



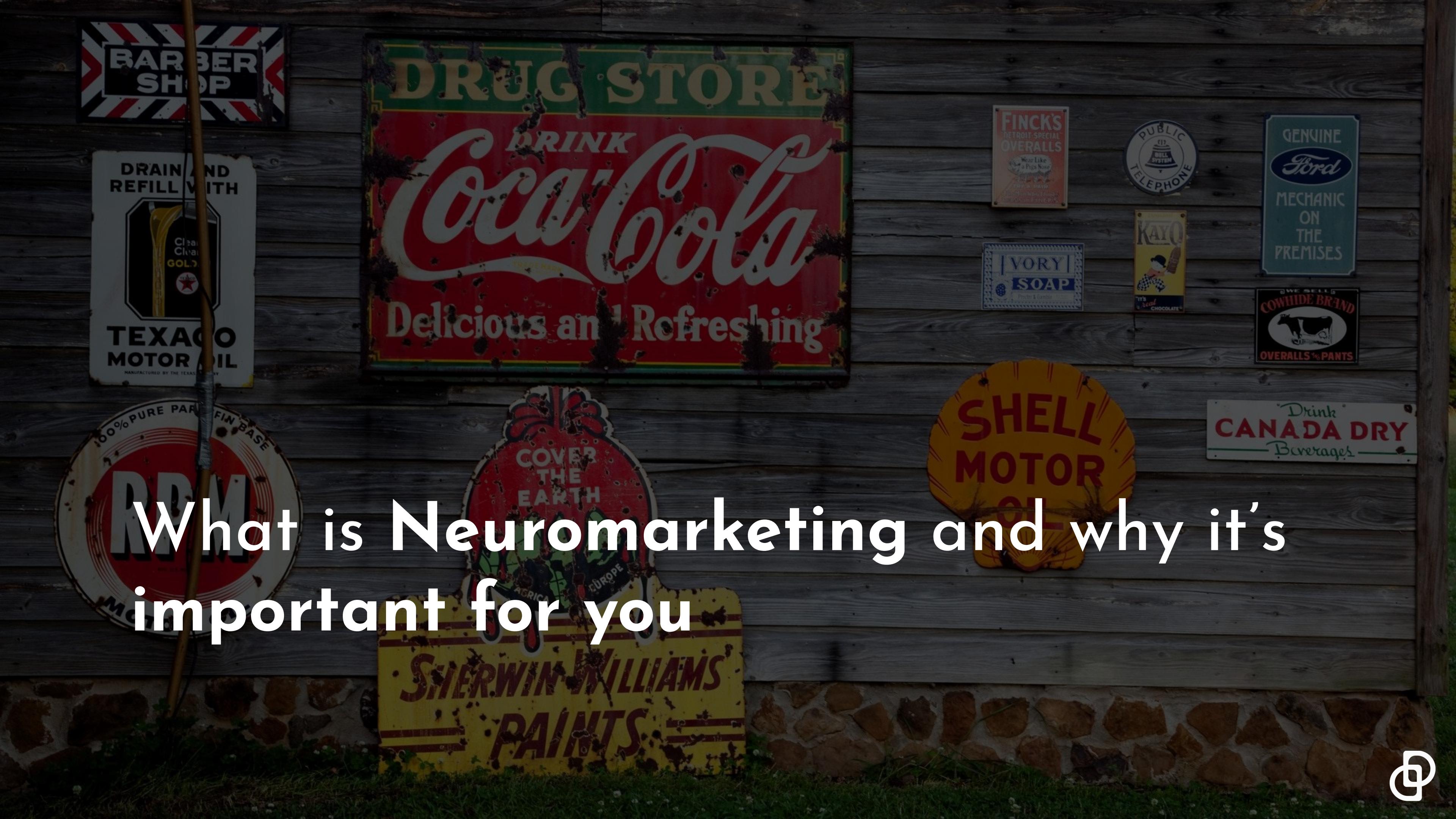
NEUROMARKETING

Applied Neuroscience to
Grow your Business

Neuromarketing: why it is a game changer



What is Neuromarketing and why it's important for you



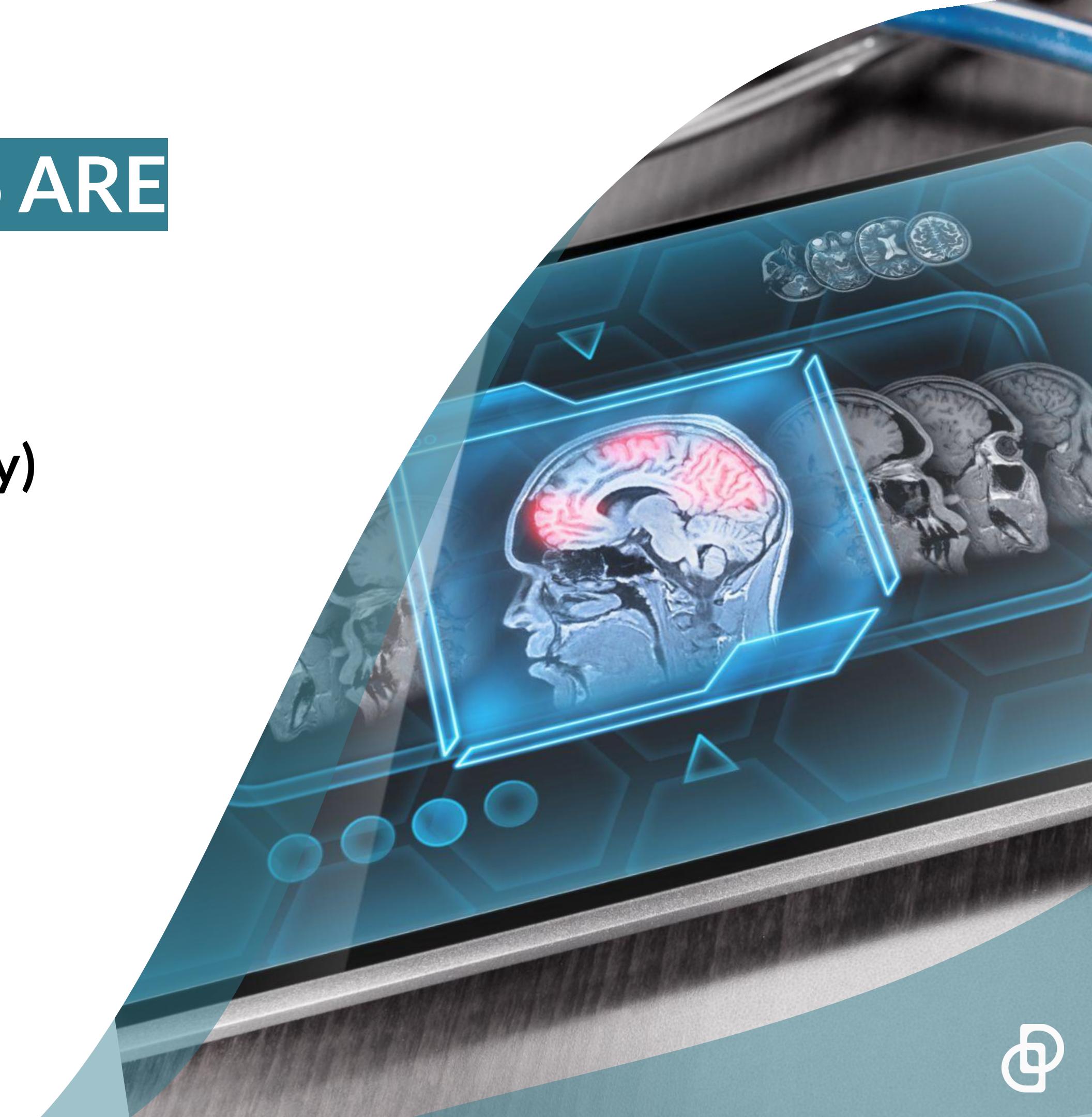
WHAT IT IS?

