Executive *e*Report

What we do today echoes in eternity

what's more, 1 kg of lead or 1 kg of cotton?

Always have a: Reason, plan, purpose

You know it works, but why!?

Executive *e*Report

True purpose is the only purpose

Have you visited a restaurant with a "sustainable" profile lately, where everything is produced and leaves as minimal carbon dioxide footprints as possible? Or any other business for that matter, a "sustainable" profile is quite common now a day, as you obviously know.

If you have, great! Always make the sustainable choice whenever possible when it comes to consumption, we do in all other aspects of life. Tech, health, social relations, everything is designed to be sustainable (more or less).

So, claiming that your business is sustainable is the new "premium" feature that in the end motivates the slightly higher price.

Whooaaa, stop, hello! That beer I had to the avocado/shrimp cocktail, wasn't that "probably the best beer in the world"? Produced, not within the nearest 10 swedish miles anyway.... And avocado, does that really grow around here? Shrimps from the Norwegian arctic ocean?

But the lettuce and cucumber is produced at the neighboring farm. Great! The dish is locally produced, check! Therefore, the restaurant has a "sustainable" profile...

Do you recognize the phenomena?

You probably do, and there's something truly rotten about the feeling of being fooled, more so than the feeling of knowing that you actively did a lesser choice, but you did it without deceiving tricks. More on this in the article "The paradox of purpose, matching ambition with action". The loss in goodwill is so much bigger than the potential win if you try to play your customer for fools.

Greta Thunberg isn't mentioned a single time in this report, and the issue of sustainable or not is so much older than her, so it's obviously important. Environment or climate-debate or not, there's are great social and economic wins to be made by honoring a true purpose-driven business model.

Everyone can't be green, or feminist, or tree-huggers, and perhaps you don't want any of that. Perhaps you don't personally identify with those common "sustainable" paths, then, stay away from them. Perhaps you pride yourself in supporting local sports teams, or the local arts gallery, great, make THAT your purpose to put on public display. You get the point.

Myself? I pride myself in spending more time with my children than anything else, I haven't come further, but that's ok, I don't claim anything else...

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New Neuromarketing

Why you would never buy the clothes that make you the most happy

Bold colors and patterns in product design give consumers long-lasting satisfaction of the product. But consumers don't always know that. Discover how to use bold product designs and colors to win consumers in the long run.

If you need to buy a running t-shirt, which one would you choose? One with a solid, neutral color or one with a bright, colorful pattern? Which choice will give you more satisfaction one year later?

Research has found that our buying decisions are often inconsistent with what we prefer in the long run. Most people tend to choose t-shirts with a simple design and a neutral color, believing they would be happier with their choices later. However, in reality, people experience more long-lasting satisfaction with bolder, attention-catching designs and colors.

What clothes make us happy?

Studies have shown that consumers are not accurate in predicting which characteristics of a product give them long-lasting satisfaction. Given consumers' decisions on what to buy have a lot to do with the predicted satisfaction, it is important to explore what characteristics of a product are important.

Visual appeal is an important part of product design that impacts our experiences. What we see has a strong influence on our emotions and behaviors. However, little is known about how product design and color can influence our liking of a product in the future.

When we use a product over a period of time, our sensory systems adapt to its visual appearance gradually. If we like or dislike a product at the beginning, the liking or disliking gradually fades away.

The difference between predicted and actual satisfaction

The latest research shows that consumers anticipate a faster decline in product satisfaction when the product design and colors are bold or unconventional. However, in real experience, the decline in satisfaction is much slower than anticipated. Consumers' intuition can lead them to buy products that don't give them the most long-term satisfaction.

This study also provides evidence that consumers' preferences for product designs are influenced by the length of time during which the products will be used. The longer a product is expected to be used, the less preference is given to products with bolder, color designs.

Consumers' intuitions can be misguided. This may result from conflicts in decision-making processes. On one hand, consumers prefer simple designs and neutral colors because they believe those products will not go out of style. On the other hand, they prefer bolder designs with brighter colors, but they anticipate their liking will decrease rapidly, reducing their long-term satisfaction.

How can marketers learn from this research? When it comes to designing products, logos, and stores, adopting a bolder design can be the differentiation from competition. This design philosophy may make a brand more memorable and give the brand a clear identity. These bolder designs increase the long-term satisfaction the consumer has with your brand. However, if you want to make a quick buck, like Primark or ZARA, you might want to use more simple designs and colors.

Boundary conditions

This research has brought attention to how the visual appeal of product designs can influence and predict consumers' long-term satisfaction. However, visual appeal by itself may not serve as a highly reliable predictor because other factors can also influence consumers' long-term satisfaction. There are also no standards as to what is considered as strong, bold designs.

When it comes to durable products, consumers unknowingly prefer product designs that have bolder visual appeals in terms of design and color. However, consumers falsely predict that they will prefer simple designs and neutral colors over the long term.

Creating visually exciting products can create more satisfied, lasting experiences for consumers.

Visually exciting designs can make a strong statement about a brand, making it more memorable. ●

#ProductDesign

> Consumers are not accurate in predicting which characteristics of a product will give them long-lasting satisfaction.

> Visually exciting designs can make a strong statement about a brand, making it more memorable.

Invesp

Compliance gaining: How it can generate higher conversions?

Compliance gaining techniques, simply put, is a set of techniques designed to appeal to that emotional side to inspire actions. From a marketers perspective, compliance gaining techniques ensure your potential buyers do what you want them to do.

> As much as we all want to call ourselves "rational", emotions influence our decisions.

> The attention span of the average human now has also reduced to 8 sec, even shorter than a goldfish's.

We all do illogical things. We buy fancy stuff we don't need. We smoke cigarettes even after knowing how bad it is. We binge watch Netflix for hours.

Why?

Because those 'bad decisions' feels good, even exciting. As much as we all want to call ourselves "rational", emotions influence our decisions.

Now, it might sound manipulative to some, it is not. For example, entire content marketing is built on reciprocity. The idea is, to make sales, you need to educate your buyers first. That's an instance of compliance gaining at its full glory.

Why you want to use compliance gaining for higher conversion

Suppose you want to buy a subscription for your favorite magazine. There are three pricing options available:

A Online subscription $59
B Print subscription $125
C Online + print subscription $125

Print subscription and online plus print subscription would cost the same. Crazy, right? The middle option makes no sense.

Dan Ariely thought the same when he saw The Economist's pricing. He conducted a study with 100 MIT students.

Initially, 84 students picked option C, 16 students preferred option A and none picked option B. So Ariely removed that "useless" option B in the next phase of the experiment. However, this time students preferred the cheaper option: option A.

Turns out, option B was there to make the expensive option C looks profitable. People compared option C with B and spent $125.

That's the power of subtle compliance gaining. You can influence their behavior and they wouldn't have a clue.

The application of psychology in sales isn't new. However, in 2019 knowing how to use psychology is a must. Because the competition is cutthroat. A consumer now gets bombarded with 5000 marketing messages every day, each fighting tooth and nail for consumer's attention.

