

PSYCHOLOGY IN MARKETING: TIPS INFOGRAPHICS

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PSYCHOLOGY IN MARKETING: TIPS INFOGRAPHICS

Using written communication in a strategic and ethical way in the online business world is so important for a business to grow. That's why I'd like to share with you my Psychology In Marketing Tips Infographics: "**Top 10 Best Practices**" and "**Top 10 Mistakes To Avoid**". Follow the tips sheets to apply these principles to your own marketing.

Turn The Page For Your Tips Infographics > > >

Want More Tips and Resources? I have so many more tips and resources I could share with you. By downloading this gift you are automatically signed up to my mailing list and subscribed to my **free monthly ezine, "Home Sweet Home Office"**, written from the perspective of my life as a home based business owner. You'll get practical and simple tips and tricks and no cost or low cost tools and resources - all to help you and your small business to be more effective, organized, efficient and profit-generating. To get more great info I invite you to **check out my blog** at <http://www.altadmin.ca/blog> where I post regularly.

★ SPECIAL OFFER ★

If you benefited from the information I presented in my interview, found these tips sheets helpful and would like to take it even further, I'm offering you a \$10 off coupon for my e-course *The Psychology Of Marketing - How To Ethically Persuade People To Buy From You*

**The Psychology Of Marketing - How To Ethically
Persuade People To Buy From You: Only ~~\$47.00~~ \$37.00!**

If you want to go much deeper into the idea of using psychology as a way to understand how your customers are thinking and how you can connect with your target market on a deeper, emotional level, and be better able to reach them and help them; please check out my self-study course.

Use Coupon Code: **SAVE10TIPS** to save \$10 until October 21, 2016 at midnight

To order your e-course now or find out more visit
<http://www.altadmin.ca/the-psychology-of-marketing>

There are six lessons to this self-study delivered by email, one lesson per week for six weeks, including homework. Learn a variety of different psychological principles that can be used to ethically influence customers to buy from you and build the type of lasting relationships that are the foundation of a successful business!



Psychology in Marketing Top 10 Best Practices

Customer Focus

- Always focus on the customer and their needs, not your own profit margin.

Help, Don't Manipulate

- Utilize psychological principles to actually help customers find useful products, not to manipulate them into buying for your gain.

Get Feedback

- Rely on feedback from your customers to determine whether your tactics are helping them meet their needs.

Provide Post-Purchase Care

- Continue to take care of your customers and market to them after their purchase to avoid buyer's remorse or cognitive dissonance.

Stay in Check

- You can keep your marketing ethical by always asking yourself how your actions are helping your customers.

Integrate Values

- Understand your company's values and vision well, and integrate them into your everyday business operations.

Use Reciprocity

- Win your customers over with reciprocity. Reciprocity is one of the most powerful psychological principles and it creates a win-win situation.

Balance Emotions and Logic

- Know when to appeal to your customers' emotions and when to appeal to their logical side.

Communicate Value

- The tactics you employ should be aimed at communicating the value your products or services offer to your customers.

Keep Ethics in Mind

- Always keep ethics in mind and never stop questioning whether your marketing is ethical or not.



Psychology in Marketing Top 10 Mistakes to Avoid

Not Relating Appropriately

- Seeing customers as just numbers. Your customers are individual human beings and you should relate to them that way.

Manipulating

- Using psychological principles and tactics to manipulate. Use these tactics to help customers make better buying decisions.

Dishonesty

- Being dishonest. You should always be upfront, honest, and transparent with your customers.

Neglect

- Neglecting customers post-purchase. After the purchase is made, this is a crucial time to communicate with and help your customers.

Ignoring Emotions

- Appealing solely to logic and reason. People buy for emotional reasons, so appeal to emotions and have the facts on-hand as well.

Negativity

- Saying negative things about competitors. Positivity is essential in the psychology of marketing, so present positive information about your brand and products, rather than negative info about competitors.

Not Focusing on the Customer

- Making it all about you. Rather than talking endlessly about your company or products, focus on the benefits that you offer to the customer.

Ignoring Feedback

- Ignoring customer feedback. The only way you know whether or not your marketing is working on a psychological level is by listening to your customers.

Assumptions...

- Assuming a buying decision has been made. Customers can easily change their minds at the time of purchase if the process isn't smooth, easy, and personal.

...More Assumptions

- Assuming you know your customers. You can only understand the psychology and needs of your customers through data straight from them.