Neuromarketing is the application of neuroscience to marketing, with the purpose of measuring and understanding consumer behavior



HOW THESE STUDIES ARE PERFORMED?

- Brain scanning (neural activity)
- Physiological tracking:
 - eye movement
 - facial-expression coding
 - heart and respiration rates





NEUROMARKETING

NEUROMARKETING

- Started around 2002
- Controversy: angel or devil?
- Improve marketing strategies and create more effective campaigns.



A woman with long dark hair is sitting on a couch, looking directly at the camera with a neutral expression. She is holding a yellow credit card in her right hand, which has a gold band around the middle. She is wearing a light-colored, long-sleeved top. The background is slightly blurred, showing a bookshelf filled with books and some decorative objects.

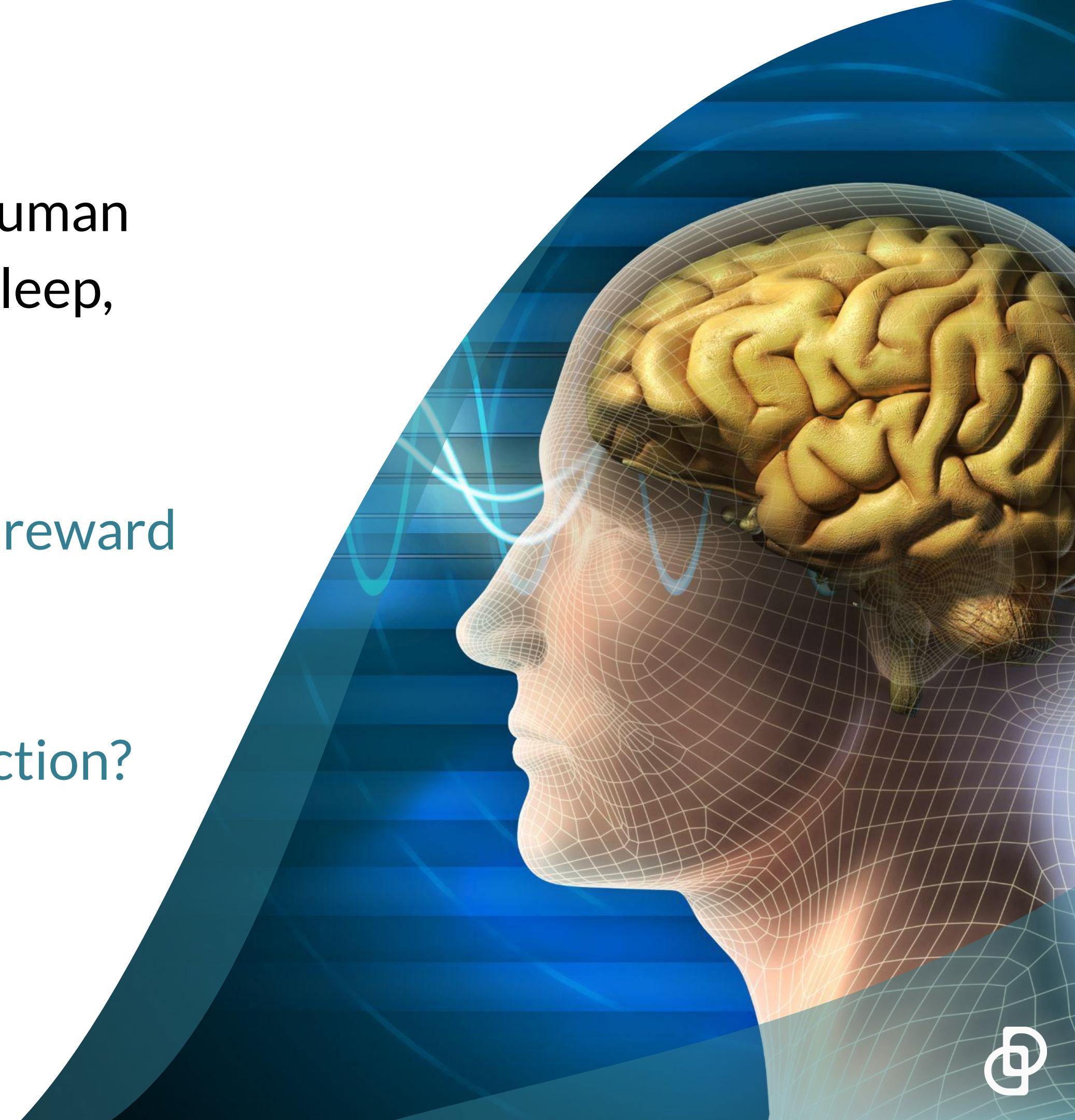
**What triggers an irresistible desire for
your product in your customer's mind**



There are two things that drive human actions: **necessities** – like food, sleep, avoidance of pain; and **rewards**.

But how do our brains decide if a reward is worth to take?