The attention span of the average human now has also reduced to 8 sec, even shorter than a goldfish's

In order to increase your conversion, you must have the knowledge of compliance gaining principals.

Foot-in-the -door (FITD)
One of the pillars of the human mind is consistency. Consistency is the reason people stay in the same boring job or stick to particular brands even when quality is diminishing.

The foot-in-the-door technique exploits the human need of being consistent. The basic principle is, you ask for a small favor from buyers. So small that they would comply. Later ask them for a bigger favor. Chances are good they would likely to co-operate again.

In 1966, Jonathan Freedman and Scott Fraser conducted an experiment that proves the potential of Foot-in the-door technique.

Researchers randomly picked 156 women and separated them into two groups.

The first group was asked about the household products they use (the small request).

Later, researchers made a big request to the same group: to allow a group of strangers in their home.

Whooping **52.8%** agreed.

The second group was approached with the big request right off the bat.

Only **22.2%** of the entire group said yes.

Door-in-the-face (DITF)
Ever bargained in a local market?

It usually goes like this: Shopkeeper usually tells you a price. You shake your head in disagreement and offer your own price. After some back and forth, you both agree on a price that is lesser than what he quoted and higher than your initial bid.

Chances are good you didn't pay attention earlier but you were under the spell of another widely used compliance gaining method: Door-in-the-face (DITF).

DITF is the exact opposite of FITD. Here, you ask for the bigger request first which acts as an anchor or frame of reference.

Once you get rejected, you immediately ask for a smaller request. Many people feel a social burden whenever they flat out reject a request. Accepting the smaller request gets rid of that burden. Thus they accept your request.

> One of the noted researches on the DITF technique is done by Robert Cladini. His team asked university students to invest two hours a week for two years for a boring irrelevant task.
>
> Most of the students refused.
>
> Later when researchers asked for just "one day", **50%** of students said "yes".

DITF is a century-old persuasive technique that has been used in both offline and online marketing. In conversion optimization DITF often is used along with other influencing techniques like social proof and anchoring.

Ingratiation
We have been told that opposite attracts. And Hollywood tried its best to reinforce that belief again and again. From Beauty and the Beast to Anne Hall, two completely different individuals always end up together. In reality, however, it's the other way around.

We, humans, are comfortable with familiarity. It's not just speculation. This recent study supports the theory that individuals with similar personalities tend to be friends or romantic partners.

Ingratiation utilizes the principle of familiarity. Edward E Jones, a psychologist who studied ingratiation back in 1964, concluded people get persuaded by someone they can relate to and like.

In other words, if you can make your buyers like you, they would like to do business with you. And the best way to make others like you is by highlighting the similarities.

Conversion experts use copywriting and design elements to make the brands more relatable.

Pique technique
For any marketer getting buyers' attention is a big challenge. Buyers are often on autopilot and develop certain "resistance" thanks to the endless marketing messages they are exposed to.

That means, no matter how great your offering is, unless you break their autopilot mode, you are going nowhere. Pique technique is unrivaled when it comes to drawing the attention. The underlying principle is pretty straight forward: first, you say something unusual. Something that piques interest among others. Once they are hooked you fire your original request.

Here is an example:
Scientific studies proved that the pique technique is very effective for one-time compliance gaining like seeking donations or newsletter sign-ups. The pique technique works as good even if you have more than two requests to make. Asking for odd amounts as donations also slightly increase the conversion rate. For example, you ask for $7, $29 and $41 instead of conventional amounts ending with a 0 or 5 like $ 5 or $ 25.

Interestingly, if you craft your message well, people are willing to pay well beyond your average price.

Reciprocity
Have you ever found yourself doing something extra, even outside of the contract for a client who asks about your children and pays for your lunch when you meet?

Congrats! You have been seduced by the principle of reciprocity. In your defense, we are all hardwired to do favors to the person who did something nice for us. Reciprocity exploits this emotional "programming" of human nature.

The best way to make others like you is by highlighting the similarities.

People want to get rid of the burden by being more accommodating.

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Reciprocity is one of the six pillars of effective persuasion. Reciprocity is so powerful because it comes with a burden of future expectations or indebtedness. People want to get rid of the burden by being more accommodating.

Results?

Small inexpensive gestures of gratitude can spike in revenue significantly. In 2002, researchers did an experiment where servers offered free candy after guests finished their dinners. Turns out the number of tips those servers received went up 18% when one candy is offered and 22% for two candy.

Another perk of using reciprocity, especially when you offer free knowledge, it makes you trusted. Your buyers start viewing your brand as an authority and do business with you.

Authority

People are far easier to persuade when the message comes from an authority figure.

Marketers know this. And the usage of authority in marketing is widespread. There is an old ad for a cigarette company promoting smoking using doctors' authoritative appeal. Unethical? Yes!

Effective? Yes! There are three ways to use the authority principle in your web copy for higher conversion. First, you get a lot of social proof and become a thought leader yourself. This is a harder and more rewarding route. Alternatively, you can get your name associated with other authorities and leaders and become authority through osmosis. Last and the best way is the combination of the previous two.

> **People are far easier to persuade when the message comes from an authority figure.**

Jeff Bullas is an example you can follow. Apart from being an authority in his own right, Jeff showcases how other authoritative figures have recognized his expertise.

Now it may not be possible for you to get recognized by Forbes or the Inc. right off the bat. However, you can always display the list of the prestigious industry sites you have featured on and reap some authority points.

Disrupt and reframe

Disrupt and reframe is an excellent technique for stopping others' trains of thought in the track and compelling them to make a decision.

It starts from a very outlandish or even infuriating statement that throws the readers off. Immediately speaker reframes the statement before the listener's logical sense comes back. Since the listener's mind is distracted she just accepts the reframed suggestions. In a nutshell D&R this all about creating an opening for planting a seed of thought on the listener's mind.

It's surprisingly effective in sales, charity donations even altering people's attitudes. Even more effective than other compliance gaining techniques like affirming autonomy.

Here is something interesting. The disruptions used can be childish sometimes. For example, in one study researchers used "money some" instead of "some money". Makes no sense, right? That is the point. You want distractions to sound or look confusing but not complete gibberish.

Now D&R sounds a lot like pique technique but these two are different. The pique technique is based on unconventional, attention-grabbing statements or questions. D&R is more subtle. Sometimes a specific word or body language cue can serve as a distraction.

Acknowledging and addressing the resistance

People don't like to be told what to do. The art of persuasion might sound like a big bad manipulative project to them.

The best way to get them to do something is to make them believe you care for them and they can refuse anytime. Depending on your audience, there might be lists of objections of various sizes. Once you address their concerns, gaining compliance gets easier. ●

#Sales
#SalesTheory
#NeuroAspect

Klear

Fame is not influence

Kim Kardashian has 34 million followers on Twitter and another 44 million on Instagram. Justin Bieber and Taylor Swift have similar sized followings, and that is great.

To be clear, they are called followers but frankly they are fans. Many are hanging on every word and picture these celebrities have to share.

There was a time when Kim Kardashian could earn $10,000 per tweet endorsing a particular brand.

