

EMOTIONS WIN CUSTOMERS

The Marketing Connection that Works



A WHITE PAPER

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Emotions Win Customers The Marketing Connection that Works

Executive Summary

Typically, there are three things that motivate all buyers: trust, confidence, and empathy. When you develop your message and brand to speak to one or all of these, you'll have a message that sticks.

If you're looking to build meaningful relationships with your audience and create brand super fans, it's time to turn your attention to the power of emotional marketing. Today, more and more consumers are basing their purchasing decisions on their feelings rather than logic.

This doesn't mean that logic doesn't play a part. Rather, it means that if you're able to make emotional connections with your consumers first, it'll be much easier to connect with them on a more logical playing field later.

In this white paper, you'll learn:

Emotional connection rules all

Connection is the key to attracting customers and winning them for life. The feelings of your consumers act like the gatekeepers to making a lasting connection. Once you've made it past the gatekeeper, you can start to work on building that budding relationship by creating a foundation of trust. But, if your marketing message fails to make your audience feel something (or anything), you'll be quickly forgotten.

How to develop your own emotional connection with your audience

To create a connection, you first need to understand what's motivating your buyers. What are they hoping to achieve? What feelings are they searching for with your product or service?

Typically, there are three things that motivate all buyers: trust, confidence, and empathy. When you develop your message and brand to speak to one or all of these, you'll have a message that sticks. Tools, such as targeting benefit triggers or choosing certain colors in your print marketing to elicit a specific feeling or response, will make this process easier for you and more effective for your buyer.

Ways to make those connections work for you

Understanding the motivation of your audience will help you target your marketing using the benefits that will resonate best with them. Then, you can begin to study your best customers and track what works to see what is making an emotional connection and what is falling short.

Emotions play a powerful role in the decision-making process. This white paper will help you find the emotional target you're aiming for to ultimately create a more effective and focused approach with your marketing.

Emotional Connection Rules All

Connection is Key

All of us understand the power of emotions. They drive us to pursue dreams, keep us from making destructive choices, and can easily point us one way or another when facing decisions.

Marketers can use emotions like powerful and vital arrows in their advertising to aim at their target audience when promoting a product or service. However, it's important to remember that both an arrow and a target are useless without making a connection with each other. That connection is the key.

Emotional connections can also make a tremendous impact on your business. In fact, numerous studies have found that if a brand's marketing generates an emotional response, that brand will sell more, receive greater customer loyalty, and can ultimately charge more than other brands that are selling an identical product.

Marketing for marketing's sake has never been an effective strategy. Successful marketing requires vision, purpose, and engagement. When you want your marketing to resonate with your audience (and who doesn't?), there's an easy way to accomplish that: use the power of emotional connections.



Back in 2014, an animated film titled, "Super Amma" was created to teach mothers in rural India the importance of changing their hand-washing behavior and, in turn, for those mothers to teach it to their own children. In an area with no running water and a tradition of only using soap for visible dirt, the task seemed daunting. The solution? Campaign creators put together an inspirational animated film starring "Super Amma," who loved and cared for her son and saw him grow up to be a doctor. It featured and highlighted the powerful emotional motivator of a nurturing mother and created an emotional connection between handwashing and a mom's desire to take care of her children.

Emotions Steer Decision Making

Most consumers buy the prestige, the lifestyle, the flair – not sports cars, nice houses, and designer clothes.

These decisions come from either rational means or emotional ones. Survey analysts from Market Enhancement Group (MEG) found that rational components are usually related to resources like money or time or a rationalization, while the emotional component, although dominant, is much harder to uncover. MEG discovered that the buyer's decision-making process will usually follow these four parts:

1. Do I want it? (an emotional reaction)
2. Can I afford it? (a rational resource decision)
3. Am I qualified to make a purchase decision? (a desire not to make a mistake or look foolish)
4. Can I justify it? (a need to rationalize)

All Buyers Are Affected, But Few Are Aware

What's more interesting is that most buyers don't consciously follow any sort of process. Instead, it's their emotional reactions that tend to be leading the charge.

This is precisely why your marketing, and the emotions it raises, are essential.