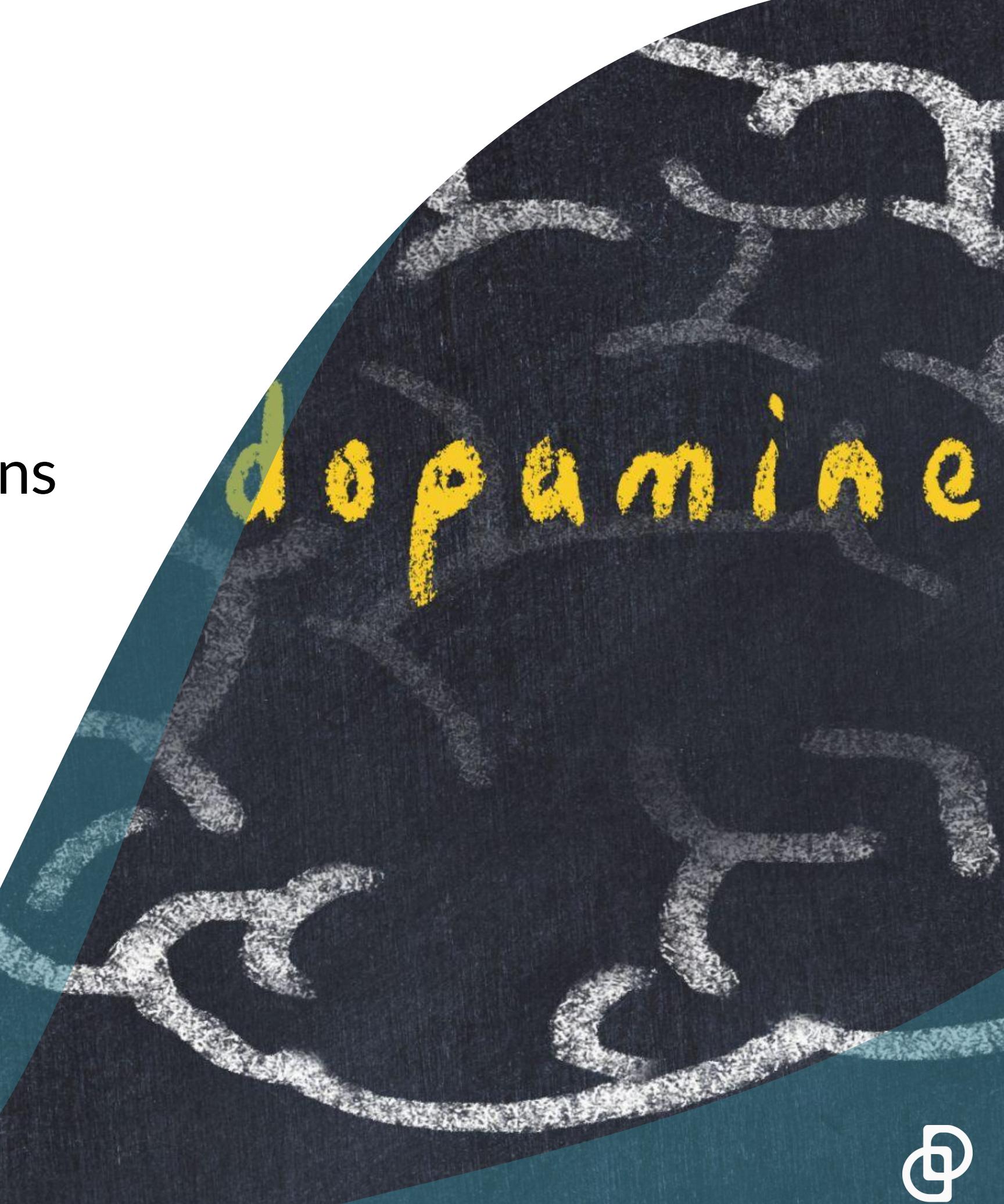
And how is that translated into action?



REWARD SYSTEM IN OUR BRAINS

There is a network of neurons in our brains that their job is to measure rewards and decide if it is worth repeating.

Dopamine is released in these neurons when your brain is expecting a reward.

A black and white microscopic image showing a dense network of neurons. Some neurons are highlighted in yellow, and the word "dopamine" is written in yellow across the image.

dopamine



Creating Positive Associations

When marketers trigger this reward system in the brain of a customer, they reinforce (or increase) an existing behavior, and ultimately creates positive associations with your brand or product.





CASE STUDY: What triggers an
irresistible desire for your product on
your customer's mind



Group of people to drink either Pepsi or Coca Cola while their brains were scanned in an fMRI machine

In this study, they observed that the areas of the brain associated with emotions and memories showed enhanced activity if the participants knew that they were drinking their preferred brand. This demonstrates that the knowledge of the brand changed how the brain of these people perceived the beverage.



Powerful Neuromarketing Strategies



Irresistible Headlines



HEADLINES: WHAT'S THE GOAL?

The goal of your headline is to **capture the attention** of your audience

We usually accomplish that by adding there their main **desire**, the **solution to their problem**, what they are looking for.



Hippocampal Headlines



HIPPOCAMPAL HEADLINES

Researchers at University College London have found
that when you **slightly alter a phrase from something
familiar and well known, the hippocampus is activated,
and our attention is piqued!**



HIPPOCAMPAL HEADLINES: EXAMPLE

For example, you can take the phrase “practice makes perfect” and change it to “practice makes Patron”.

So, you will be able to attract the attention of your audience almost instantly.



HIPPOCAMPAL HEADLINES: EXAMPLE

PRACTICE
MAKES
PATRÓN.

FROM HARVESTING THE FINEST WEBER BLUE AGAVE TO SIGNING
EVERY LABEL, IT TAKES MORE THAN SIXTY HANDS TO CRAFT EACH
BOTTLE OF PATRÓN TEQUILA. THIS EXCESSIVE ATTENTION TO DETAIL
MAY NOT SOUND EFFICIENT, BUT PERFECTION RARELY IS.

IT DOESN'T HAVE TO MAKE
SENSE TO BE PERFECT.



SIMPLY PERFECT.
patrontequila.com

The perfect taste to every moment is inherently delicious and is produced exclusively from Mexico by The Patrón Spirit Company, Inc. 40% alc/vol.

Our brain recognizes a sequence, it predicts what is coming next and compares that prediction to reality.



WRITE YOUR OWN HIPPOCAMPAL HEADLINES

- “Don’t cry over spilt ____”
- “Barking up the wrong ____”
- “Close but no ____”
- “Money doesn’t grow on ____”
- “Don’t look a gift ____ in the ____”
- “Fight fire with ____”
- “Don’t count your ____ before they ____”



Beyond Words



WHERE TO USE YOUR HEADLINES

1. Email Subject Lines
2. Content
3. Search Engine Metadata (SEO)
4. Titles & Taglines
5. Sales Pages
6. Subheads
7. Email Opt-in
8. Testimonials
9. Product Names





Target Emotional Responses



EMOTIONAL CONNECTION

Famous brands like Google, McDonald's, and Airbnb, are a big hit because of their emotional connection with their consumer.

Their brands create emotional content that makes an impact and lasts in the consumer's memory.



But what can you do, to also connect with your target audience?