What if you can't afford Kim Kardashian or someone lesser known for your brand?

What if on principle you won't pay but prefer influencers to speak about your product or service simply because they believe in it?

What if you are seeking someone of true influence rather than someone famous?

Influence is contextual

Not every person who is famous is influential, nor is every person who is influential famous.

If you are truly seeking influencers then before you take any action, you need to be clear on your objectives.

Are influencers key to meeting your objectives? Is it about reach? Speed to market? Leveraging word of mouth over traditional advertising?

People and companies seeking influencers can often get caught in the belief that fame translates to influence when, in fact, influence can be more contextual.

Context can make someone a local influencer or someone knowledgeable or experienced about a particular topic within their subject matter expertise.

It is not about someone or some organization being seen collectively as influential, but a number of factors, including audience that suggest the influence.

Target multiple influencers around your theme

People, brands, and organizations are better served by an influencer who has 100 followers who are keen listeners, highly engaged, and who have shown their support by sharing and amplifying messages in the past.

100 followers acting on your behalf because they respect what you have to say is better than a million followers who will only act if there is something in it for them like a free perk.

Identifying influencers requires digging deeper to illuminate the factors that inform that person or entity's influence. Obviously, the size of their following should be considered but not as the sole criteria.

You need to look closely to confirm those followers are following for the key reasons you want: they are aligned with the kind of messaging, content, and, ultimately, objectives you are focused on.

How can you decide whether the influencer is right for you? Here are a few questions that may help:
- How conversant is the influencer with the followers?
- How active are the followers themselves?
- Which followers does the influencer engage with the most?
- Are there many of them or just a few?

Do not see this as trying to find that one, and only one, influencer who can meet your needs.

You will want to target multiple influencers because the context of influence means that you will find a number of influencers around one or more key themes. You can end up with a number of people or entities that span a spectrum of influence or whose influence overlaps.

In social media, you can focus on one main conversation and discover adjacent conversational tangents that are also important and influential. Think of it as peeling an onion with the removal of each layer revealing a new conversation.

Finding a community leader

It may look like a bit of work and it is. You are seeking multiple influencers by their interests and general willingness to help. You are not seeking someone famous and certainly not infamous. You want the person known within the community or field of expertise as the one to go to for knowledge, advice, or a respected opinion.

While Kim Kardashian may have attempted to break the internet on more than one occasion, your goal might be different.

You want to find and engage influencers who already exhibit an affinity for your brand, product, service, or goals. Having them on your side because of true interest and commitment far outweighs having someone on your side because you helped their bank account. ●

#Influencer #BrandAdvocat #BrandVoice

> If you are truly seeking influencers then before you take any action, you need to be clear on your objectives.

New Neuromarketing

1000 g, 1 kg or 20 pieces of chocolate...

People understand values better when presented in a discrete way. The more numerous a number looks when presented, the larger its value is considered by customers.

> Describe the information in the most numerically large and discrete way for the customer.

> The brain looks at the number of units, rather than its total value.

To sell a product or service with quantitative information, make sure to describe the information in the most numerically large and discrete way for the customer.

A box of chocolates weighs 500 grams. The hotel is only a 400 meter walk away from the center. The mansion is over 6,000-square-foot big. From weight to size or distance; customers are constantly exposed to quantitative information in their decision making.

However, as it turns out, our brain is awful at processing this quantitative information. We prefer information to be more discrete and sparking the imagination, say a box of 10 chocolates, a hotel that's only a 5-minute walk away from the center, or a mansion of 10 bedrooms... This finding applies to other quantitative information as well and has intriguing implications for nudging consumer behavior both for marketeers as well as public policy makers.

How to make numbers look larger?
Our brain tries to understand quantitative information in two distinct ways; by evaluating it symbolically and perceptually. Both of these pathways have been extensively researched with promising marketing applications.

Symbolic Numerosity
The larger the number our brain perceives, the more likely it is to consider the amount as larger as well. Let's take, for example, the decision between either 1 kg or a 1000 g box of chocolate? The brain naturally considers the 1000 g box to be more, despite both products being of the exact same mass.

Perceptual Numerosity
The brain looks at the number of units, rather than its total value. Would you like five chocolates or ten chocolates of half that size? We prefer to opt for the ten smaller chocolates over the five bigger ones, as our brain naturally perceives them as more, whilst in reality both contain the exact same amount of chocolate in total.

How to make numbers more attractive?
Our brain prefers information to be presented more discretely, so that it can form a more understandable representation.

The so-called 'General Evaluability Theory' specifies three conditions that may improve the discreteness of quantitative information for consumers:

- **Innate and stable reference system**. Consumers have a natural understanding for the quantitative information of the product or service. To say the beach is a 5-minute walk away from the hotel is much easier for our brain to understand than it being at a 400 meter or ¼ mile distance.

- **Joint evaluability.** Consumers can use information of one product or service as reference for another product or service. A soda with 150 kilocalories in comparison to one with 300 kilocalories may seem like a healthier option than when considered separately.

- **Customer knowledgeability.** Consumers have already familiarized themselves with the values related to the quantitative information. Imagine a student tutoring service that promotes itself for improving student performance. This service would benefit from presenting these improvements in terms of GPA changes of other customers, as target customers are very familiar with the value of this data.

How to sell your numbers?
If you believe certain quantitative values are beneficial to your product or service, make sure to present them as understandable as possible; instead of expressing a box of strawberries in grams, it could be expressed as the number of strawberries in the box. Additionally, if beneficial values are high values, ensure to make them seem as numerous as possible; so, say 1000 grams instead of 1kg, and not a bar of chocolate but 8 pieces of it.

Contrarily, if you believe a specific value may hurt your product or service sales, you could opt to present it less numerous, and less understandable instead.

Kantar Millward-Brown

The paradox of purpose, matching ambition with action

I n a world where functional parity has been reached, where supply is greater than demand and where consumers' default assumption is that all corporations are evil, it is no surprise that "purpose" is a big conversation in business.

To win in developed markets, brands can't afford not to have one. But there is a growing cynicism around the merits of purpose. This frustration is felt by the many who have invested heavily into developing and activating against a shiny new purpose for their brands, but are ultimately left with nothing to show for it three years down the track other than words on a page and perhaps some new ads.

There's no doubt that at best, having clarity of brand purpose is incredibly powerful. It can help drive deep consumers connection and build cohesion and efficiency in business...in fact, brands that are perceived as having a positive purpose grow 2.5 times faster than those who aren't.

But pursuing purpose-led brand positioning for the sake of it is usually a gigantic waste of money and time. It's interesting to observe that when marketers reference the power of purpose-led growth, the same brands keep being mentioned. Nike, Lego, Dove, Harley Davidson et al. So why do only a select group of brands seemingly thrive on a purpose-led approach, while others fumble?

Right-sized ambition
Purpose scares commercially minded business-people. It evokes ambitions of saving babies and other lofty quests that, to be honest, most brands have absolutely zero right to get involved in.

Perhaps an easier problem to solve is answering: what's the greatest contribution your brand or business has a right to bring to the world?