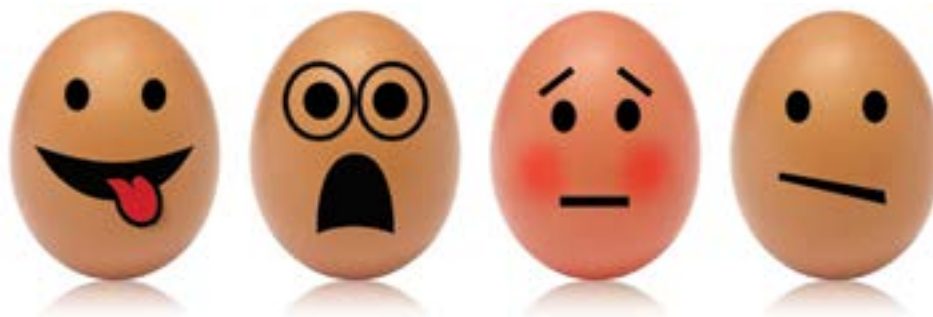
When your marketing causes your customers to buy-in to more than just the logical result of the product you're selling, and instead, goes deeper to grab hold of the heart of your audience, you go from simply conveying a message to evoking a response.

As American entrepreneur and former CEO of Jawbone Hosain Rahman says, "It has to go to the level of emotional connection, where you feel without it you're lost."

Now, read through that quote again and substitute "it" for your product or service. Does your marketing evoke that type of response for your customers? Will they feel lost without you?

"It has to go to the level of emotional connection, where you feel without it you're lost."

~ Hosain Rahman



How to Develop an Emotional Connection

Advertising Research Foundation reveals that print ads that generate an emotional response have a greater influence on a customer's decision to buy a product or service than the ad's content by a factor of 2-to-1.

If you recognize the need to make an emotional connection with your audience, but are unsure of how to do that, here are three things to get you started:

1. Find What Motivates

You can't change what you don't know. Do you know what emotions motivate your customers or what triggers them to make certain buying decisions? Most business owners are so busy trying to get their marketing out the door that they miss a key step in this process: Observation.

It's important that you learn to develop your own emotional eyes and ears by observing your buyers. What similarities are there? What causes them to have different buying reactions to your marketing? Slow down, put yourself in their shoes, and consider what decisions they're facing. When you learn to listen more and react less, you'll have brand and marketing campaigns that better connect with your audience.

According to MEG research, these three things are the most common motivators among audiences. Start here and build on these messages to fine-tune your approach.

1. Trust

"Acme Company is a company I can depend on. I trust that they'll do what I say."

2. Confidence

"I have confidence that Acme Company has the expertise to meet my needs as well as what's necessary to meet my needs."

3. Empathy

"Acme Company understands my present situation is there for me to help walk me through my purchasing decisions both before I make my purchase and afterwards."






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2. Add Impact with Color

Color is one of the most powerful tools in your toolbox to elicit an emotional response to your brand. Large corporations spend thousands of dollars to determine which colors will work best for their brand to increase their customer audience.

When considering the color scheme and the emotions you want to create in your print marketing, take a look at what emotions certain colors will spark and how other companies have used feelings to generate sales.

Color	Emotion	Company Examples
Red	<i>Excitement, youthful, bold</i>	  
Orange	<i>Friendly, cheerful, confidence</i>	  
Yellow	<i>Optimism, clarity, warmth</i>	  
Green	<i>Peaceful, growth, health</i>	  
Blue	<i>Trust, dependable, strength</i>	  
Purple	<i>Creative, imaginative, wise</i>	  

Source: <http://blog.bufferapp.com/wp-content/uploads/2013/04/color-guide.png>

3. Focus on Results

All of us buy products or services because of the benefits they will provide. The product or service is simply the means to get the desired result. With that in mind, it's important that you highlight the results of your product or service in your marketing. Results can come in many ways, but here are three examples:

- ✓ **Unique, logical benefits:**
Example: "15 minutes can save you 15 percent or more on car insurance." (Geico)
- ✓ **Lifestyle benefits:**
Example: "Because you're worth it." (L'Oréal)
- ✓ **Emotional benefits:**
Example: "Be a hero." (GoPro)

Is one benefit better than another? Not necessarily. It depends on your audience. Does the idea of being a hero motivate you to buy car insurance? Probably not. You just want the best deal on a necessary product. However, if you're racing through the mountains on your mountain bike and want to show the world, being a hero sounds pretty cool.

Consider what Dan Hill, author of *Emotionomics: Leveraging Emotions for Business Success*, has to say:

"Emotions process sensory input in only one-fifth the time our conscious, cognitive brain takes to assimilate that same input."