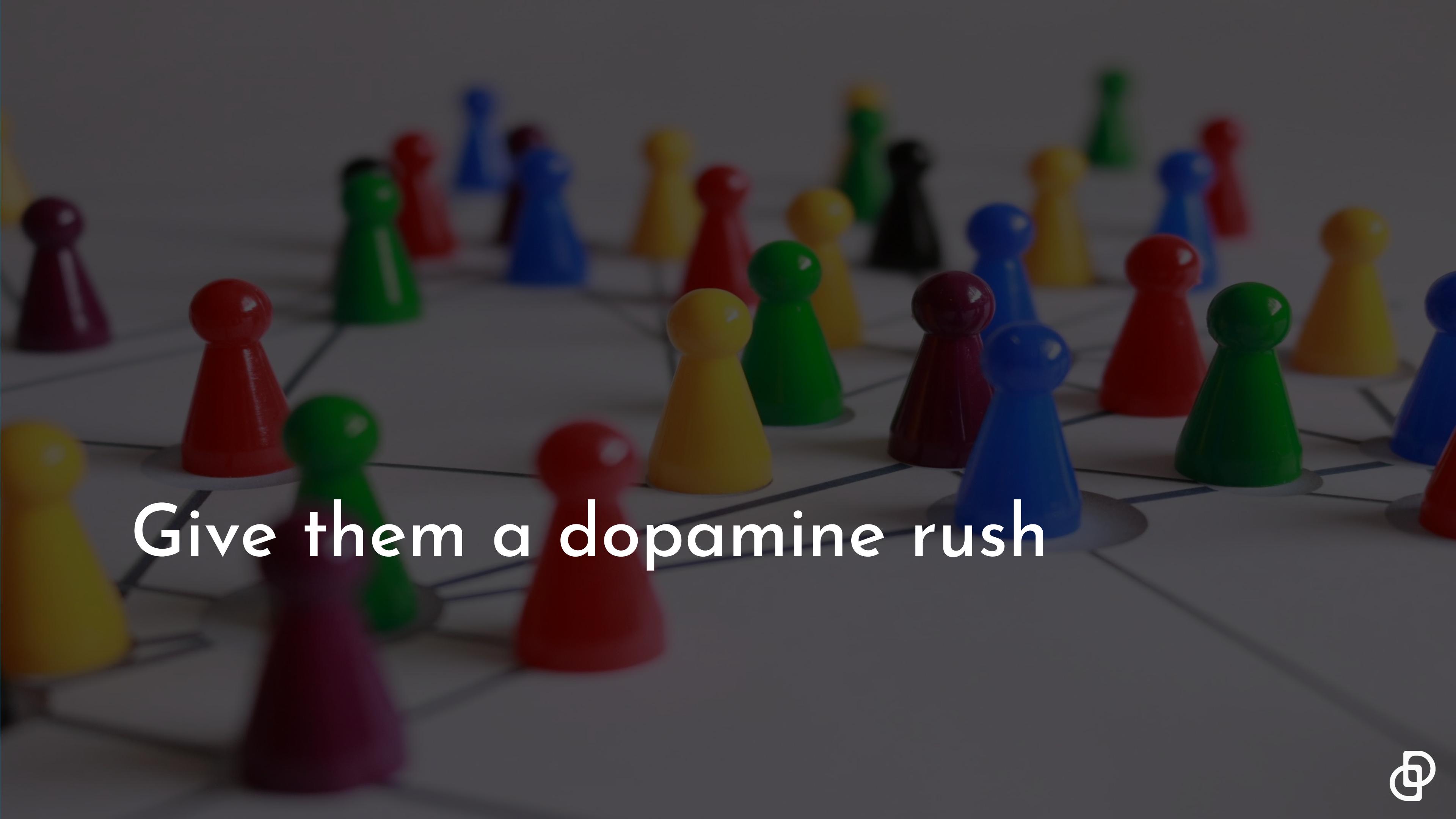
1. Direct emotional association: Humans have six kind of basic emotions: happiness, sadness, anger, fear, surprise and disgust. And you can think about what emotion suits more you and your products.
2. Make your customer feel involved. Make your advertisement personal. If you can make your customer feel that he is somehow part of your campaign, chances are that your campaign will be extremely successful.
3. And one more way to establish an emotional connection is to make your customers feel proud.



SIX KINDS OF BASIC EMOTIONS

1. Happiness
2. Sadness
3. Anger
4. Fear
5. Surprise
6. Disgust





Give them a dopamine rush



ADD DOPAMINE TO YOUR ADS AND PROMOTIONS

- Create a contest where people can **win a prize**. This can be a raffle, or the quest for the next best product name (maybe someone could even suggest a creative name for you).
- Make sure your customer is **first to know about an important development**, new product or news. People want to be updated all the time, and many people have a general fear of missing out (**FOMO**). That's why our social media platforms send us a notification (sometimes even a ping) if any activity happens.
- **Gamification:** Maybe big brands can invest in sophisticated game designs, but smaller scale marketers and even non-profits can still employ dopamine-generating strategies.
Some ideas:
 1. You can create an Ad that makes consumers solve a simple puzzle. Also, **badges or similar virtual awards** can activate have the same effect.
 2. If your marketing involves any kind of process involving several steps, try to reward customers as they make progress.
 3. You can create a point scoring system where customers can register to. If they collect a certain amount of points, they get a discount on a product. This 'fun' way of shopping motivates our brain and dopamine to get involved and get that discount.





Manipulate Attention
with Eye Gaze



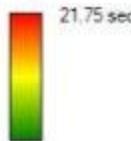
STUDY: You Look Where They Look

James Breeze conducted a study of how people view baby ads. He used **eye-tracking technology** to measure the **direction** and **duration** of the subjects' eye movements while looking at the ad.



STUDY: You Look Where They Look

Media: Diapers-01.jpg
Time: 00:00:00.000 - 00:00:06.033
Participant filter: All



Extra gentle for the
most sensitive skin.

Skin reacts to sensitive skin, add the chemicals and moisture
of water to your skin and you have diaper rash.

Baby Wipes' unique high-absorbency natural-blend cotton
material provides cotton-soft, extra thick, gel-free protection
for your baby's sensitive skin. The chlorine-free materials and
absorbent polymers is non-toxic and non-irritating. Clinically
tested and pediatrician recommended for babies with allergies
and sensitive skin.



If you are not satisfied with the baby leakage protection, you will get your money back. Read more about our leakfree guarantee at www.baby.com

**Viewers fixated on the
baby's face, and gave less
attention to the headline
and ad copy.**



Changing baby's position



STUDY: You Look Where They Look



Baby's face is still a major hot spot, but now the ad **headline** and **copy** get far more attention!



ANOTHER EXAMPLE



TAKEAWAY:

A face in your ad will attract attention,
but be sure the face is looking at what
you want the viewer to see!