It's fine to have a functionally led reason for being, as long as it leads to action that people actually care about. If you are a bread brand in the supermarket, it is perfectly acceptable to have a purpose of raising the standards of supermarket bread if this is what you and your consumers most care about.

It is only when you are genuinely committed to re-framing opportunity beyond your existing category, that brands and businesses should look to culture as a reference point for purpose.

Do something
Marketers like the idea of purpose because it makes them feel better about their jobs. But having a pur-

pose of sorts is irrelevant unless you're prepared to live it through every action your brand or business takes. All too often, purpose manifests itself in business as expensive ads that simply state, rather than demonstrate, that a brand actually cares. And this happens because many organizations and their agencies are wedded to people, processes and tools that aren't empathetic to a purpose-led growth philosophy.

To realize the power of purpose, businesses must either build purpose with their capability constraints in mind, or ideally evolve the capability to mirror the ambitions of their purpose.

More than marketing
Too many purpose ambitions are developed in silos, a tick-box exercise by marketing directors keen to put a stamp on their tenure. The reality is that identifying or distilling a purpose that will endure and create transformational change requires engagement both across the business and upstream. Purpose is bigger than marketing. It should inform everything that a business does, from innovation through to customer service, from partnerships through to people policy.

Patence, resolve and resilience
Purpose isn't a savior. An inspiring purpose can't save a business from a rubbish product or service, nor should it be expected to generate an immediate ROI. The best businesses understand this deeply.

Take Patagonia's stance against overconsumption via the boycotting of Black Friday sales, or Nike's vocal support of Colin Kaepernick.

Both actions would seemingly come at a direct opportunity cost to the business, but they have enabled these brands to win the respect (and ultimately wallets) of an even greater pool of people through the power of shared values.

Mike Tyson once famously said "Everyone has a strategy until they're punched in the face". 12→

> What's the greatest contribution your brand or business has a right to bring to the world?

> Too many purpose ambitions are developed in silos.

Bronto

How to start segmenting your emails

Consumers increasingly expect more relevant emails from retailers, but too few actually take the time to segment their emails – even just a little. The reasons for the lack of segmentation usually center on time and resources – too few people handling email and not enough time to execute the strategy.

Companies need to understand the obstacles that prevent them from achieving a consistent segmenting strategy. Is it the lack of time needed to segment, lack of data, or the marketing tool's ability to segment? Maybe it's not knowing where to start.

Should someone start with segmenting lifecycle messages or promotional messages? While there are a lot of ways to segment lifecycle messages, most companies struggle most with segmenting the day-to-day promotional messages.

Here are three simple segments any retailer, regardless of the resources available, can use to begin their email segmentation strategy:

1. **Isolate your recent purchasers**
   Create a segment of those who recently purchased from you, say within the last five days, and withhold them from promotional sends. This can be a great first step in creating a better customer experience.

   Rather than asking someone who just purchased from you (especially if it is their first purchase) to immediately buy more, you provide them a few days break from the promotional email onslaught. This gives them time to be excited about their purchase while not treating them like you do the person who has never purchased from you.

   To keep these people engaged, and potentially purchase again, create dedicated post-purchase messaging for your recent purchasers. These messages can improve the overall customer and brand experience and generate significant revenue.

2. **Isolate your non-openers and non-purchasers.**
   Create a segment of contacts who have both not opened an email in a given time (e.g. six months) and have also never purchased, as this behavior indicates a lack of interest in your brand or products. Begin to withhold this segment from some promotional sends.

   This can be a permanent suppression until you have a non-opener re-engagement campaign

> Provide them a few days break from the promotional email onslaught.

> When you send emails to non-openers your email open rates are being artificially dragged down and you're not getting a true measure of how they perform.

automated, or simply a reduction in cadence (two emails per week instead of five). Doing so can provide a variety of benefits, including:

Better reporting: When you send emails to non-openers your email open rates are being artificially dragged down and you're not getting a true measure of how they perform. This is especially important if you are doing subject line testing. While one subject line may look to be outperforming another, having a large number of non-openers in one group may make it appear as if one is performing worse than it is.

Deliverability: Sending to consistent non-openers can have a negative impact when it comes to inbox deliverability. ISPs like Gmail look at these engagement rates as a factor in determining whether your email makes it to the inbox or spam folder. Be smart about who you're sending emails to.

3. **Acquisition source:**
   Try to identify a common theme in acquisition source for these contacts. Did the majority come in from a sweepstakes or from a social promotion? Being able to identify an acquisition source that has a higher-than-average nonresponse rate can help you prepare a targeted strategy for this set of subscribers moving forward.

   Create a never-purchased series for new email subscribers who haven't made their first purchase. For example, you could automate a series of messages around the four-week mark for new subscribers if they have not made a purchase reinforcing your competitive differentiators, and maybe even offer a steeper discount to entice the first purchase.

Find your customers
Create a segment of your customers. This could be all of your customers, only repeat purchasers, those who have spent over a certain amount of money, or some other criteria that makes sense for your orga-

nization. You may want to include some factor of recency to this segment. For instance, if a contact has purchased five times from you but has not purchased in the past two years, should they be included? In most cases, probably not. But again, this would be company specific.

When sending emails to these contacts make them feel appreciated. Here are a couple of ways:

Thank them: Create a small banner at the top of each email recognizing them as a customer and thanking them. This could easily be appended at the top of each email using dynamic content or easily inserted into a duplicate message.

Offer exclusivity: If you have an upcoming sale, consider giving this segment early access and let them know they are receiving this early access. This can make them feel appreciated and also provides a sense of urgency to make a purchase. You can also run specific sales just for your past customers, such as a flash sale. Again, let them know the sale is just for them.

Consider touting these email-only offers as part of your enticement for joining, or staying a part of, your email program. This can give subscribers a reason to not only remain subscribed but also continue opening your emails – which we know can help inbox placement.

With each of these examples, the segments are not only easy to create but the strategy is also easy to execute consistently, even for those with fewer resources. Even if the segmentation strategy consists more of not sending emails to specific groups than creating new messages, that's not a bad thing. Many times, an email not sent is better than an irrelevant email.

Email segmentation is important, and you need to start somewhere. Don't be overwhelmed. Starting in a manageable way will help you feel more comfortable doing it and can help identify roadblocks to further advancing your segmentation efforts.

Removing these roadblocks will help your email team become more efficient, which will ultimately help you drive even more revenue from your email program.

Create an email discounting strategy
Marketers have come to rely on discounts to spur purchases on, but poor coupon management eats into margins and trains customers to wait or shop around.

According to eMarketer, 57% of mobile smartphone users will use a mobile coupon, and 53% of tablet users will regularly use mobile coupons to make purchases. But, there is a fine line between discounts being used as a promotional tool and as a crutch.

Smart marketers care about brand perception and know site-wide discounts needlessly risk long-term profitability for short-term revenue gains. Personalizing the experience for every customer will help your promotions stand out, drive conversions, and boost your bottom line.

