M | Executive M-Report

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2020

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LIFE IS TOO SHORT TO SPEND IT ON AVOIDING FAILURE

You got "it", o baby, you got "it"!

I'm your sport-star
I'm your singer

Some people just got "it"! That magic thing that makes them stand out from the rest of us. There are many exciting dayjobs if your special, if you got "it". The question is, do people who got ,"it" get to choose whatever occupation they want and be granted success whatever they choose?

Yes, they do! They could choose whatever, and be top-10 in the world, but of course, it comes with a price.

What? What have Zlatan ever paid for his talent, what did Whitney Houston ever pay for her god-given voice? Or Percy Barnevik for his natural aptitude for leadership?

Time invested...

When you and I practiced: Tennis, played in a punkrock band, went to schooldances and went on holidays to Denmark with our parents, Zlatan practiced football. Just football, period.

When you and I... nah, you get it. Practice makes perfect, practice beats talent, hard work pays off. Call it what you will, the thing is, you could only have so much talent, or physical conditions, most of what we recognize as talent is plain and simple hard work. And everyone puts their hard work in different disciplines, while ,"talented" people puts ,"it" in one single category.

There is an article on intuition, which is a fascinating subject. The non-scientific term is usually ,"gut-feeling", while the more educated term should be ,"pattern recognition", which is a powerful weapon for those who find interest in understanding human behavior... and hence the long prologue on ,"it". ,"It" is pattern recognition which comes from experiencing something over and over again, creating the ability to have intuition to see results before they happen, read it and let it inspire you.

NOW, THIS IS A M-REPORT, not an e-report. Formerly, the term (e) had relevance since there was a distinct difference in how we communicated analogously and electric(e)/digital, that difference is long gone, so we thought it was just about time to relabel to better fit into the 2020's. ☺

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Geotargeting, the basics

This guide will explain what geotargeting is and how to geotarget to get more attention from your audience. It shares information on the effectiveness of geotargeting, as well as geotargeting marketing examples you can use for inspiration.

A good starting point is a geotargeting definition.

What is geotargeting?

Geotargeting (also called geotargeted advertising) is a type of advertising that uses location data to reach consumers with messaging appropriate to their locality and behavior.

This advertising technology displays content based on an automated or assumed knowledge of consumers' location. For example, a car repair shop or auto dealership might run a geotargeting advertising campaign to show a certain ad to people who are within 10 miles of the shop's location.

Geotargeting advertising is even more specific. When consumers opt-in to location services for apps on their phone (such as a retail or restaurant app), geotargeting advertising lets you show ads based on their actual location. For example, if you run a quick service restaurant or clothing store, you can show ads to target consumers who are close to the premises, and encourage them to visit.

In a nutshell, geotargeting helps advertisers create more relevant, targeted promotions for consumers, resulting in increased engagement.

How to geotarget

Wondering how geotargeting software works? First, it detects users' location. This is either specific, using

GPS, or slightly broader, using cell towers. Second, the software or app uses this information to decide what information to show those users.

There are two main ways to geotarget consumers. The first, mentioned earlier, is via a geotargeting app. This is any app that uses location-based marketing.

For example, when you sign into a food delivery app, you'll see options that are close to your location. And when you search for ,"dentists near me" in your maps app, the results are an example of geotargeting in action.

There are several reasons why it makes sense to incorporate geotargeting into your marketing strategy.

First, the potential audience is huge. In Western countries, 81% of people own a smartphone, and the percentage is even higher for young consumers. In the millennial demographic, 94% own a smartphone, and spend more time using those devices than they do watching television.

83% of marketers find their campaigns are more successful when they use location data.

In addition:

Geotargeting technology can help marketers win more business and improve relationships with their customers. Because it's based on customer behavior, marketers can understand and meet their customers' needs, resulting in greater engagement with campaigns.

Geotargeting is particularly effective for increasing online traffic, as well as foot traffic to a store.

Using location data is proven to make marketing campaigns 80% more effective. If you know where potential customers hang out, it's easy to show them the right promotions at the right time. Ⓜ

#GEOTARGETING #RETAIL
#GPS #LOCATIONTECH

> »Using location data is proven to make marketing campaigns 80% more effective«

YouTube stats for businesses

Whether you're a first-time creator looking to grow your YouTube subscriber count, or an experienced video marketer looking to increase your brand's video views on YouTube, the first step towards mastering this platform is getting a handle on the numbers. Not to mention staying up to date with them.

1 **When choosing what to watch**, a video that relates to a viewer's interests is 3x more important to people than whether it has a famous actor or not. This stat – straight from YouTube itself – implies that brands should spend more time getting to know their audience and what they care about, and spend less money trying to dazzle them with lowest-common-denominator tactics (like celebrity guest stars).

2 **Likewise, relevance to personal** interests is 1.6x more important to viewers than production value. As well, YouTube says that 60% of people who've watched YouTube in the past day say that they watched videos that were related to their personal interests. The most valuable video content isn't necessarily the most slick and expensive. Brands who have pinpointed their audience's needs will have a much easier time promoting their YouTube channel.

3 **Watch time for videos** on "which product to buy" doubled between 2017 and 2018. Brands on YouTube can take advantage of the fact that people are turning to YouTube videos more and more as they research and decide which product to buy.

Keep in mind that 80% of people who said that they watched a YouTube video related to a product they want to buy said that they did so at the beginning of their buying process. Potential customers who are connecting with your brand on YouTube don't necessarily just want to be advertised at. They are looking for genuinely helpful videos that inform and inspire. (And maybe include a killer CTA).

4 **70% more YouTube users** are engaging with creators and channels.Between 2017 and 2018, YouTube users increased their daily engagement with creators and videos. In other words, viewing habits are changing on YouTube. Casual viewers may be more likely to become loyal fans – if your brand can connect with them.

5 **People are watching 70%** less harmful/misinformative/borderline video content on YouTube. This is the platform's own number, as YouTube looks to measure whether their algorithm changes in January 2019 actually helped with their brand safety problem. This stat is meant to reassure advertisers and brands who don't want their commercials running alongside, say, fake cancer cures. It's in YouTube's best interests to take this problem seriously.

6 **The number of channels** that earn $10,000 USD per year or more on YouTube grew by 50%, year over year, and in the same period, the number of channels earning $100,000 USD per year or more grew by 40%. Of course, this kind of income isn't just from ad revenue, it might include multiple forms of YouTube monetization. Regardless, it's tough to say if this is good news for all content creators on YouTube, or just the really successful ones.

7 **YouTube's Google Preferred ads** lift ad recall by 112%. YouTube's Google Preferred ads are ads that run on YouTube's top 5% most popular channels, so we would expect that these numbers would be impressive, apparently, they also increase purchase intent by 53%. Something to consider if you have ad budget to spend.

8 **YouTube is the second** most-preferred platform for watching video on TV screens among 18 to 34 year olds, after Netflix, in other words, YouTube is the most-preferred platform that has ads for watching video on TV screens. What's most interesting to advertisers here is that for millennials who are watching TV screens, YouTube beats traditional TV – both basic cable and broadcast networks.