CASE STUDY: Manipulate Attention with Eye Gaze



CASE STUDY LINKS

- NEUROLAB video: <https://oi.diegodavila.com/AfrJpWWI>
- BUSINESS INSIDER ARTICLE: <https://oi.diegodavila.com/ym3EwDkz>



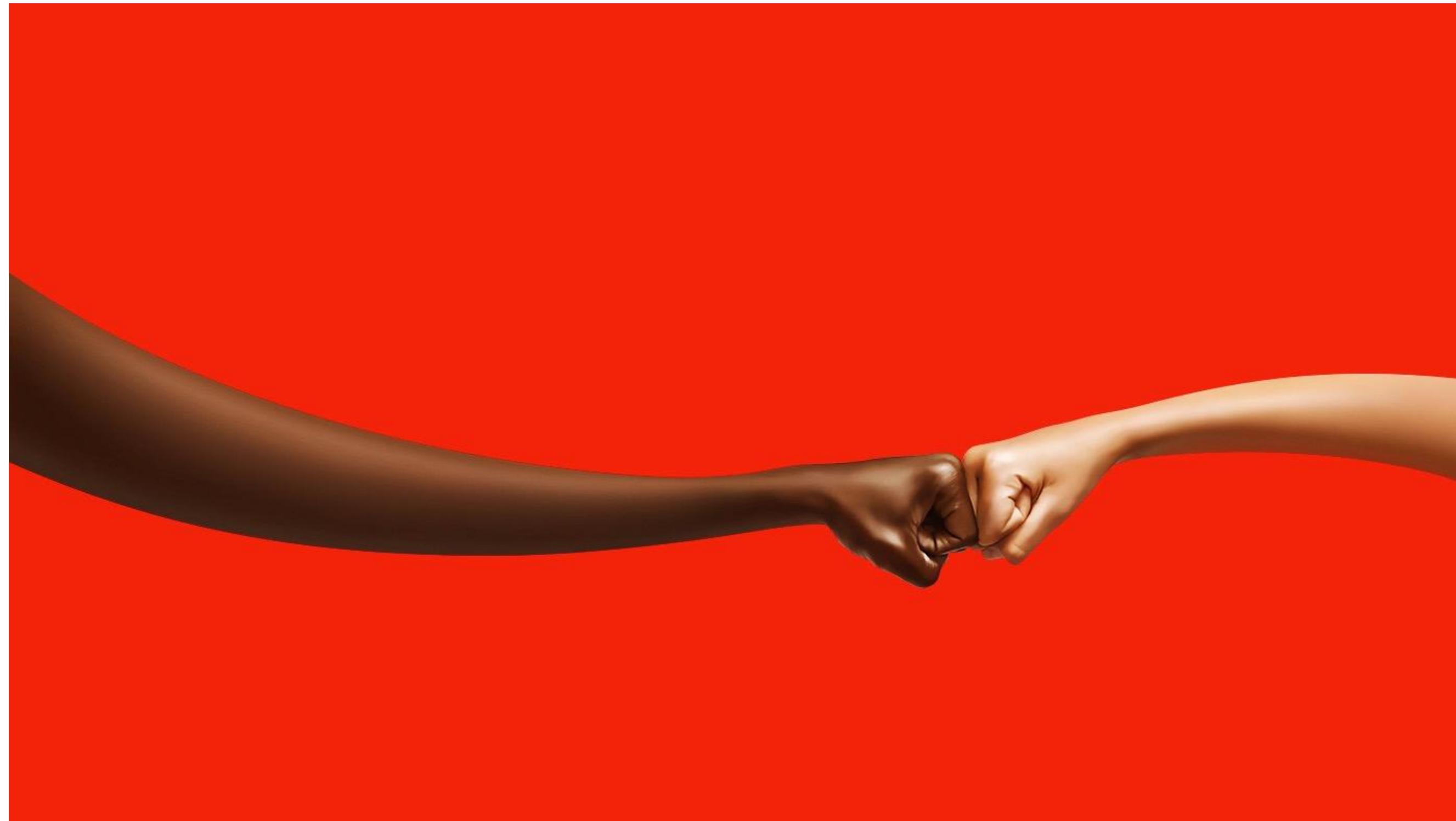


Use Color for Evoking Emotion

DO YOU RECOGNIZE THIS IMAGE?



DO YOU RECOGNIZE THIS IMAGE?