Instead of continuing to offer your consumers promotions for the sake of promotions, your focus should be on understanding the impact of your discounting strategy. Until you do a deep discount analysis of your incentives, you'll never be able to fully determine how much money you are needlessly giving away. Retailers need to start focusing on their discounts and put together a plan to track and test incentives and redemptions.

Segment, test, and track
To determine how your discounts are working across your customers, begin segmenting your consumers. Create segments made up of non-purchasers, one-time purchasers, and repeat-purchasers. You can also do this with a variety of other variables and combinations, such as by customer AOV, time since last purchase, and gender to name a few.

When sending emails, send your current promotional messages to these segments. Measuring the performance of these discounts will help you get a better view of the conversion effectiveness. Even if you are not testing different incentives, knowing how your current customers are redeeming coupons

> Consider touting these email-only offers as part of your enticement for joining, or staying a part of, your email program.

→

can provide insight into what to test later. The same principles apply to any social ads you may run.

Knowing how your coupons are being applied across different segments gives you general baselines to measure against. Once you feel confident in how these different segments are responding, it's time to begin testing incentives.

Create multiple incentives and test into each of these segments. You may find out that 10% off performs better than 15% off, or that 15% off performs better than 20%. Maybe you will find out a small discount with a higher minimum spend threshold performs the best. Whatever the case, you'll get a clearer view of how your customers respond which will help protect margins.

Moving in the right direction
Knowing you don't need to give away the bank to acquire sales can impact many parts of your marketing strategy, such as website email or SMS acquisition, paid search, social ads, and (of course) email marketing strategy. For emails, discounting smarter in not only your day-to-day promotional messages but your automated messages can have a meaningful impact.

For example, if you know X incentive can acquire and convert new email subscribers at a higher rate, your email acquisition strategy can be adjusted to

meet this. If you discover that men are more likely to purchase with slightly deeper discounts while women are focused more on style and respond better to shipping speed, the welcome message discount can be adjusted based on the corresponding product pages where the new subscriber was acquired from.

Discounting smarter from the onset can help set expectations for your consumers. This will allow you to discount less, or not at all, in day-to-day emails and other automated messages like post purchase or cart abandonment messages. This will allow your brand to home in on what separates it from competitors, like customer service and other brand values.

Ultimately, understanding what your audience responds to allows you to apply these practices across your online marketing channels. By reducing the reliance on heavy discounts to drive sales, you'll be able to provide consumers with what they have come to expect (discounts) while focusing on the actual value and benefits your company has to offer.

Deep discounting kills margins. It is not a sustainable business strategy. It's time to start discounting smarter, not deeper. ●

**#EmailMarketing
#Retention #Revive
#GDPR #Discount
#Offers**

| Discounting smarter from the onset can help set expectations for your consumers.

| Making quantitative information more discrete only works as long as it remains easily understood by the brain.

→ 8 Let's take the example of a soda of 300,000 calories. Not only would it benefit from presenting the caloric value as 300 kilocalories instead to make it seem smaller, but also it could present it as 50 kilocalories per number of milliliters to make the information harder to grasp for customers.

Policy makers could also employ this effect as well. Take for instance ecological purposes, where fuel-efficient vehicle use is promoted; instead of stating the vehicle's fuel efficiency on an unfamiliar scale, this quantitative information could be made more discrete by stating how many liters or 1-liter jerrycans will be saved per 100 kilometers traveled.

Boundary conditions
Making quantitative information more discrete only works as long as it remains easily understood by the brain. So, when discrete numbers take on excessively large quantities, they lose their understandability for customers and the effect disappears.

In other words; make sure to keep the numerical information you present to your customers as simple and understandable as possible! ●

**#Perception
#ProductInformation
#Retail**

| "Everyone has a strategy until they're punched in the face".

→ 8 Committing to purpose as a long-term strategy is increasingly hard for big companies with an eye on quarterly profits. Resist the temptation to default to short-term tactics and stay true to what you believe.

The paradox of purpose lies in the fact that pivoting to a purpose-led strategy has the power to make or break organizations. And while purpose has never been more important, it has never been more challenging for organizations with legacy systems to deliver against.

Navigating this paradox successfully involves "right-sizing" ambition from the start, demonstrating bias to action, thinking broader than marketing, and having the patience, resolve and resilience to stay the course. If you believe in it and the people you serve care about it, and if you can deliver on it, growth will come. ●

**#PurposeDriven #Social
#Eco #Charity #Branding
#Responsibility**

Reputation.com

Addressing customer complaints online

W hile your digital marketing strategy should include encouraging customer feedback through online reviews, what should you do when a customer posts a complaint? How you respond is the key to turning the customer experience around for dissatisfied customers.

Ignoring a customer complaint not only alienates the person who had a bad experience, it can also be costly.

> According to American Express, **33%** of Americans report that they'll consider switching companies after just one poor service experience.

While companies are always striving to acquire new customers to drive growth, it's foolish to ignore the ones you already have. It costs anywhere from five to 25 times as much to acquire a new customer as to retain an existing one.

Online customer complaints matter because they paint a negative picture of you to others who are watching, which affects your online reputation. If you ignore online complaints, people may conclude that you don't care or that you don't prioritize responding to customer feedback. So, commitment to responding should be the first step in your process for addressing customer experience online.

How to address customer complaints online
Try to think of a bad review as being an opportunity rather than a problem. It gives you the chance to connect with customers, improve your service or brand, and demonstrate your commitment to everyone who comes across the complaint online. Here is a practical and proven way to respond:

1. Have a clear procedure for handling complaints. Your company should establish guidelines and procedures for monitoring online review sites and formulating responses. Having a platform that automatically monitors social channels and review sites is the best solution. Beyond this, one manager or staff member should be designated to respond to reviews within a specified period.

2. Assess the feedback internally first. While you want to respond in a timely manner, responding too quickly could be a mistake because emotion can cloud objectivity. Sit down with the key players and get the facts before you formulate a response.

3. Publicly respond to the review. Private communication with the customer is fine, but you should respond to the review publicly, as well. As many as one-third of consumers will check to see how a business responds to its feedback when making purchasing decisions. Your public response shows that you're paying attention and that you care.

4. Empathize and personalize your response. Take time to apologize for the negative customer experience and be sure to personalize your response. A canned response can be obvious, and this makes it appear as if you don't value the feedback enough to craft a personalized response.

5. Offer to take the communication offline. Once you've publicly responded to the review, offer to take the rest of the communication offline so that you can discuss the issue in greater detail. Having a back and forth exchange on a review site or social media platform generally isn't productive.

6. Continue to follow up. Don't assume that an issue is resolved until a customer confirms this to be the case. The best approach is to follow up with them to ensure that they understand you have made their satisfaction a priority.

It would be difficult to overstate the importance of taking customer experience management seriously. Sometimes things don't go as planned, or there is a disconnect between customer expectations and reality. In any case, your customer is waiting for a response, and others are watching as well to see how you handle the situation. Addressing each complaint promptly, fairly and consistently will demonstrate your company's commitment to customer service. ●

#CustomerService
#BackOffice
#Complaints #Review
#Forums

Try to think of a bad review as being an opportunity rather than a problem.