9 **Men speak 2 x as much as women** in YouTube ads, and receive 56% of overall screen time. The Geena Davis Institute on Gender in Media partnered with Google to analyze 2.7 million YouTube ads (including 550 billion views) uploaded between 2015 and 2019.The study concluded that while advertisers tend to create ads that feature men more often, people watched them less. In fact, 56% of video views were from people watching gender-balanced or women-led ads. **M**
#VIDEO #YOUTUBE

What does the future of Millennials look like?

As the oldest members of this oft-discussed group prepare to turn 40, the future of Millennials will have a significant impact on the global marketplace.

Although they haven't suffered from a lack of media attention in the past decade, Millennials are worth another look simply because of their significant impact on the future. And in the past few years, they surpassed Generation X as the largest generation in the workforce.

Millennials may also be the first truly global generation. Technology has broken down geographic boundaries, and these young adults are the product of not just their native cultures, but the tumultuous time during which they came of age. A second look at millennials uncovers three key lessons that will be essential for engaging with them meaningfully in the future.

Future of Millennials as parent

Millennials are now the focal points of families and leading households that look quite different than those headed by previous generations. For example, Millennials today are about as likely to be parents, but less likely to be married, when compared with Gen X'ers at the same age in 2003. With Millennials leading more non-traditional households (e.g., single parents, unmarried couples), messaging needs to evolve to encompass these different types of families.

Even more interesting is the marked difference in the way that Millennial moms and dads approach parenting today. In contrast to the Boomer tendency to raise ,"latch-key kids," and Gen X's ,"helicopter" parenting approach, Millennials have their own unique take on the parent-child relationship.

They reject ,"over-scheduling" by reducing the amount of time their children spend on extracurricular activities, are more liberal when it comes to limits on a child's technology and media exposure, and are eager to spend more time with their kids on a variety of activities, from video and board games to shopping and exercising. With less of a strict dividing line

> **» Millennials are more likely than average to seek novelty and fun in everyday products «**

between parent and child preferences across categories like media, entertainment, and health, brands can rethink how their offerings are classified and marketed; they can also create more opportunities & platforms for parents and kids to interact.

Financial future of Millennials

Coming of age during the Great Recession left many Millennials with low incomes and record levels of student debt. In fact, the typical Millennial's net worth is 40% lower than that of Gen Xers in 2001, and 20% below what Boomers experienced in 1989. Significant financial polarization exists within the Millennial group: income gaps by levels of education are significantly wider than those of previous generations, and the change in net worth among young adults

> **» Millennials have their own unique take on the parent-child relationship «**

over time has declined among unmarried Millennials while rising among those who are married. And while many did receive financial help from their parents during tough times, many Millennials actually have been playing the caregiver role with their own mothers and fathers. With many forecasting that a possible recession in 2020 will again hit Millennials the hardest, brands need to adapt pricing, marketing, and merchandising to reflect a challenging and more diverse economic reality.

Financial stress is just one of the reasons that Millennials have come to be known as the ,"burnout generation." For example, they are very likely to report high stress levels and more likely than average to admit that they work most weekends and are often so busy, they can't finish everything they need to do in a day. They're not ,"lazy," they're simply exhausted – and it's likely that shaky job security and major financial commitments are partially driving this mindset.

Fun is still a priority for the future

Despite their stress – financial and otherwise – Millennials have not yet outgrown the focus that

Augumented retail: The new reality

Consumers today are increasingly craving immersive, real-life experiences. But they want these experiences without foregoing time or effort. The solution? Augmented and virtual reality (A/VR) technology.

Many of us feel our lives getting busier. And according to a recent Nielsen global survey, nearly two-thirds (64%) of respondents confirm it. They say that their lives are busier and more complex than they were two years ago. As a result, many are turning to technology to help provide the solutions needed to simplify their hyper-life.

In the same study, global consumers listed A/VR as the top technology they're seeking out to assist, amplify and augment their daily lives. In fact, half (51%) said they are willing to use this technology to assess products (assuming it becomes available to them in the next two years).

A/VR technology will transform brand engagement. It is clearly a disruptor. Companies will have the tools to virtually replicate the physical instances of shopping while also eliminating many of the obstacles. This will enable them to reach out to consumers where they are, with informative, personalized and compelling experiences.

> **» Many are turning to technology to help provide the solutions needed to simplify their hyper-life «**

Early examples of this technology are allowing shoppers to virtually try out (and on) products from home or on the go. These experiences allow for risk free 'try-before-you-buy' scenarios and smarter decision making for consumers, especially when purchasing new or unknown products.

But augmented experiences won't be limited to assessing products from home. In stores, A/VR technology—like navigation apps or electronic shelf beacons—will change conventional shopping dynamics by providing ramped up retail experiences that blur the physical and digital environments.

Shoppers are open to these experiences, with 43% of global survey respondents willing to use in-store guidance via navigation apps or recommendations. This points the way for further adoption, but successfully transforming the physical store into a virtual playground will require combining fun and function.

Consumers will adopt augmented store technology if it alleviates time and provides seamless interactions. To create relevant and meaningful experiences, businesses must find ways to personalize advertising and content/product recommendations, assuring consumers of their purchase decisions and driving sales.

Consumer data, when combined with technology, will be the lifeblood of enriching these experiences. Artificial intelligence and machine learning will drive more intelligent data interpretation, allowing businesses to personalize, predict and recommend products and offers based on shopper habits and preferences.

The same data and technology will also give companies a better sense of how their marketing investments are attributed to sales outcomes, helping them to optimize and individualize future campaigns. Maximizing the value and return of advertising investment is a top priority for media and marketers. And attributing purchases to the advert, activation or asset that drove the consumer's decision will depend on the masses of data generated to improve campaign success.

Globally, consumers are open to receiving tech-assisted advertising and personalized recommendations to make smarter purchase decisions. And individualized content is 1.7x more likely to drive sales globally. But the terms for personal data sharing will need to benefit consumers to build their trust.

While A/VR technology is opening up doors for companies to interact, engage and share information with consumers, it also comes with certain risks and potential drawbacks. For example, the advanced application of data for personalization amplifies any misstep and will require the utmost precision, security and respect for the data and how it's used.

And personalization could present other challenges for business. A/VR offers consumers the oppor-

tunity to further duplicate reality by using virtual assistants to take on tasks and decision making. Many passive voice and touch solutions (search and replenish) are already being incorporated into consumer activities to save time and effort. Greater adoption and utility will drive more predictive solutions, by using data and technology to identify consumers' key needs and the moments to intervene with suggestions, decisions and actions to augment consumers' days.

This more hands-off approach could push consumers into repetitive ordering based on previous choices, giving new brands/products fewer opportunities to disrupt purchases. On the other hand, predictive, criteria-based ordering could mean avatars will automatically decide what and where to shop for products. In the first scenario, loyalty will remain king until the consumer instructs the assistant to find an alternative, while in the second, disloyalty will reign until the consumer tells the technology to stick with a particular product or brand. Either way brands will need to find ways to 'insert' themselves into this increasingly 'bonded' consumer/assistant relationship.