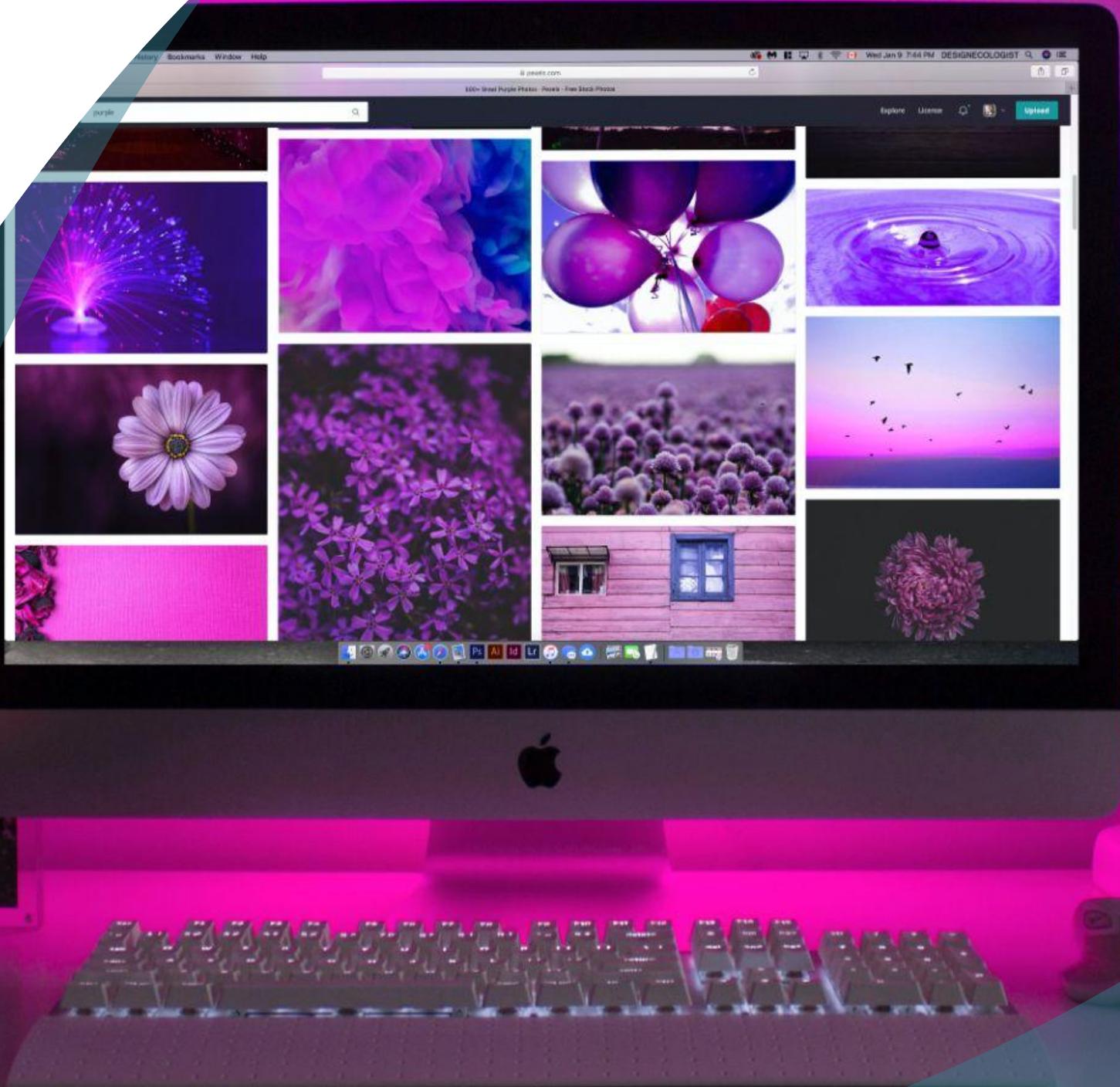


THE POWER OF COLORS



COLORS: WHAT'S THE GOAL?

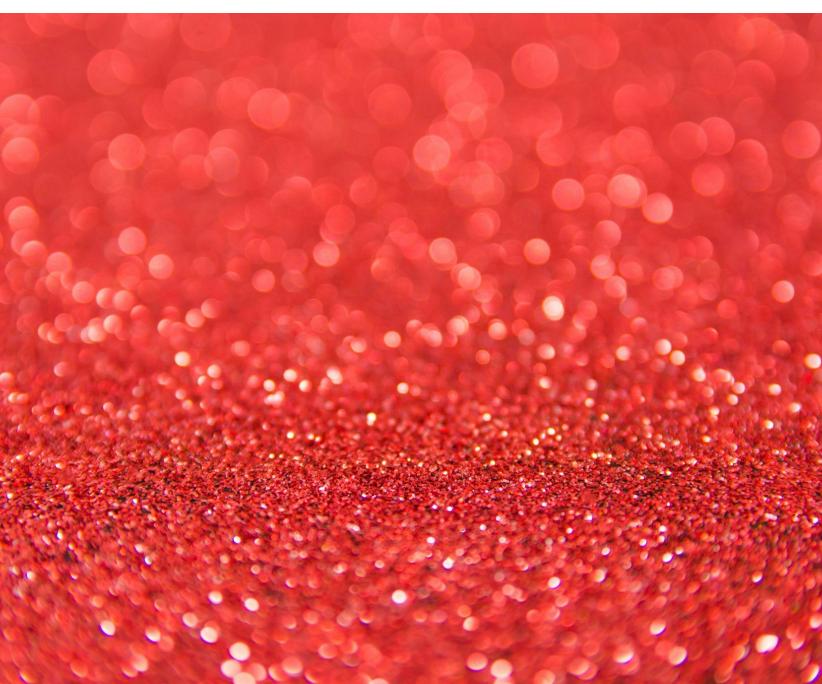
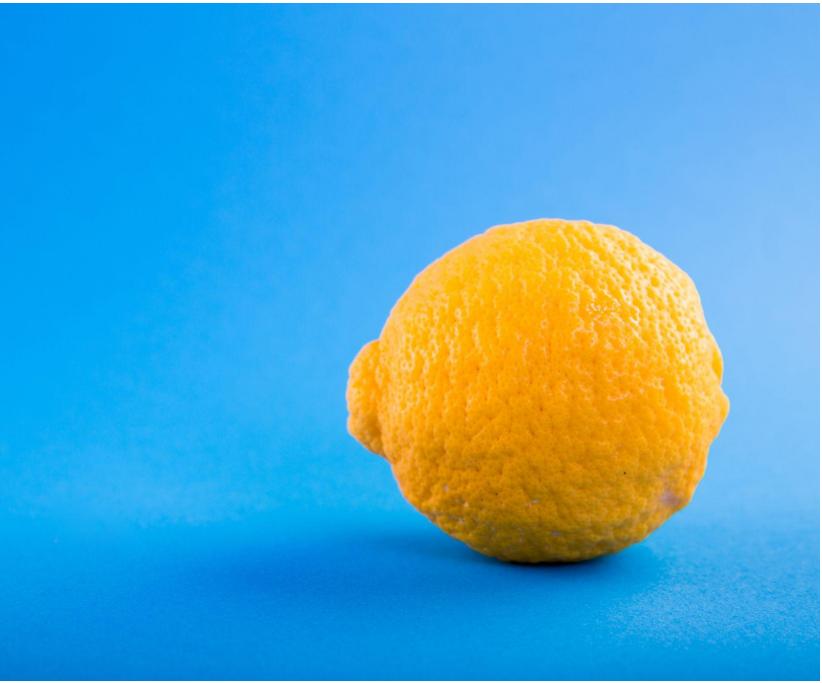
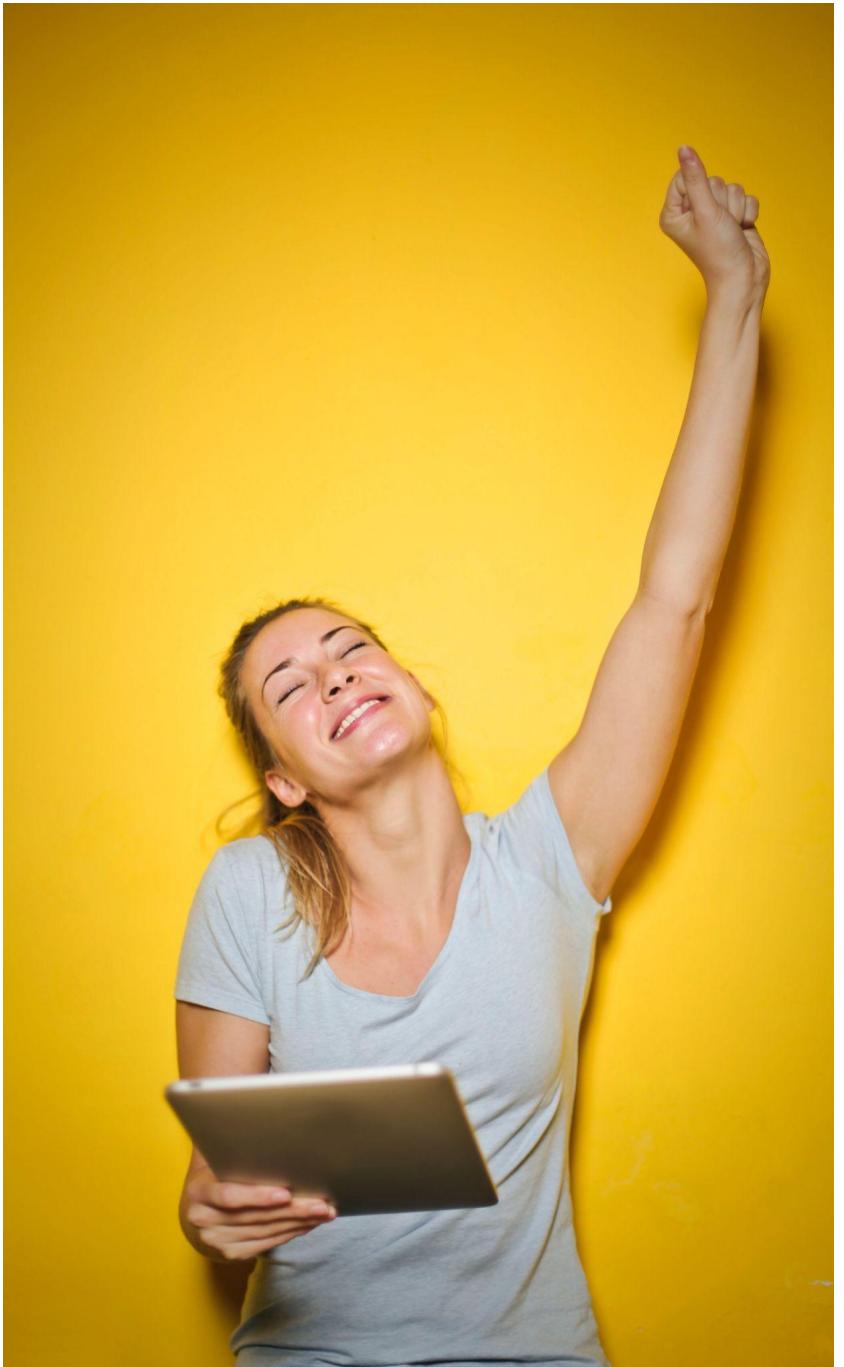
With neuromarketing we can apply this strategy when creating ads and other content by using colors strategically to boost engagement and conversion rates.