Social Psychology

Humor appreciation influences decision making

Humorous stimuli are easier to remember than non-humorous stimuli.

Humor appreciation affects decision making by altering:

- Memory
- Information processing
- Creativity

> Humorous stimuli attract attention away from non-humorous stimuli.

Remembering marketplace information, such as where to find an honest mechanic, the cost of a laptop, or which ice cream is tastiest, helps consumers make decisions without searching for more information.

In a field study, consumers were more likely to recall print advertisements for liquor brands when the advertisements were humorous. Other research reveals that humorous content similarly increases the likelihood that consumers remember radio and television ads. In all of these cases, the effect of humor appreciation is integral to, or related to, the marketplace stimulus that the consumer wants to remember.

Interestingly, the improved memory for humorous information comes at the expense of memory for non-humorous content in the same environment – presumably because humorous stimuli attract attention away from non-humorous stimuli.

For example, experimental participants were more likely to remember humorous sentences than non-humorous sentences when both types of sentences were in the same list. Another study consistently found that although ads themselves are easier to remember when they are humorous, consumers were less likely to remember the product in humorous ads than in non-humorous ads. In sum, although integral humor appreciation improves memory, incidental humor appreciation tends to hurt memory because humorous content distracts consumers from non-humorous information. Humor appreciation influences memory through both affective and cognitive mechanisms.

Comedy is emotionally arousing. For example, cartoons that participants considered funnier were more likely to trigger physiological indicators of arousal, including heart rate and skin conductance Moreover, arousing stimuli are remembered better than less arousing stimuli. Humor appreciation is thus similar to other arousing emotional experiences

> Humor appreciation might instead impair decision making by shifting consumers' memory away from more serious marketplace information.

(e.g., fear) in that it directs consumers' attention toward emotionally arousing stimuli (jokes, predators, etc.) at the expense of less arousing stimuli.

Most comedy is also perceived to be incongruous, and incongruous stimuli are more likely to attract attention than expected stimuli. In most situations, these affective and cognitive mechanisms go together because appraising something as being incongruous (i.e., violation appraisal) increases arousal. Although humor appreciation may not improve memory in general, consumers could improve their memory by associating selective information with something humorous.

Mnemonic devices often do just this by forming humorous sentences to help people remember information, such as the notes on a six-string guitar (e.g., Every Acid Dealer Gets Busted Eventually) or unreliable car brands (e.g., Fixed Or Repaired Daily; Failed Italian Automotive Technology).

On the other hand, humor appreciation might instead impair decision making by shifting consumers' memory away from more serious marketplace information, like the details of a product warranty or health warning, toward more amusing but less diagnostic information, such as an endorser (e.g., Amex's Tina Fey) or tagline (e.g., "Nothing runs like a Deere").

Information processing

Consumers make better choices when they base their decision on diagnostic rather than irrelevant information. Studies suggest that humor appreciation can reduce the extent to which consumers scrutinize and use diagnostic information. For example, participants were more persuaded by weak arguments for a proposed policy change after writing about an amusing memory than after writing about a neutral, awe-inspiring, or loving memory. One reason why amusement reduces careful information processing could be because humor appreciation is associated with high levels of arousal and consumers are more likely to rely on heuristics or low-level processing when positively aroused.

Humor appreciation could also reduce careful information processing by triggering a positive mood, which tends to decrease effortful information pro-

cessing. The finding that participants who were amused processed arguments in a communication less carefully than participants who experienced awe (which is associated with a serious appraisal yet high arousal/positive valence, suggests a third possible process. Humor appreciation causes consumers to appraise the situation as nonserious (i.e., benign) and thus as not requiring careful scrutiny.

Regardless of why humor appreciation decreases scrutiny, the implication remains the same: a tendency to be less careful when appreciating humor may lead to bad choices. For instance, a humorous phishing attempt may cause a consumer to unintentionally click on an unsafe email link without considering the likelihood of malicious content.

Creativity

Creative problem solving can help consumers make better decisions, especially when consumers face constraints that inhibit conventional solutions. Amusement improves consumers' mood, which in turn facilitates novel and flexible thought patterns. Studies regularly report a positive relationship between humor appreciation and creativity. Teenagers who listened to a humorous record performed better on the Torrance Test of Creative Thinking than a control group.

Similarly, employees reported performing better on innovative and creative tasks when their supervisor or team leader more frequently made them laugh.

Humor appreciation, however, does not always boost creativity; its effect appears to depend on humor style. Although hearing a comedian tell an aggressive joke improved people's performance on the Torrance Test of Creative Thinking, neither watching a humorous cartoon nor hearing a comedian tell a self-defeating joke improved test performance. More research is needed to better specify for what types of comedy and in what types of situations humor appreciation improves creativity. However, initial evidence suggests that tuning into a humorous podcast or scrolling through a comedic website may help consumers discover new ways to locate a high-quality service, replace a broken product, or balance their budget.

Humor appreciation can *help* consumer decision making by:
- Enhancing memory for humorous marketplace information
- Helping people find creative solutions to consumption-related problems

Humor appreciation can *hinder* consumer decision making by:
- Reducing memory of non-humorous marketplace information
- Reducing careful information processing.

Humor appreciation influences persistence

In order to reach a long-term, utilitarian goal, consumers must persist toward their desired end state while avoiding temptations. As previously discussed, humor appreciation is associated with high levels of arousal. By increasing arousal, humor appreciation may interfere with consumers' ability to resist pleasurable but goal-inconsistent temptations. Consistently, one study found that women who were trying to stick to a diet ate more while watching a comedy clip than while watching a travelogue clip. Also, as discussed in the section on hedonic goals, humor appreciation improves consumers' mood and makes consumption experiences more enjoyable.

Because enjoyable tasks are less likely to deplete resources required for self-control, experiencing humor may, in some situations, increase persistence.

Consistently, participants in one experiment worked longer to solve geometric puzzles and math problems if the experimenters presented a comedic video between a depleting language exercise and the problem-solving task.

Similarly, students in a statistics class performed better on their final exams if the instructor interjected jokes throughout the lectures than if the instructor delivered the material in a humorless manner.

Management scholars contend that including more comedy in the workplace can improve productivity. Consistent with the notion that humor appreciation can improve workplace performance, one study found that humor appreciation in work meetings at a German manufacturing company was positively associated with employee performance, a link that was strongest for employees with less job security. Another study similarly found that employees are more engaged with work when their bosses have a better sense of humor. In sum, although humor appreciation can facilitate persistence toward utilitarian consumption goals by making the experience more enjoyable, humor appreciation can also decrease persistence by increasing arousal. The literature, however, has yet to identify the variables that determine when each of these processes will prevail.

+ Humor appreciation can increase persistence toward long-term consumption goals by making goal pursuit more enjoyable and less depleting.

– Humor appreciation can decrease persistence towards long-term consumption goals by increasing arousal.