A number of other innovative, augmentation technologies are also being developed and piloted across the delivery, personalization and transacting areas. Today, much of this technology remains niche, with consumers and regulators reviewing these through more cautionary lenses. Logistical, regulatory and ethical considerations will take time to resolve before

adoption becomes widespread. It will be crucial for businesses to monitor how consumers are using these technologies to determine the barriers and enablers for adoption.

The path to technology adoption is by no means simple and is not reliant solely on consumer access and willingness. There are numerous challenges and accelerators across the areas of: inclusion, participation, transparency and trust.

Infrastructure, cost, speed and legislation will influence a technology's trajectory.

Openness, confidence, interaction and satisfaction will influence its usage and acceptance. And businesses will need to understand these factors at the market level before deploying consumer strategies.

In the near term, A/VR technology holds the strongest potential for augmenting the consumer journey and escalating adoption. Businesses will be able to extend real-world access to consumers online, in-store, on-the-go, in-the-moment and in new markets, where they may not have a physical presence. They'll also be able to actively reach out to individual consumers where they, with what they need, to have a real impact.

However, successfully delivering a truly augmented consumer experience will depend on businesses' ability to delve into the masses of data to create personalized solutions, as well as their efforts to protect and respect personal data. Ⓜ

#AR #VR #MR #RETAIL

» Consumers will adopt augmented store technology if it alleviates time and provides seamless interactions «

5 → has long distinguished them from other cohorts: their desire to have a good time. Personal values such as enjoying life, excitement, and having fun are still prioritized more highly among this generation than older age groups.

Millennials' signature optimism hasn't taken too hard of a hit, either: they report high levels of confidence about their own immediate futures, as well as the lives their children will lead as adults; Millennials are more likely than average to seek novelty and fun in everyday products. Appealing to Millennials' pleasure-seeking tendencies, and giving them enjoyable outlets in their daily lives, will inspire brand loyalty.

What can brands do in order to keep up with these shifts in Millennials? In just a few decades of life,

Millennials have experienced significant social, political, and economic upheavals, many of which have had a long-lasting impact on their lifestyles today and prospects for the future. As they enter the ,"middle era" of their lives with different approaches than their predecessors, brands will be wise to understand that:

● The economic instability that has defined, and will continue to impact, this generation gives brands the opportunity to offer health innovations to relieve Millennials of their financial stress

● Millennial parents enjoy a closer bond with their children compared to their predecessors; communicate to the entire family, not just the parent or the child

● The future of Millennials still needs to include fun – give them opportunities to enjoy life! Ⓜ

#MILLENIALS

How to create automation for product reviews

Getting your customers to review your product is a powerful strategy that should never be ignored or underestimated. Customer reviews are powerful pieces of social proof that convince your prospects to buy and look at you as someone they can trust.

I n addition, they minimize doubts as your prospects view themselves using your product. According to a study, 70% of leads consult reviews or ratings before making a final purchase. Therefore, product reviews have become a standard part in the buying process that any retailer should think of.

Before you create an automation, it's essential to identify the major practices that you should apply.

Get people to actually leave reviews

One of the most important considerations that you should put in mind is to ask yourself how to push your customers to write a review. This regulates what the email content should be.

To find out the appropriate answer, you must emphasize with your customers and imagine yourself filling out the survey or leaving that review; don't make the process complicated for them by asking too many questions. Your customers don't wish to spend a lot of time submitting their feedback. Make it easily accessible with a simple CTA button.

> » 70% of leads consult reviews or ratings before making a final purchase «

In addition, it would be practical to offer an incentive for them such as a coupon for $10 off their next purchase.

39% state that the chance for customers to refer a brand increases if they are presented with monetary or material incentives. However, you should identify the most convenient time to apply this strategy in order not to position yourself as if you're bribing your customers. Show loyalty to your customers and create a good relationship before you decide to offer them something in return.

Product reviews emails can also be used as a way to launch a contest and reward your loyal customers. As offering $10 off is an incentive, contests and give-aways are also another incentive that encourage your customers to leave a review.

If you don't want to offer a discount or contest, you can simply thank them for trying the product asking for a product review while you show suggestions for other products they might be interested in based on their initial purchase.

Set the proper time delay

Identify the best time to send product reviews emails for customers who've had the product in their hands. Generally, such emails should be sent after a week or two from delivery because your shoppers have to explore your product or service well before leaving a review. At times, don't wait too long to send them because they might lose the initial excitement of their first use.

Determining the appropriate time delay varies according to the product type that you're selling. This is very varying depending on demographics, geography and regional flavors and should be one of your key competences as the marketer.

Segment your customers

One size doesn't fit all. Segmentation is a powerful practice that you should take into consideration in order to avoid sending the email to all your customers.

The most common practice is to send the product reviews emails to your customers who have already purchased your product while you exclude all other segments from this automation.

How to create an automation?

To find out how to start creating a successful automation sequence, you must take into consideration
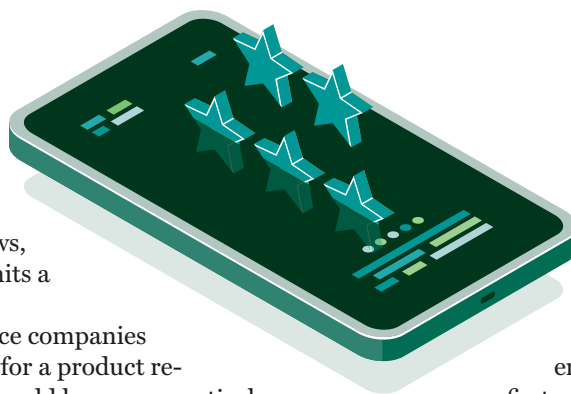
positive and negative reviews, and if your customers submits a review or not.

Although some ecommerce companies include a recommendation for a product review in their first email, it would be more practical to send a simple thank you email to your shoppers, asking them to contact you immediately after the product is delivered to make sure that the shipment service went fine. This shows that you care about them and minimizes the potential to leave a negative review on your website.

Now that you sent the first thank you email, the second email should ask for a product review after you give them few days experiencing your product depending on its type.

Same as asking if the product was delivered on time, you should include a save as note at the footer of your email, asking if the product was up to their expectations and to reply to the email if they have a negative review. This would also prevent them from leaving a negative review.

After you send your product review email, you should expect different scenarios in order to keep track of your customers journey progress and engagement with your emails:

- If they leave positive reviews, you're likely to send them an email in which you thank them for submitting a review and then remove them from the automation.

- If they leave a negative review, you should send them an email whether automated or manual, in which you offer them a solution that would recover their bad experience.

- If they don't write a review for a certain reason (not opened your email, the email bounced from their inbox, they saw the email but were busy, etc...), you must send them a follow-up email after 7 days from the first one, reminding them to leave a review.