COLORS

COLORS CAN INFLUENCE:

- 01 | How customers feel
- 02 | Influence purchase decision
- 03 | Studies show consistently a link between **colors** and **emotions**



Each **COLOR** conveys a definite meaning in Marketing, and each **COLOR** can be influencing our mind in different ways:



**Black: color of Power,
Elegance and Luxury**



**White: conveys purity,
innocence and something good**



Blue: color of Security, Trust and Tranquility. It also makes people relaxed and calm. However, having too much blue color may bring a negative effect. It will bring a feeling of depression



Red: brings a sense of power, energy, attention, and this color looks very attractive to women. Moreover, red brings a sense of urgency as it increases heart rate with some time



Green: color of Health, Nature and Wealth. It brings a clearer vision to things and makes you get rid of a feeling of anxiety



Orange: color of Stimulation,
Alertness and Attraction



Pink: color of Romance and
Femininity



Purple: color of Royalty and Wisdom. It is a calm and powerful color, that brings authority, feeling of wealth and elegance.
Purple color also makes things unique



Yellow: brings optimism. It is a color of brightness and excitement



A close-up photograph of a row of colorful crayons. The crayons are arranged horizontally, showing their vibrant colors: red, orange, yellow, green, blue, and purple. They are resting on a surface with a subtle, textured pattern that appears to be made of small, colored particles or powder.

CASE STUDY: Use Color for Evoking Emotion



COLOR TOOLS

- Colors combination guide: <https://oi.diegodavila.com/F7JvinzP>
- Dr. Dre Beats Studio video: <https://oi.diegodavila.com/dUWFboVg>
- Coloors - Palette generator: <https://oi.diegodavila.com/ocQ-1uSs>





The More Options You Give,
The Less They Buy



FEWER OPTIONS

Remember to offer fewer options, to make it easier for your customers to decide what to buy from you.



How To Set The Right Price Every Time



How To Set The Right Price Every Time

Round numbers are better for emotional decisions, while complex figures work better when the logical brain engages. This difference is due to how the human mind works and makes decisions.