#Humor #Comedy
#BrandVoice
#Retention
#SalesTheory

> Amusement improves consumers' mood, which in turn facilitates novel and flexible thought patterns.

Straylight

Customer experience and emotional benefits

Customer experience is a buzz right now and we can all benefit from the improved brand relations it creates. Service and products are in general better than ever as companies now a day have implemented advanced feedback systems.

However. Customer experience systems are built on marketing research using rational questions, but the true motives for relations are often hidden for the conscious thinking and questionnaires. Companies working with programs like NPS, will after a couple of years find that the NPS level is stuck and shows a flat line. Rational activities seem to take customer experience only to a limited level.

Customers are experts in interpreting small things that are not said explicit and they constantly ask themselves about the hidden purpose of your actions. They look for implicit meaning as it tells them so much more on what to expect of the future. Customers ask themselves "why did you say that?" or "why did you do that?" And the most important "what's in it for me?" Customers look for future benefits and the emotional benefits are important.

The implicit side of motivation brings us to the SCARF model. The model can be used to reveal the emotional benefits that truly run decisions and choices of your brand.

The SCARF model has five dimensions:
1 Status
2 Certainty
3 Autonomy
4 Relatedness
5 Fairness

If you use his model to evaluate experience and expectations, it will give you completely new insights on why your NPS succeed or have problems.

The SCARF idea is that the experience and the expected outcome of a personal relation have the power to put the brain in a reward or threat mode.

If a brand experience is expected to create status and certainty, the brain is open to approach as there may be future rewards and benefits of pride and comfort. If, however the brand relation feels uncertain and lacks status, the brain may say avoid, as there may be threats like shame and worry involved.

Status, demonstrate importance and impact. People want to feel important

Can your brand help your customers to be important in a social context? Do they feel more interesting and respected because of the relationship with you?

We need status brands to show power within the context we live our lives. For some people this is extremely important and they evaluate everything they buy on its ability to make them more interesting. Examples are choosing a vacation resort people wants to hear about, buy a car people will look at or moving to a place people will envy.

To transfer status, you need to show that your brand is better, have more impact and has a relative high importance. Price, uniqueness and scarcity are some things you can use. Your best ambassadors are your customers and how they use your brand. If they feel status, you have status. Ask yourself what made them feel pride and recognition while using your brand.

Don't think status is only about luxury products, status is a driving force in any context, not only among the rich. There is always something creating status making someone interesting and recognized within their networks. Here are some contemporary status markers in Sweden:

Big family, sustainable travels, health diets, time, space, charity.

Certainty, show clear expectations. People want to feel relaxed

Can your customer experience make people relax and stop worry? Can it make them feel comfort and safety? Will you deliver what you promise?

With certainty our brains can relax and don't have to be activated. This is a good thing because our reward system is activated with certainty.

It is important to avoid uncertainty as it indicates future efforts and workloads. That is why we look

constantly for certainty and hope brands will deliver it. We ask our insurance companies, cars, cereals, smartphones and soft drinks to give it to us. Often, they deliver the illusion of certainty. It doesn't matter, we feel comfortable with that as well.

How does your customers experience your brand?
- A brand that is good now and tomorrow?
- A brand that always deliver?
- A brand with good intentions?
- A brand that will not give me unpleasant surprises?

> **Autonomy,** show that choice exists.
> People want freedom

In a relationship with you, the customer wants to be able to change things, get good service, leave you with short notice and influence her position as a customer.

If she feels that she will be stuck in a relation with you she'll avoid you.

We all have desires and dreams of a better life and need to know what is desired that can be achieved. We look for hope and want to be able to change things in a positive direction. We don't want to be totally in the hands of others without a possibility to move from a situation that goes the wrong way.

That makes autonomy very important for our survival. Having freedom of choice is something the brain looks for before approaching a new relation.

A customer instinctively doesn't want to be locked in without any option or chance to change his position in the future. That is why the level of autonomy will have a deep impact on a customer experience.

Phone companies are infamous for locking people up in long term agreements and offer poor service once you're in their system. Banks tie up their customers with systems that are very hard to leave. If you are in one of those trades and your brand suffers from low customer satisfaction, it would be smart to think around how autonomy affects the brand relation.

> **Relatedness,** appreciate others.
> People need friends

Does your brand help people to achieve social connections with each other? Does it make people belong to a group? Does it help people to get an identity within a context? Is the relation with your brand improving the possibility of important relations?

Relatedness is about that we instinctively and very fast evaluate all relations as friend or foe. That makes relatedness closely linked to certainty and trust.

If your brand provide membership to a group and perhaps also facilitate the relation, people will probably instinctively like you.

When you view someone as a foe you feel competition, less empathy, and instinctively avoid that person. When you view someone as a friend you have more empathy, you generate reward response and approach the relation.

Lack of relatedness can leave us isolated and lonely and we look actively for connections that makes us belong to a group and a social context.

Relatedness has actually always been one of the mayor branding and advertising concepts. If you can show that you are connected to a specific customer group and are a part of their lifestyle and values, you sell more. That has been proved many times.

If you concentrate your branding efforts to a group they will influence each other, as they will use your brand as a marker of group membership. This is why brand extensions outside the target group may be dangerous. The brand could lose it´s power within the core group when the implicit message of group connection disappears.

> If you concentrate your branding efforts to a group they will influence each other.

> **Fairness,** be transparent about expectations.
> People demand respect

Are you treating your customers fair and equal? Do you treat customers with respect? Is your customer more important than your profit?

Everybody is sensitive about respect and avoid instinctively to be used. A feeling of unfairness can trump rational benefits of high value.

Remember the feeling of not getting the price promised? Remember the feeling when the customer service promise to call back but never does as they are fully occupied with other customers. Remember the feeling when the waiter gives excellent service to all other tables but yours.

You can find problems in your customer experience scores if you don't provide the same attention and service to all customers, if you don't show fairness in disputes and if you take advantage of your position and overcharge and underdeliver. Being unfair creates negative feelings and customers will avoid your brand. ●

#SCARF #Marketing1on1
#Perception #CX
#CustomerExperience

Smart Insights

5 cognitive processes to improve UX

UX and site usability are two important Google ranking factors that help make content relevant. To help users find answers to their questions in an easier and faster manner, Google promotes websites that offer an impressive user experience (UX).

Backlinks have long been the number ranking factor but with the rise of AI and Google's RankBrain, a better UX is gaining ground and fast. It helps people to stay on your site longer and find what they are looking for.

Good UX decreases bounce rate while improving time on site and conversions. All these metrics are critical to your SEO success.

For example, if a user asks a question on Google, spends some time looking for the answer on your site and then goes straight back to Google to find another site, we call this Pogo Sticking. It happens when people visit your site but are unable to find the information they are looking for and go back to the search results to find a different site. This is bad for your SEO or rather S(E)xperienceO.

It becomes increasingly important to improve your UX so that people stay on your site and find what they need. This fulfills Google's motto of "focus on the user and all else will follow". Additionally, it will help you to improve your rankings and increase conversions.

Here are five cognitive processes to improve UX:

1. Attention

People should be able to view your information easily. You need to avoid clutter and maximize search experience optimization; you need to serve a single user intent per page.