Product reviews emails proves to your customers that you're offering good quality, reliability and helpfulness. They help you build credibility for your brand, improve ranking in search engines, create a free advertising for your product, influence consumer purchasing decisions and boost sales.

To encourage your customers to leave a review, you can simply show them some reviews from other customers, to encourage them to take action, especially if you don't want to bribe them with an offer.

It's also important not to shy away from negative reviews. It might be a good practice to mix few of them that are constructive along with the good ones to show your customers the transparency and authenticity of positive reviews.

When creating this automation, you should thoroughly recheck all other automations and make sure that it doesn't interfere with any other triggers and actions in other workflows. Product reviews can either be a separate campaign, or associated with a sequence of other post purchase emails. Ⓜ

#MAIL #REVIEW #RATING

» **Product reviews emails proves to your customers that you're offering good quality, reliability and helpfulness** «

8 truths about intuition

What to know about what you don't know you know.

Most of human behavior happens automatically, guided by genetics and habit rather than conscious deliberation. You could not get by if you walked into a restaurant and you had to reconstruct from first principles how to behave…. This is 'intuition' at work, or 'pattern recognition' if you will.

Even for more complex problems, intuition drives decisions…. Intuition is a form of unconscious intelligence that is as needed as conscious intelligence.

Despite intuition's ubiquity, we harbor many mistaken intuitions about intuition. Here we'll consider eight facets of unconscious processing – including its application to creativity, morality, and social interaction – looking at what it does well, where it fails, who uses it, when we trust it, and how to improve it.

1. Intuition is highly efficient – if you don't think about it too much

We're fairly good at judging people based on first impressions, thin slices of experience ranging from a glimpse of a photo to a five-minute interaction, and deliberation can be not only extraneous but intrusive.

Research shows we're better at detecting deception and sexual orientation from thin slices when we rely on intuition instead of reflection. It's as if you're driving a stick shift, and if you start thinking about it too much, you can't remember what you're doing. But if you go on automatic pilot, you're fine. Much of our social life works by those dynamics.

> » We all know an atheist who knocks on wood while knowing it's hogwash «

2. We get too deeply attached to intuitive beliefs

Once an intuition hits, we cling to it despite the dangers. Intuition can, for example, lead to all sorts of cognitive and social biases, like the anchoring effect (where decisions are swayed by the first piece of information thrown at us) and racial prejudice. Even in areas where the heart should rule, like romance, it can be clueless. In a classic study, when men on a bridge were stopped by an attractive woman and asked to complete a questionnaire, they were more likely to try to contact her afterward if it was a scary suspension bridge, misattributing emotional arousal to sexual attraction.

Our dreams, those unwilled visions of the night, hold a powerful aura of truth we can't quite extinguish. People report they're more likely to change their travel plans if they dreamed about a plane crash than if the government announced an actual travel warning. And test-takers can't shake the "first instinct fallacy." Three in four college students reported that when reconsidering an answer on an exam, their initial choice will usually turn out to be correct. But when erase marks on actual exams were analyzed, the reverse was true: Twice as many changed answers went from wrong to right as right to wrong.

In general, intuition is something emotional that makes you confident in an idea. 'You cannot take away this feeling from me. I do not trust this car seller. I can't tell you why, but I'm confident I don't like him.'

Intuition about the accuracy of an intuition is even more fallible. When people were asked to rate their confidence that their "gut feelings" had steered them skillfully on a test, confidence ratings had no relationship with actual performance.

Even when we acknowledge the absurdity of an intuition, we often stick with it. Consider superstitions. We all know an atheist who knocks on wood while knowing it's hogwash. When an intuition captures attention and triggers emotions, it may be especially hard to shake.

3. Intuition can be improved – With practice

To have good intuitions in any domain requires a lot of practice. But not all domains are amenable to good intuitions. First, there must be regularities linking events and outcomes – the domain must have high "validity."

Whether you should trust your feelings should hinge not on the strength of those feelings – we have poor intuitions about intuitions – but on the structure of the domain you're operating in. Look outward, not inward.

Second, you need clear feedback to hone your intuitive decisions.

We can use focused thinking not only to train our intuitive expertise over time but also to invite or avoid intuitions in the moment. Metaphors and sketches are excellent tools to help us reframe problems or see solutions more clearly.

Consider premortems: When considering a plan,

imagine from a future vantage point that it failed and think about what went wrong. This thinking tool makes weak points real – intuitive objects rather than abstract and ignorable hypotheses.

4. Intuition is sensing; Insight is seeing.

Intuition is closely related to another I word, insight. Sometimes the two are conflated, which is understandable. Both relate to realizations emerging from subconscious processes, offering guidance and hiding their tracks. But they're fundamentally different.

Insight is about seeing. You can articulate the solution, and you can explain it to someone else. Whereas intuition is sensing: We can sense a solution to a problem, or we can sense a decision that we should take. It's a judgment – it's almost like a hypothesis. We don't know whether it's right or wrong until we act on it.

Intuition is how we use our experience to know how to act. Insight runs in the opposite direction. It's not just drawing on what you know. It's changing what you know. To that end, we sometimes need to clear intuition out of the way to obtain the sudden solutions we call insight. Breakthroughs are often counterintuitive. One way to demonstrate the role of habitual hindrances is to look at magic tricks. Illusions work through mental jujitsu, using our assumptions against us. To discover how a trick is done, one must relax certain mental constraints – a good tactic for eliciting insights in general.

> » Intuition is how we use our experience to know how to act «

5. Stress favors intuition; Sadness doesn't.

Deliberation is a luxury. In dire situations – say, while being chased by a bear – you don't have time to weigh all your options. You follow your first instinct (run, presumably). Anxiety engendered in any situation similarly pushes you toward fast and frugal reflexes. If you're truly in danger, that can be handy. Otherwise, reflection might be better.

Stress's effects on the brain are mediated in part by the release of the hormone cortisol. In one experiment, researchers gave participants a cortisol-increasing drug or a placebo, then had them do something called the Cognitive Reflection Test (CRT). The CRT consists of three questions, each with an intuitive but wrong answer. For instance, ,"A bat and a ball cost $1.10. The bat costs $1.00 more than the ball. How much does the ball cost?" You want to say 10 cents, but a quick calculation reveals the ball is 5 cents and the bat is $1.05. Most people, even students at elite colleges, fail to get all three problems right, but corti-

> » Often, we base opinions on things we'd never factor into a deliberate decision «

sol reduced correct answers even further.

Even as stress triggers heuristic thinking – habits and short-cuts – it degrades more sophisticated intuitive processing. One study found that increasing anxiety in participants by showing them hair-raising images scrambled their intuitions about whether a connecting word existed.

The morbid images may have affected this performance measure, called an intuition index, in part by lowering participants' mood. Sadness tends to make people think analytically. We're sad when something's wrong, which may be time for focused problem-solving.