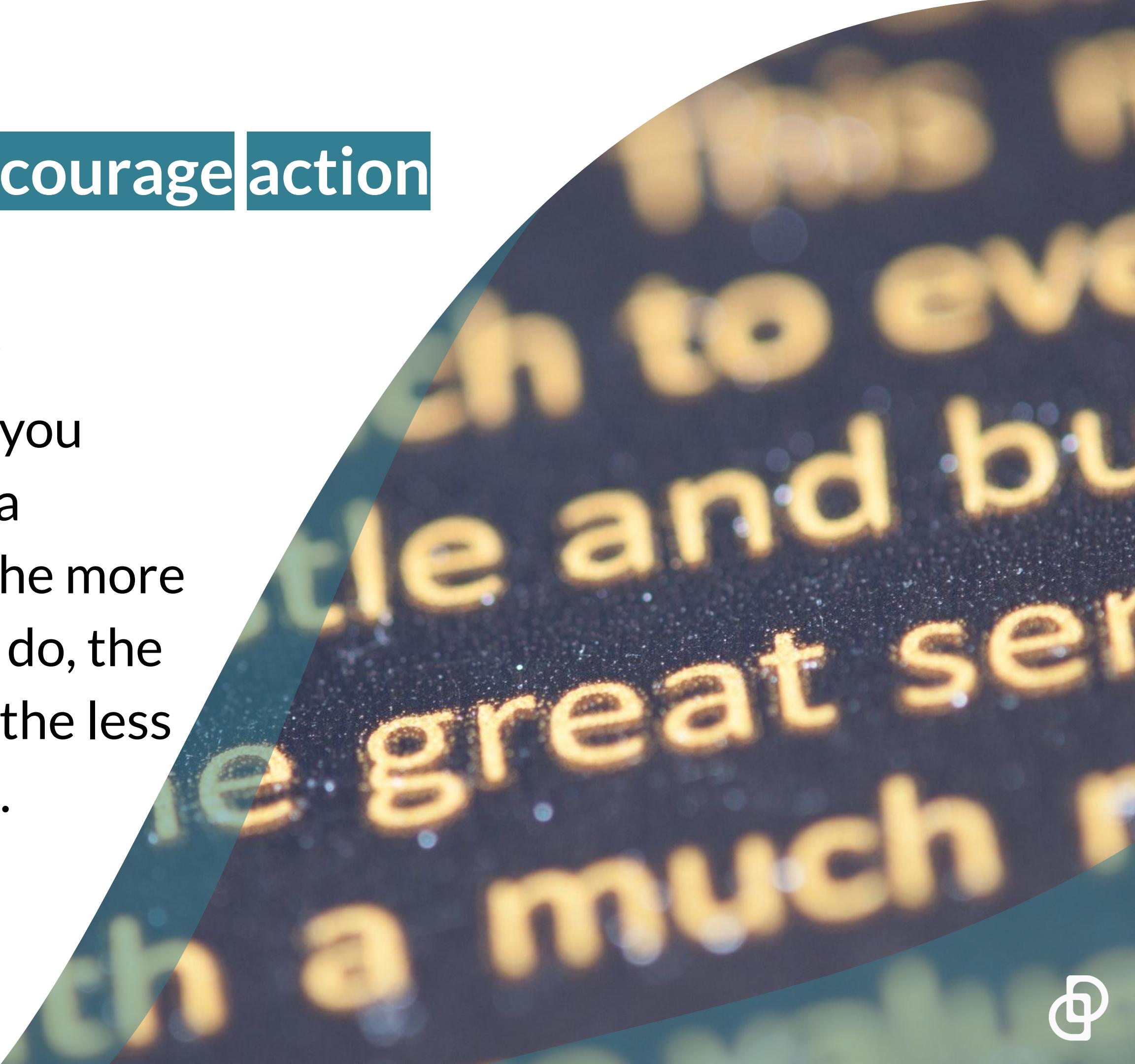


The Power of Fonts to Influence Your Readers



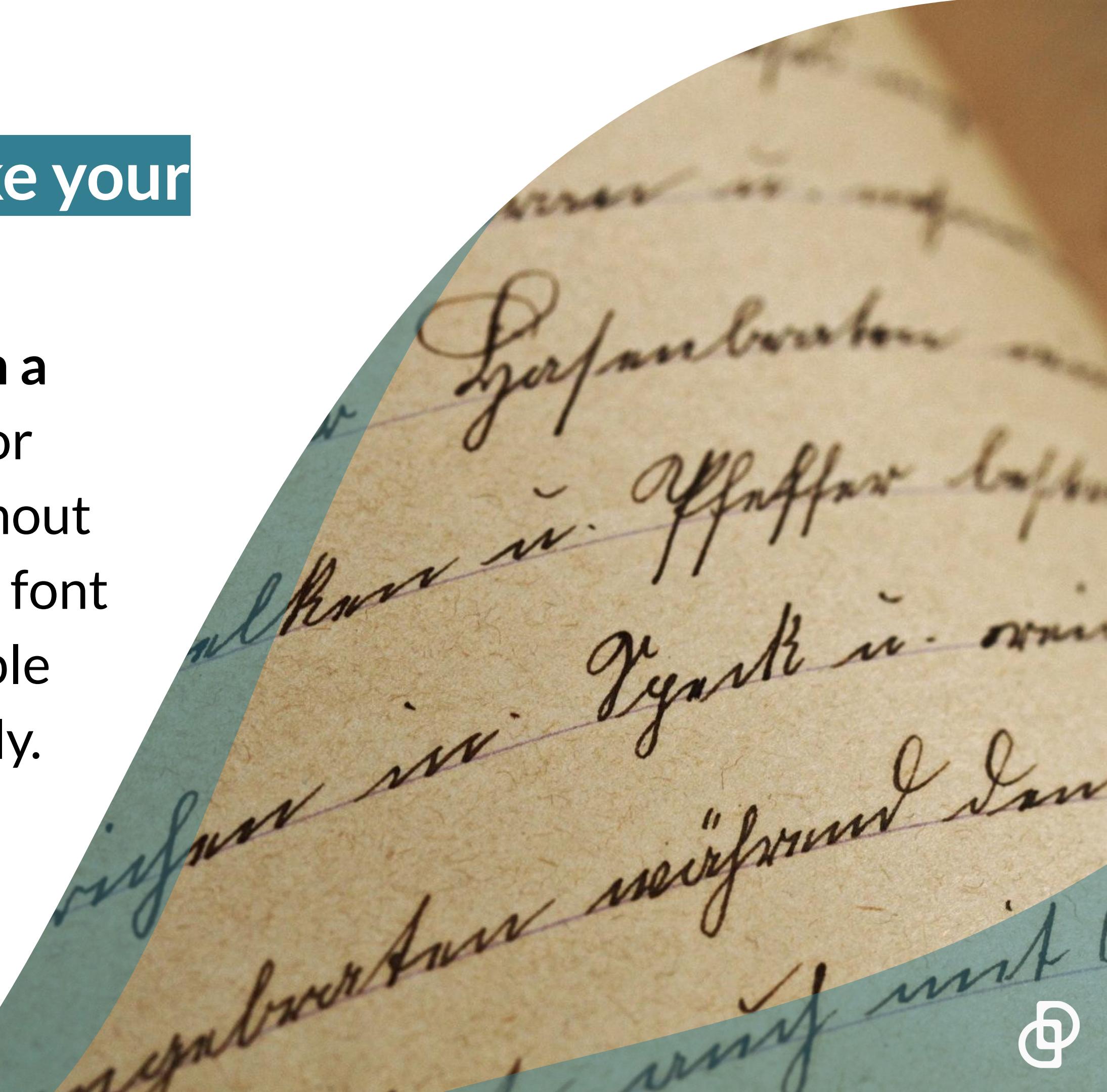
SIMPLE FONTS: To encourage action

If you need to convince your audience to perform a task, you should describe that task in a **simple, easy-to-read font**. The more complicated something is to do, the more friction it creates, and the less likely people will take action.



COMPLEX FONTS: Make your audience remember

Memory recall is boosted with a complex font. Use this tactic for important information throughout your web copy only. A complex font will not only be more memorable but grab more attention visually.



CASE STUDY: The Power of Fonts to Influence Your Readers



FONT TOOLS

Choose the best font for your business and brand

- **FONT SQUIRREL:** <https://oi.diegodavila.com/RN2YieGE>
- **DA FONT:** <https://oi.diegodavila.com/lrGrXBTU>





Gain Trust by Showing Trust



GAIN TRUST BY SHOWING TRUST

Trust is very important when it comes to getting referrals and building a credible business. If you want your customers to really trust you they have to feel trusted as well.



HOW TO ESTABLISH TRUST ONLINE

- Offer a trial of your products/services
- Use powerful lead magnets
- Offer free content sharing high value
- Have a strong presence on Social Media (YouTube)
- YOUR EMAIL LIST





A Smile Goes a Long Way



A SMILE GOES A LONG WAY

Studies show from marketing research that a “mood boosting” image can affect customers’ willingness to spend.



Target Emotional Responses



Hands-on





Hands-on: Applying Neuromarketing in your business



10 NEUROMARKETING STRATEGIES

- 1. Irresistible Headlines**
- 2. Target emotional responses**
- 3. Manipulate Attention with Eye Gaze**
- 4. Add dopamine to your content**
- 5. Use Color for evoking emotion**
- 6. The more options you give, the less they buy**
- 7. How To Set The Right Price Every Time**
- 8. The Power of fonts to influence your readers**
- 9. Gain Trust With Customers by Showing Trust**
- 10. A Smile Goes a Long Way**



Conclusion

