Below the case, the price is shown as 'WAS: £106.38' and 'NOW: £44.99 with your voucher'. A green 'Add to Basket' button is located below the price.





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**Hurry!** only 4 left in stock

**FREE  
DELIVERY**

**£499.98** inc. vat

~~£539.00~~ **Save £39.02**

**Add to Basket**



**Express Checkout**

**Size**

1kg £2.49

**Bulk Discounts**

Buy 2 for **£2.25** each and **save 10%**

Buy 4 for **£2.15** each and **save 14%**

Buy 8 for **£2.05** each and **save 18%**

**Quantity**

1

**ADD TO BASKET**

**✓ In stock**

**£2.49**

**03:08:51**

Order within 3 Hours 8 Minutes for  
next day delivery!



# Paradox of choice

Customers = unhappy products-differences are...

- Too few
- Too many
- Unclear

<http://www.businessinsider.com/too-many-choices-are-bad-for-business-2012-12>  
[http://www.columbia.edu/~ss957/articles/Choice\\_is\\_Demotivating.pdf](http://www.columbia.edu/~ss957/articles/Choice_is_Demotivating.pdf)  
[http://www.columbia.edu/~ss957/articles/How\\_Much\\_Choice\\_Is\\_Too\\_Much.pdf](http://www.columbia.edu/~ss957/articles/How_Much_Choice_Is_Too_Much.pdf)



## Paradox of choice

### Supermarket jam display

- 6 flavours = 30% conversion
- 24 flavours = 3%



# Paradox of choice

- Avoid too much choice (over-proliferation)
- Differentiate/recommend products for customers
  - Top seller
  - Best value
  - Customer or usage-type
  - ‘Offer of the month’...



# Paradox of choice

Differentiate/recommend products for customers...

37signals

Home Tour Why Highrise? Extras & Add-ons iPhone Help/Support Plans & Pricing Sign in

## 30-day Free Trial on All Accounts


Pick a plan & sign up in 60 seconds. Upgrade, downgrade, cancel at any time.

Premium	Plus	Basic
\$99/month FOR POWER USERS	\$49/month MOST POPULAR PLAN	\$24/month FOR SMALL GROUPS
Up to 40 users 30 GB storage Unlimited deals	Up to 15 users 15 GB storage Unlimited deals	Up to 6 users 5 GB storage 10 deals
30,000 contacts Enhanced security	20,000 contacts Enhanced security	5,000 contacts Enhanced security
Choose Plan	Choose Plan	Choose Plan

We also offer a [free plan](#) (2 users, no files, 250 contacts) and a [solo plan](#) (1 user, 5 GB file storage, unlimited deals, 20k contacts, \$29/month).

Everything in your Highrise account is **safe, secure, and password-protected.**

MacBook Air



Price £949 £1,099



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# Thanks for your time!

Any questions?





# Online Classroom

Based on our most popular training course, Fast Track Digital Marketing, Econsultancy's Online Classroom provides all the advantages of face-to-face training with the benefit of flexible learning. All accessible through an Econsultancy subscription.

## 1. INSIGHT AND ADVICE FROM AN EXPERT PRACTITIONER

12 engaging video training sessions

## 2. CPD ACCREDITATION

18 hours of CPD accreditation by the CPD Standards Office



## 3. ANYWHERE, ANY TIME

The Online Classroom is mobile and table responsive

## 4. GET THE ANSWERS TO PRESSING QUESTIONS

Monthly live Q&A sessions with the trainer (available on-demand for those who cannot attend the live sessions)

## 5. TEST AND BENCHMARK KNOWLEDGE

Each module contains quizzes to help users measure their knowledge as they go

## 6. TRACK PROGRESSION

Users can track their own progress while managers can review the development of their entire team



# Continue your learning

[Psychology for digital marketing](#) - Use promo code MWL17 and save 10% off the public training course

## [Online classroom](#)

To find out more & view the full range of training options:



[econsultancy.com/training](https://econsultancy.com/training)



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