6. Some people are more intuitive than others

Some researchers believe there are individual differences in broad intuitive ability. A recent study found two clusters of real-world intuitive skill. One is related to insight – such as conceiving a new metaphor – which is linked to intelligence. The other, related to implicit learning, or learning complex information without being aware of what you've learned – say, picking up a new language – is not strongly linked to intelligence.

Perhaps more consequential for behavior than general intuitive ability is thinking style – the degree to which you rely on intuition and reflection in the first place. A common measure in research is the Faith in Intuition (FI) scale, in which people rate agreement with statements like ,"I believe in trusting my hunches." FI and similar measures have been linked with several positive characteristics. People with high FI receive high intuition index scores—as long as they're in a positive mood, a state that brings intuition out to play.

Another scale, with items like "I generally make decisions that feel right to me," correlated with better recognition of social norms, as measured by how accurately people estimated their peers' acceptance of behaviors likes stealing and fighting. And another correlated with greater creativity on several tasks such as drawing and thinking of uses for a cardboard box.

But people who put faith in intuition also pay a price. They perform worse on tasks requiring logic.

7. Morality intuitions are easily swayed

Some of our deepest-held beliefs involve morality, how we feel people should behave toward one another. And although they may seem as rock solid as fact – Thou shalt not kill – they're just as guided by intuition as anything else.

We can reason about many of them, but only to a point. For many, especially on controversial or subtle issues like abortion, it comes down to intuition: It just feels wrong (or right).

Moral intuitions are unavoidable and also valuable, they drive kindness as well as social justice movements. But moral intuitions are also at the → 11

How to improve your industrial landing page

Whatever industry you're in, your landing page is often the first interaction a person has with your brand. If you don't hit all the high notes and keep things focused on the goal, you risk losing your site visitors to some other distraction or a competitor's page.

If you want to capture your part of the market share as a manufacturing company, you have to be smart about your online presence as well as your offline one. Your landing page is a good starting point to gain higher conversions and increase your return on investment (ROI). The cost of paying web designers and developers can add up quickly. Fortunately, you can do several simple things to improve your industrial landing page while staying well within budget.

1. Set a goal

Before you hire someone to create or tweak your landing page, figure out your page's goal. Keep in mind you can have multiple landing pages on one site. Each should feature one offer and speak to a particular segment of your audience.

For example, you might wish to collect email addresses so that you can continue marketing to potential customers in a specific area. Gear your entire page toward that audience, and keep the focus solely on how to get them to share their email and sign up for future news. You can do this through a freebie offer or promise of discounts.

2. Study trends

By 2022, video viewing will compose the majority of internet traffic? Spend time on competitor websites and other industrial sites to see what design elements are trending. Do most of them employ video in some way? How many of them feature parallax scrolling? Pay attention to everything from the headlines to the images on these sites. Your goal isn't to copy what they are doing but to recognize trends you can implement while still staying unique in your approach.

3. Focus on content

While not exclusive to manufacturing websites, focusing on the content you serve up improves your landing pages instantly. Create unique and relevant items that inform the user of your business. Show off some of your best testimonials. Add video while ensuring the information it contains highlights something unique about your brand. Gear everything to your target audience and the details they'd like to have.

4. Fix your headline

Your headline is the first thing a person sees when they land on your page. It needs to answer the question of ,"what." What do you do? What product do you sell? What can you do for them?

The headline doesn't need to be overly long or complicated. It needs to answer a question and get to the core of your business model. If you sell raw materials, you can simply state ,"the best [blank]" available. Work on your headline, test it and see what performs best with your target audience.

5. Highlight news

Does something about your brand make you stand out from the competition? One way you can grab site visitors' attention is by sharing that news. If you've won an award, add a link to the press release and the emblem to your landing page. If you recently launched a new, innovative product, highlight it with a video or article. Share new developments with your site visitors to keep the page highly relevant to your company's unique qualities.

6. Show your UVP

Your Unique Value Proposition (UVP) is what your company brings to the table that no one else does. You might have the best customization, the fastest turnaround or the most personalized service. You may need to poll your customers to find out what your UVP is from their perspective. Why do they choose to do business with you rather than a competitor?

Once you know your UVP, consider it your subheading — the second question you should answer

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» on your landing page. While your headline explains what you do, your subheading explains why you do it better and why the user should choose your brand.

7. Offer tools

Attracting new users to your websites takes time and effort. Once they are there, you'll want to grab their attention and then engage them. Figuring out ways to get them interacting with your site is a good first step. Think about what tools might be most useful to your audience. You might offer free webinars, a download of an e-book or a calculator relevant to your industry.

8. List locations

Do you serve specific regions or countries? Be sure to list locations. There's no need to waste the time of someone in an area you don't serve — and you don't want them eating up your bandwidth. Offering an „Areas Served" or „Locations List" section benefits you and the user at the same time.

9. Improve your CTAs

Your CTAs are the features that drive the person on your site to taking some type of action. Make sure they carefully align with your goals for your landing page. Then, work on placement, color, and language.

If you haven't already developed a buyer persona that represents your typical customer, now is the time to do so. Gear your CTAs to the persona you've

created. Then, test and retest to see which CTAs perform best. Use A/B testing to discover the best button placement, color, language, and even size.

10. Align images with text

Never choose a generic or stock photo for your website. Instead, make photos relevant to the topic at hand. Ideally, the images will showcase what you do for your customers or the finished product you create. You can also use a video in the background to showcase some of your operations and even highlight your workers and their dedication.

Images say a lot more than text alone, so choose them carefully and make sure they tie back into the message you wish to send and your overall goal for your page.

Special considerations

An industrial website typically seeks business to business (B2B) traffic, although some may serve as a business to many (B2M). Today's busy executives don't have a lot of extra time, so keep your landing pages simple and to the point. If you know where you're headed, you can guide your buyers through a clear journey with an end goal in mind. Change the small elements of your page and continue improving it until it gains the attention it deserves and meets your goals for your online presence. Ⓜ

#B2B #B2M #INDUSTRIAL

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9 → heart of many, many problems in society. Impassioned gut reactions can derail rational discussion, as opponents are labeled evil.

Many findings highlight the unconscious processing built into moral judgment. Often, we base opinions on things we'd never factor into a deliberate decision.

Of course, morality is based on more than fleeting incidental cues. We also have deeper values like fairness and loyalty, each an abstraction formed from a lifetime of experience.

8. You can read people by reading what they write online.

Humans have strong intuitions about other people. That's because character judgment has such dire consequences, and because we have so much experience with it, over our lifetimes and over evolution. What happens when people-reading goes online? And when it's limited to the reading of what others write? Increasingly, we must assess each other via snippets of text, rather than, say, darting eyes or kind smiles,

but that doesn't hold back our snap judgments. Generally, when asked to rate a writer's personality traits based on emails, personal essays, streams of consciousness, mock diary entries, mock blog posts, Twitter feeds, and dating ads, readers agree with each other more than chance would allow, indicating that there are cues in written reports that reliably trigger our intuitions.

Which cues do we use?