If a page targets the user intent "how to draw a dragon" then the page should contain information related to drawing dragons. The page should not have information related to drawing an elephant, tiger, mouse, etc. The entire attention of the audience should be given to focus on one single object.

If you want a user to complete a specific task after they land on your site, then properly instruct them how they can do so.

The core principle at play here is to reduce the cognitive load on the user. It's been scientifically proven that living organisms (animals included) always take the path of least resistance to a goal.

2. Perception

Perception is the representation of information like text, images, audio and video in a manner that is easily distinguishable by users.

A great way to improve perception in your design is to group the important parts of information together so users don't need to scan the whole page to look for individual pieces of information.

To bolster your website's UX in sync with how the human sense of perception has evolved, you need to understand the concept of saccades.

Think of a saccade as the 'jumping' of the eye's focus from one portion of visual representation to the other.

Here are some dependable conclusions drawn out of several studies done on the human eye's saccades, that UX designers can leverage to organize content on pages.

- We see the whole of something before perceiving the constituent parts. (also called the Gestalt Principle).

- The eye is trained to break visual fields into features such as colors, angles, combinations, etc.

- After perceiving features, the eye weaves them into patterns.

3. Memory

You need to design experiences that last longer in the human brain. Nobel prize-winning psychologist Daniel Kahneman found that people's memories of an experience are based on a rule known as the 'Peak-End Rule'. This rule states that people remember the most intense moment and the end. The time spent in between is not remembered by the human brain.

If you are able to offer a truly mesmerizing experience to the user once they land on your website (the first impression should be the most intense moment) and also offer a lasting impression once they performed an action, then you

> Good UX decreases bounce rate while improving time on site and conversions.

> It's been scientifically proven that living organisms (animals included) always take the path of least resistance to a goal.

> We see the whole of something before perceiving the constituent parts.

> People remember the most intense moment and the end.

would be able to leave a lasting impression in the memory of the visitors leading to more engagement, visits and conversions.

One example of creating a memorable experience that converts is through a content upgrade. This is where the user is so impressed by your content, that they are willing to trade in their email address and time, for a bonus or upgraded content.

In fact, content upgrades have been a bit of a secret weapon for successful digital marketers, helping them: Grow email lists, get repeat traffic, establish authority, re-activate popularity of pages when the buzz starts dwindling.

Other content upgrades you can leverage:
- An audio version of the article
- Cheat sheets and checklists
- Transcriptions
- Videos
- Workbooks
- Templates

4. Language

Language is the process through which we all understand and communicate. In a website, users can understand a language in three ways - by reading (text or images), by hearing (audio) and by watching and hearing both (video).
You can mimic the language of your users so that it becomes easier for them to read and understand your content. You must aim for clarity and succinctness. Write shorter paragraphs, shorter sentences, layman language, use proper bullet points wherever necessary and use images and videos where it makes it easier for the user to scan and understand your content.

Picking the right words in your content copy or videos keeps the users coming back to your site. Don't make the users stop and think about what you have written.

Always remember that your content must be engaging, compelling and at times, strategic. People must be able to find what they need, un-derstand what they find and act appropriately. Language is the base of user-centric design.

5. Learning

Every visitor on your site has a vision in mind – they want to learn something. This can be acquiring more information related to a product they wish to buy or learning how to cook a recipe. Whatever the need, learning plays a key role.

Connect new information and experiences with the knowledge your users already have. You can offer a free guide, a video that explains to the users how to use a product, a webinar to introduce new users to your platform, an infographic to make them understand technical concepts easily.

For example, Ties.com has a guide to help users know how to tie a necktie. People come to the site looking to learn how to tie a tie and end up becoming customers.

Learning should be fun, and it must pull the customers deeper into the purchase funnel. Remember, don't push the customer or they will leave. The main idea behind learning is to empower the user to use your products.

First, you need to add your product as an option in the mind when your prospects are researching your industry and learning, and second, you need to remove all other alternatives from your prospect's mind, so that your product becomes irresistible. Or to put another way, you need to serve first and sell second.

Cognitive processes use existing knowledge to generate new knowledge. The design of your website and the content used plays an important role in converting a visitor into a customer.

Focus on the user intent and apply the five cognitive processes to your website's look and feel. By serving your customers' needs first, this will improve the UX, make your site more trustworthy and ultimately generate more sales. ●

#Cognitive
#UX
#WebDesign
 #CustomerCentric

Aim for clarity and succinctness.

Language is the base of user-centric design.

Learning should be fun, and it must pull the customers deeper into the purchase funnel.

Adweek

Rethinking and predicting the future of TV advertising

Television is arguably the greatest ad vehicle ever invented. There is tremendous excitement in advertising to treat it like digital media, with all its amazing tech, data and precision.

That revolution won't happen by simply making TV ads more targeted or addressable. As TV goes over the top, it's time to rethink the basics of TV advertising: *how and when ads get delivered and how much control users have over that experience.* Postponing this conversation means that by the time the industry gets targeted TV advertising sorted out, there won't be enough people left watching commercial television.

Think for a moment about how much time you spend streaming these days versus watching live TV. What about your kids? It's become standard for multiple generations to watch television with a minimal amount of traditional ad spots.

Nearly every major Netflix or Amazon original series features an abundance of product placements and brand integrations. Consumers don't object to them because they don't look and feel like ads, at least not in the way most people think of traditional TV ads. This is a win for brands that get to connect with non-traditional audiences. And yet, Netflix never misses a chance to talk about the fact that we'll never see ads on the service. That's because the company understands that our collective tolerance for interruptive TV advertising is waning. But by and large, the advertising industry continues to ignore this reality. It's become standard for multiple generations to watch television with a minimal amount of traditional ad spots.

OTT advertising requires an entirely new ad approach. Here are five ways that revolution can play out.

- Ads will use lifetime value to measure success. There is an intuition in entertainment that listening to the consumer is the winning business model. Many companies speculate that fewer, better ads that put the consumer first lead to more completed streams, higher pricing and greater revenues.

- Ads will get closer to the content experience. We've already seen this as more brands ink product placement deals with ad-free streaming services.

- We'll have to find new creative ways to share the screen

- The industry will have to finally marry content and commerce. The current generation of viewers, expects their content to be active and participatory, and they have the payment mechanisms built into their phones and TVs to facilitate quick purchases. It's time to develop creative ways to blend streaming and shopping, which may start at the series conception stage.

- Brands may unlock shows. There's an overwhelming amount of amazing content available right now and a myriad number of streaming options. Let's say you're not sure you want to commit to paying for CBS Access, for example.

While we don't know the full potential of OTT advertising, we're starting to see creative experimentation across the industry, like new ads that display on Hulu and AT&T that appear when a viewer pauses a series. And we'll continue to see more. One thing we do know is that the answers to TV's ad future surely won't be found in the past. Addressable TV is great, but it won't be enough if we don't recognize that everything about TV is changing and that our ads need to keep pace. ●

#TV #Streaming #OTT