To put it another way, emotions have more impact on our actions than our cognitive brain. That's a powerful secret weapon for your brand and should encourage you to "focus on the feels" in your next marketing campaign.

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Need to sell an expensive product with a small target audience? Why not focus on the benefit of stature by making them feel special or unique because they are one of the few with your amazing product? Consider presentation folders or case studies that speak to the idea of being superior.

Or, maybe you're in the healthcare business and want to highlight the benefit of more confidence in their future? You can play up the feeling of security by using brochures or flyers with aftercare instructions that speak to that need by ensuring you'll be there even after they go home.

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Making Emotional Connections Work for You

To really excel in emotional marketing, you need to learn to maximize those emotional connections and make them work for you now and in future marketing or branding decisions.

Identify the emotions of your customers during the buying cycle

Start with what you know and begin by creating a list of the motivating emotions of your buyers. Do they value family, community, or freedom? What do they focus on? Aspire to? Once you know what's motivating them, research your understanding of those emotions and the triggers associated with them.

Sometimes, the easiest way to do this is to start with the negative emotion and work towards a positive result.

Let's say you observed Fred the last time he came into your investment firm. Fred was timid in his decision-making, unsure of himself, and seemed to make his purchase decisions out of fear. His mindset was, "If I don't make a decision, something bad will happen."

What message would speak to Fred's negative emotion of fear? A positive marketing message of security. If your direct mail marketing campaign focused exclusively on instilling confidence, winning over Fred would be an easy task.

Study your best customers

Determine which customers are your best advocates. These are the customers who don't care what your products or services cost; they're loyal to you and your brand no matter what.

From there, begin to outline their similarities by asking yourself some of these questions:

- ✓ Are they in the same demographic?
- ✓ Do they buy online or in person?
- ✓ Where do they see and interact with your brand?
- ✓ What emotional triggers worked best?

Once you're able to compare the motivating factors of your best customers with those of your overall target audience, you'll be able to pinpoint the key motivators you should focus on for your brand and in your marketing.

Keep track of what works

The data you collect in this process is your best friend, your compass, your guide. It's the cornerstone to let you know what to build upon. To know where you want to build means keeping track of what works for your customers.

Start recording the details you observed with your best customers, and then add to it such things as when you sent the campaign, the color theme of the piece, the tone of the text, and other distinguishing factors so that when things work (or when they don't), you can retrace your steps to find the right path.

Observation and correction are nothing new, but they will be continually effective at helping you make every marketing dollar worth it.

Which emotions are driving your customers' shopping and buying decisions?

1

Know-It-All:

"I'm shopping for information more than I am actually buying something."

2

Needs Validation:

"I'm shopping by opinions – yours, mine, his, hers... everybody's opinion."

3

Got to be First:

"I shop and buy cool."

4

Want Some Fun:

"Shopping is a hobby and I like to have fun."

5

Avoid Remorse:

"Shopping is a chore for me. I'm looking to buy on the easiest, trusted path."

6

Decision Anxiety:

"I get overwhelmed when I shop. I want to take my time."

7

I'm Special:

"I expect the product and shopping experience to be the top of the line."

8

Buy and Be Done:

"I get easily frustrated when I shop because I don't get why I need all these extra ways to shop."

Source: "Exclusive Report on Emotional Drivers of Purchase Decisions." Smith Co., 2014, smith.co/assets/docs/SMITH-POV-8-modes-of-shopping-report.pdf.

Conclusion

A successful marketing and branding strategy happens when you focus your message on living, breathing people and speak to their emotions to connect.

Marketing campaigns are nearly twice as effective when having an emotional rather than a rational focus which means the fabric of your brand should be hard-wired with emotions.

When you recognize the key motivators of your audience, identify similarities among those who respond to your marketing message or brand, and then speak to their desired emotional benefit, you'll have the type of marketing that connects and wins customers.

About Your Sponsor

Emotions are a driving force when it comes to making purchasing decisions. That means you need a print message that goes beyond just ink on paper to truly make an emotional connection with your buyers. You'll also need a partner that can walk you through the process and help you be the best in your industry. That's where we can help.

When you're ready to build a campaign around the emotional triggers of your audience, remember, we're just a phone call or email away ready to help walk you through it. Contact us today to find out how we can help you create a brand message that targets your ideal audience and makes a lasting connection.

Contact Us

Positive Printers, Inc.
3555-A Centre Circle
Fort Mill, SC 29715

803-802-3345
positiveprinters.com