In dating profiles, studies show, swear words suggest high neuroticism and low conscientiousness and agreeableness. Angry words suggest the same in tweets. In personal essays, exaggeration suggests extraversion and openness to experience. Past tense suggests depression in blog posts, and cognitive words like know suggest it in diaries.

Our judgments about traits from writing samples are also frequently more accurate than chance would allow. And some people are better than others at reading between the lines. Ⓜ

#NEUROASPECT

Emoji's in customer service?!

Depending on the context, the use of emoji's can lead customers to perceive the service-employee as warmer but less competent compared to one who does not use emoticons.

Emoji's seem to be everywhere these days: In text messages from friends, in social media campaigns from major brands and even in e-mails from customer service representatives.

And that makes sense, right? They present an opportunity for companies to connect with their customers in a relatable and creative approach. Besides, according to a global survey conducted by Genesis; 40% of customers claim that the biggest improvement in customer service can be achieved through investing in a ,"better human service". So why not use emoticons in customer service interactions in order to make them more human?

Mixed emotions about emoji's

To start you off with the first set of conflicting insights; A recent study at Penn University, showed that the use of emoji's could increase customer satisfaction by 78% compared to using plain text. But a survey by YouGov found that 59% of people aged between 18 and 34 say that they perceive companies as ,"trying too hard" when using emoji's in marketing campaigns.

Some context and facts

- The first use of an emoji came from American computer scientist Scott E. Fahlman in 1982. He suggested that :-) could indicate humorous posts on a message board and :-(could indicate serious posts.

- 92% of all internet users use emoji's and 30% use them several times a day.

- On Facebook Messenger alone, over 900 million emoji's are sent every day without text.

- 2,823 emoji's were on the Unicode Standard list in 2018, with new ones being introduced every year.

- The emoji with the official title ,"face with tears of joy" is the most commonly used emoji on Twitter.

Competence versus warmth

Emoji users are often evaluated on two different dimensions: competence and warmth. Through laboratory and field experiments, customers rate service employees who make use of emotions as more warm and pleasant but simultaneously perceive them as less competent than those who use plain text only.

Next, the direction of the emoticon effect depends on the type of relationship norm that is salient in the customers' minds. If the customer has a primary communal relationship norm, so focusing on the relationship, the usage of emojis can have positive effects on customer satisfaction, as those customers value warmth.

If the customer has a primary exchange relationship norm, focusing more on a transaction rather than the relationship, competence is more important and sending emoticons can decrease customer satisfaction.

This effect is valid in two practically important service situations that can make a certain type of relationship norm more salient: negative unsatisfactory services and positive additional services provided by the service employee. In the negative circumstances, emoji's made the situation even worse and decreased customer satisfaction, because it triggered primarily exchange norms and made customers focus on competence instead of warmth. In the positive circumstances, emoji's had a positive effect on customer satisfaction, because communal norms were more salient and lead customers to focus more on warmth than competence.

All findings were robust across different media platforms like email, Facebook and instant messenger.

To maximize the benefit of emoji's in customer service use them mainly once a personal business relationship has been established, so that customers interpret the emoticons in terms of higher warmth rather than lower competence.

- Avoid the use of emoji's after a negative service experience

- Use emoji's to accompany additional services to enhance customers' service experiences

- Conduct A/B testing in order to gain more insight into your customers depending on their context and situation. Ⓜ

#EMOJI #NATIVE #LANGUAGE

Be conservative!

We are talking about brand assets. In this world, in which we are bombarded with brands and messages, it is challenging for a brand to be noticed and to stand apart, all while conveying why they are the right choice for the consumer. Marketers should keep in mind that brand assets are the foundation of a brand, and should be treasured.

The language of instant recognition and meaning is vital for brands to understand, embrace and mobilize to their advantage. It's about providing consumers with mental shortcuts to ensure a brand is top of mind at the time when purchase decisions are made. Mental shortcuts are the linking pin between ,"mental availability" (coming to mind easily) and ,"physical availability" (being visible on different touchpoints and point of sale). In fact, they are one of the fundamentals of a brand, and should be treasured by marketers.

It seems so logical, but there are plenty examples in which we see that marketers forget to exploit a powerful brand asset – as well as examples in which marketers think they've created a new strong brand asset that is actually not recognized by consumers at all. That's why we say that when it comes to brand assets, marketers are better on being conservative, because brand assets need to become imprinted in consumers' brains for a long time to be effective.

The 3Cs of brand assets

Brand assets may include, but are not limited to: logos (think Apple), colors (think Andrélon purple), fonts (Disney), packaging (Coca-Cola bottle), the shape of a product (Sonos speakers), mascots (Robijn teddy bear), shop designs (McDonalds restaurants), slogans (Kruidvat, steeds verrassend altijd voordelig), music (Hornbachs ,"Kama-jaja-jippie-jippie-jeey"), and celebrities (George Clooney for Nespresso).

There are 3 principles around the good use of brand assets:

1. CLARITY: Think simple shapes – i.e., those that are easy to draw yourself – short taglines, and a clear connection with the brand. The connection of top fashion models to the brand L'Oréal is very clear. In contrast, the connection between the old Philips tagline ,"Sense and simplicity" and the Philips brand was way too abstract.

2. CONSISTENCY: Being consistent over time seems easy to accomplish, but too often a marketer on a brand gets rid of a strong brand asset because he wants to "renew" the brand and make a personal mark. Now, freshening up a brand logo is fine – we call it ,"keeping up with the times, conservatively." Ultimately, consistency is also about using your brand assets smartly across different touchpoints. It is better to have multiple strong brand assets, so that you can use the most effective ones suitable given the type of touchpoint. Longer slogans are not effective on billboards, for instance (a large logo would be better), but may be used effectively in radio commercials.

3. COMMUNICATION: This is about reinforcing relevant brand purpose, principles, and messaging. Think of your brand assets as mini opportunities to invoke reminders of key messages. In the wintertime, Chocomel has single letters on its packs, and in the Sinterklaas period the packs are used to make nice words and phrases on billboards, posters, and POS material. That's a powerful way to make use of a single brand asset.

Marketers: be conservative!

In summary, marketers should keep in mind that brand assets are the foundation of a brand, and should be treasured. Here are five recommendations to that end:

1. INVESTIGATE WHICH ASSETS ARE STRONG. Do consumers recognize AND assign your brand asset correctly to your brand?

2. CHANGE IS FINE: keep up with the times, because the market context may change as well. But be as conservative as possible.

3. USE YOUR BRAND ASSETS WISELY on different touchpoints. Make sure you have a set of assets that are suitable for different touchpoints.

4. FOCUS ON THE 3 CS of Clarity, Consistency, and Communication.

5. ANCHOR YOUR ASSETS within the organization. Protocolize it in your creative briefs and design briefs to stick to your most powerful brand assets. Ⓜ

#BRANDASSETS #BRANDVOICE #BRANDING

How to use culture to improve customer lifetime value

Only 34% of marketers report being comfortable with the idea of customer lifetime value, and even those who get it struggle to market across generations.

