

Cheat Sheet

You change behaviour digitally? This applied neuromarketing cheat sheet helps you understand and persuade your audience. Grow your business with behavioural psychology and neuroscience!

Phase 1: Understand your audience

○ Drive with emotion and strengthen with logic

People buy products based on emotion and then back up their decision with facts. So make sure to evoke positive feelings and provide the logic, so people can justify their decision.

○ Choose the right emotional associations

Your mental associations form your emotional state. So consciously trigger consumers' subconscious perception. Leverage principles like social proof, authority and liking.

○ Understand and leverage the Loss Aversion bias

Consumers are more motivated to avoid pain than to increase pleasure. Emphasise how your product prevents or solves a problem instead of adding benefits.

Phase 2: Tailor to the context

○ Tune in to your audience's preferred channel

The medium is the message. We have subconscious expectations of what we'll find on different channels. Tailor your message to the unspoken rules. There is no one-size-fits-all. Act accordingly.

○ Adapt to the buying phase of your audience

Context defines meaning. Timing is key in any form of persuasion so be aware of the buying phase your audience is in. Let your communication reflect that you understand their situation.

○ Stimulate the right behaviour with the power of incentives

Humans are driven by incentives, often subconsciously. Figure out what hidden incentives influence their buying decision and align with these forces. Proactively build in variable rewards. Think low cost, high value.

Phase 3: Empathise & adapt your mindset

○ Keep it short, simple and scannable to grab attention

Your consumers' brain is a complex pattern recognition machine, requiring lots of energy. The simpler your product or message, the more memorable and persuasive it is. So again, keep it short, simple and scannable.

○ Understand and acknowledge the Confirmation bias

Don't fall prey to cognitive bias yourself. For our brain, what we see is all there is. So double check your assumptions and conclusions, ideally with someone else.

○ Focus on details, they matter more than you think

Do not underestimate the value of details. Small changes can have big effects. Use positive examples. Repeat important phrases. Engage the reader with questions. Make the user experience consistent and coherent.

Phase 4: Optimise your message

○ Frame your copy to get the right message across

Perception is key. Like in photography, the angle determines the end result. Use framing to influence the perception of your product or message. Empathise with your audience to find the perfect frame.

○ Master the art of storytelling for a sensory experience

We think in stories. A good story is the way to make emotional impact and drive a decision. Bring visuals and emotions together and tell a story in which your customer is the hero and your product the tool.

○ Drive instinctive behaviour with Urgency & Scarcity

The less there is, the more valuable it seems. Benefit by showing the limited amount of products in stock or limit the time to drive action with urgency. It also strengthens the effect of other tactics.

Changing behaviour with psychology & neuroscience

The ultimate cheat sheet for any marketing, CRO or growth professional on changing digital behaviour with communication



"Marketing = Mass Psychology."

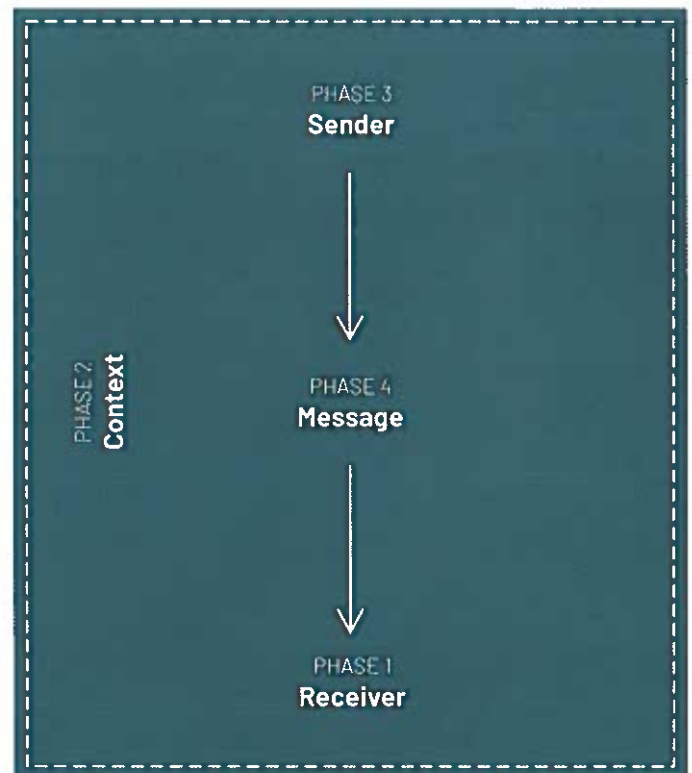
Seth Godin

The Cheat Sheet explained

All behavioural change is rooted in psychology. But having the right insights at the right time is hard. That's why we built this applied neuromarketing cheat sheet for you.

As we make 95% of our decisions subconsciously, behavioural psychology and neuroscience are growing in value. If you know how to apply it in practice.

Layered on top of the basic communication model, this cheat sheet reminds you of some of the key principles. Keep it on your desk and share it freely.



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