Know your audience is Marketing 101, so why do so many marketing leaders miss the mark when appealing to their bases? Even when a brand is successful, it often struggles to maintain that appeal in the long run. Your brand's customer lifetime value strategy is crucial, no matter what industry you're in.

Unfortunately, only 34% of marketers report being comfortable with the idea of customer lifetime value, and even those who get it struggle to market across generations. They get lost in the myriad details of the marketing process without realizing it's an audience's culture — not one of the countless formulaic solutions that work only on paper — that maintains its loyalty.

To be fair, the lifetime value of a customer is still a formula. Marketers still have to understand the numbers and analysis behind an effective strategy. They hit a roadblock, though, when they focus solely on the formula without asking themselves why it works.

An overlooked asset

When discussing customers, we're talking about human beings — not just consumption habits. A person will choose a brand to reflect their identity. By choosing a particular brand, that person reaffirms both their own and their tribe's perceptions about her desired identity.

That leads to a much longer relationship between the person, their extended network of relationships

> » When discussing customers, we're talking about human beings «

and the brand. What is it about the brand that keeps people interested and will they stay interested in the next decade? In other words, how do people's values, beliefs and behaviors influence their connections to the product?

These questions, of course, become difficult because you're not trying to reach just one person. As consumers, we constantly share our opinions about brands with others. We persuade our friends to try products we like, we spread our love for favorite brands on social media and we certainly voice our disapproval of brands that fail to meet our expectations.

An effective customer lifetime value strategy, then, takes these entire social networks into account.

For instance, Patagonia connects its brand with several environmental issues to appeal to its outdoorsy and passionate fanbase. The company even created an ad urging customers not to buy its luxury jackets and to swap clothing pieces they no longer needed.

On the surface, Patagonia was condemning a consumerist culture, and in doing so, it tapped into its audience's environmentalist culture and convinced consumers that the company was doing the right thing. Suddenly, spending $150 on a fleece doesn't seem so steep when it connects to a cause the customer believes in. And when customers support a cause, their interest is piqued for a lifetime.

Finding your approach

Each company has unique success stories because each target audience has its own set of passions and lifestyles. Learning from other brands is one thing, but understanding the value that your brand brings to your audience is what can separate you from the pack. Try out the following strategies to help you not only reach more consumers but to reel those consumers in for good:

1. Brainstorm on your audience's evolution

It's one thing to understand your customers' culture; recognizing how that culture evolves over time is a bit more complicated. Adidas, for example, has connected with its customers on a deeper level by collaborating with Parley for the Oceans to develop shoe and clothing lines made from recycled oceanic waste.

The athletic apparel company gambled that its customers would prioritize sustainability over traditional production materials and won. In 2017 alone, Adidas sold one million pairs of shoes from the recycled materials and the company anticipates more than $1 billion dollars in revenue from this collaboration in the near future. Adidas' decision to prioritize sustainability in order to follow its audience's projected evolution made a big impact on its customer base.

Adapting to your base's changing characteristics is essential to maintaining their loyalty indefinitely. That makes determining significant milestones in your demographic a perfect first step to solidifying a concrete strategy to enhance customer lifetime value.

Start a list with your marketing team to brainstorm how your customers have changed since your brand first caught their attention. Maybe your ideal patron is turning 50 and their kids are leaving for college. Your base in the '80s might have been punk rockers, but when those customers have traded their leather jackets for leather briefcases, your message has to evolve as the audience's identity evolves.

The best way to adapt to your audience's evolving perceptions is by asking yourself and your team a series of questions. Questions such as "What are their hobbies, and why do they choose them?" and "How do they access our product?" will get you thinking about where your consumers are right now. This way, instead of waiting around for them to tell you they've changed, you're taking the initiative and you'll prove your devotion to them by making the first move.

2. Personalize your marketing messages

A word of caution: just because your primary customers are adopting new attitudes and behaviors doesn't mean they are all the same. Even customers in the same age bracket will have varying characteristics, resulting in a diverse target market. Crafting a one-size-fits-all message, then, is a death sentence, as it won't help you connect to the individual customer.

The trick is to understand what unites your consumers without placing them all under the same umbrella. For instance, personalizing your messages sounds clichéd, but it emphasizes the longevity of your customer lifetime value strategy. Using specific language for each segment of your audience can go a long way, considering that 80% of customers respond more effectively to personalized content. Recognizing common personality threads among your consumers is still important, but embracing one-on-one marketing is what convinces those consumers that you're not going anywhere.

3. Be a self-proclaimed anthropologist

None of these strategies matters if you misinterpret your customers' unique values, a mistake that happens when marketers spend all day plugging numbers into a computer. Sure, there are handy tools to analyze your target audience, but seeing as a mere 3% of marketers claim their data is fully optimized, a purely scientific approach won't cut it. Ultimately, the key to developing a valuable customer lifetime value strategy is to engage with your consumers.

Like a dedicated anthropologist, go out and interact with potential brand loyalists. Dos Equis created this connection with its customers by realizing consumers should be defined by more than their immediate interest in the product. The Most Interesting Man in the World campaign acknowledged that consumers want a beer that makes them feel classy and unique. It wasn't just marketing to college students who occasionally buy six-packs; it targeted an entire culture that longs to live an exciting life.

To dig into your customers' real wants and needs, have a conversation with them and leave your biases and assumptions at the door. Afterward, start brainstorming from the beginning with your team. You'll be amazed at how much more creative your ideas are when you get to know the people you're selling to. Ⓜ

#CUSTOMERCULTURE #BUYERPERSONA #CUSTOMERPERSONA

»Understand what unites your consumers without placing them all under the same umbrella«

What is zero party data?

As consumers become increasingly skeptical about how their data is being used – and privacy laws make the situation more critical for marketers – we're now seeing a move away from the most commonly-used data types.

T here have been over 59,000 data breaches reported to data protection authorities in Europe since GDPR was introduced in 2018. The highest number of breaches have come from the Netherlands, Germany, and the UK, with approximately 15,400, 12,600, and 10,600 breaches being reported respectively.

Among these have been a number of high-profile cases including Google, Marriott International, and British Airways. The latter received an unprecedented fine of £183 million after a data breach that enabled attackers to retrieve the personal information of approximately 500,000 of the airline's customers.

So, as the ICO cracks down on companies that flout the rules, marketers are becoming increasingly wary of using both first and third party data. The latter can be particularly unreliable, as it typically stems from unrelated sources, and can become quickly outdated. As a result, zero party data is coming to the forefront.

> »The term 'zero party data' describes any data that a customer proactively and deliberately shares«

How is zero party data different?

The term 'zero party data' describes any data that a customer proactively and deliberately shares. It differs from first-party data as it provides organizations with explicit consumer preferences, rather than implied preferences (that are generated from a brand's interactions with a consumer).

Essentially, zero party data aligns with the customer's desire for personalization, as it enables them to proactively state what they want from a brand in exchange for their personal information. It gives companies greater insight into their needs, interests, and intent – unlike first-party data which can only offer insight generated from purchase history or basic facts like date of birth.

Zero party data also shines a light on explicit consent, giving companies the assurance required to process potentially sensitive data (such as political opinions).

One of the main benefits of zero party data is intrinsic customer engagement. Brands using zero party data can be assured that customers actively want to hear from them – and will be engaged when they are targeted.

Alongside this, there is greater clarity and accuracy in zero party data, as brands do not have to infer preferences. Rather, the data comes directly from consumers themselves, allowing brands to build direct and personal relationships with them.

Of course, even if it is freely given, there's no guarantee that zero party data is 100% accurate.

ASKING FOR TOO MUCH INFORMATION AT ONE TIME CAN BE OVERWHELMING AND MAY LEAD YOUR CUSTOMERS TO PROVIDE FALSE INFORMATION JUST TO GET THROUGH THE PROCESS.

This is why a good UX is vital. In order to provide a tangible value exchange, brands should aim to provide an enjoyable or entertaining interactive experience that enables them to collect personal information at the same time. Examples of this type of content could be social stories, polls, or quizzes. Preference centres can also be a good way to collect zero party data, as they give consumers greater control over brand communication (including its content and context).

In the wake of brand data breaches, and other high-profile scandals, consumers are showing increasing concern regarding their privacy, and how brands are going to use their data.

Zero party data can therefore give brands the opportunity to promote a transparent and honest culture; highlighting the value exchange, and informing consumers what type of information they want and why. Ⓜ

#DATAPRIVACY #DATACONSENT #ZEROPARTY #LOYALTY

What are the biggest challenges for brand manufacturers?

Brand manufacturers face distinct challenges for winning on the digital shelf, including maintaining brand loyalty, creating the best product experiences, and balancing strategic investments in brick-and-mortar and online retail.

Consumers now have more choices than ever. Your brand might compete with hundreds of others in its category – and in some ways, your brand might compete with itself. Consumers aren't obligated to buy directly from your website. They can endlessly window shop online – jumping between your site, Amazon, and a wide assortment of other retailers until they find the right product at the right price.

Weighing the value of in-store and online investments. Brand manufacturers who maintain both a brick-and-mortar and online presence must decide how to allocate resources best. While online retail still only accounts for a small market share of the retail business — the numbers have steadily increased year over year.

Recent research indicates brand manufacturers realize the importance of investing in digital channels. In a 2019 Content Marketing Institute survey, 78% of brands said they were focused on producing better marketing and digital content, including increasing dynamic content.

Online retail is slowly but steadily amassing more market share, so brand manufacturers who want to maintain a competitive advantage must focus on conquering the digital shelf. This focus doesn't come at the expense of brick-and-mortar. In-store and online experience must complement each other — whether this means allowing shoppers to purchase online and pick up in-store (or vice versa) or developing engaging online product experiences.

Maintaining brand loyalty. Only 8% of consumers are loyal to brands with whom they've had long-standing relationships — ironically, just 36% say they love

> » Only 8% of consumers are loyal to brands with whom they've had long-standing relationships «

trying new brands and products. The reason for this discrepancy isn't apparent. It could be attributed to the fact that purchasing decisions often come down to price instead of brand loyalty.

58% of consumers say a reduced price is the most compelling reason to buy from online retailers. Complicating this, brand manufacturers also face increasing competition from private label manufacturers.

In a fragmented digital landscape where competition is fierce, and algorithms heavily influence buying decisions, brands have to utilize all of the resources at their disposal to stand out online.

Content is one asset you can use to your advantage to boost sales and brand loyalty.

33% of consumers say relevant brand messaging influences their decision to purchase from a new retailer, while 36% say providing accurate and robust product information would boost their trust in a new retailer.

Content can help you win on the digital shelf. The key to this is ensuring product content is accurate, engaging, and personalized to shoppers across platforms and channels.

Creating effective online product experiences. Managing the online product experience for your brand is more difficult today because there are so many more touchpoints. In a few clicks, shoppers can go to Amazon or a big-box retailer's website to purchase your products – or they can bypass these middlemen entirely and come directly to your website.

The problem: What shoppers find at each of these destinations may be different, whether in terms of price, product details, or even imagery. If your brand has more stock-keeping units (SKUs) than it can count, maintaining content accuracy across channels and platforms is even more cumbersome.

Trust is vital when it comes to product content, so you must ensure every product-description is engaging, accurate, and appropriately represents your brand. Otherwise, you risk losing potential sales – and, more importantly, market share to competitors. Ⓜ

#BRANDVOICE #BRANDASSETS

Action-oriented goals delivers on tight deadlines

People on a tight deadline have stronger intentions to enact behaviors - whether it's redeeming a coupon or following through on receiving a flu shot - immediately after moving than after sitting.

If you want something done, ask a busy person – or so the saying goes, if you want to sell something quickly, it helps to try a busy consumer. People on a tight deadline have stronger intentions to enact behaviors – whether it's redeeming a coupon or following through on receiving a flu shot – immediately after moving than after sitting.

Movement – whether it's walking or running – is associated with action–oriented concepts and goals, whereas stasis – standing or sitting, for example – is associated with inaction–oriented concepts and goals.

Consider two people – one walking, the other sitting – who each face the decision of whether to go to a pharmacy for a flu shot.

Walking involves activating action representations that in turn promote other actions outside of the context of walking. Likewise, sitting involves activating inaction representations that may promote inaction outside of the context of sitting. These general goals of action and inaction are likely to be broad enough to guide decisions about the flu shot: The person who's in motion will get the flu shot, and the person who's inactive won't.

The reason for this is that when you're in a hurry and you're under a close deadline, both being in a hurry and having the deadline push in the same direction of completing the transaction as quickly as possible.

You're thinking, 'I can make this deadline,' and you can make it when you have thoughts about being active and energetic. Likewise, sitting involves rest and relaxation, which promotes more general inactivity and transfers to any behavior relevant in the moment.

The concepts and goals, whether they're action– or inaction–focused, can transfer to any task at hand.

If the task is a purchase, people are more willing to complete the purchase. "But the goals elicited by movement affect decisions that need to be made immediately. So, someone walking around a park is more likely to complete a deadline–driven purchase than someone sitting on a park bench contemplating life. But walking or sitting would not affect decisions about future purchases.

If there's a deadline to buy a product or service and there's someone who's more action–oriented versus someone who's more static, you want to give the action people a tight deadline, because they'll respond really quickly, whereas the more sedentary people will just say, 'Eh, whatever.'

These findings also might extend to the types of products you're trying to sell.

If you're trying to sell a product with a very short shelf life, like food or coffee, you can use movement to your advantage. You give people a really tight window to purchase the product, and the more action–oriented people – who also are perhaps users of mobile technology – are going to snap it up. If you're selling something like athletic wear, for example, a close deadline would work better. But if you have a product that has a longer shelf life, like a car or a computer, whether your audience moves or uses mobile technology for consumer decisions may not matter. Ⓜ

#NEUROASPECT #DEADLINE #SALESTHEORY

> » People on a tight deadline have stronger intentions to enact behaviors «