#72 Consensus bias

First of all, we should distance ourselves from our own opinion about what we believe will be of interest to users. Understanding consensus bias requires us to talk to our users directly to identify their key interests in our product.

#16 Self-reference effect

We can build our promotions so that the user can see himself in them.

#24 Weber-Fechner Law

Let's suppose we are planning a series of promotions. We can compose them so there is no big difference in their value for the user. Of course, our goal may be exactly the sharp contrast of the offer (#20 Contrast effect).

#73 Hard-easy effect

We must make sure that users understand the simplicity of the actions required to receive bonuses.

#79 Hyperbolic discounting

If our bonuses were initially valuable only in the long term, it might make sense to split them into several short-term rewards.

#80 Appeal to novelty

We can change the shape of the promo and its wrapper, thereby "reinventing" it.

#97 Less-is-better effect

If our big promotions don't resonate well with users, we can break them down into smaller, short-term, higher-quality bonuses.

#4 Mere-exposure effect

In our communication, we can use objects/events that are familiar to users and have positive associations.

#75 Barnum effect

If we work in the B2B sector, and our promotions/bonuses are not public, we can openly use flattery. This can be especially effective if the client is susceptible to the **#74 Dunning-Kruger effect**.

#58 Normality bias

We can tie the expiration date of our promotions to a fundamental change in our product.

#12 Bizarreness effect

We can change the very form of our promos while not changing their value for us. Let's say we plan to offer a 15% discount on our products over the next 20 days. We can launch this promotion as is or modify it to something like "within the next 20 days, on every even day of the calendar we give 12% discount and on every odd day - 15%". I am not saying that it makes sense and that it should be done this way, but you can notice its "quirkiness" in this example. Such promotions have the potential to be discussed much longer than regular discount offers.

#13 Humor effect

If our relationship with users allows, we can use humor as the basis of our "wrapper" for promotional offers.

#21 Distinction bias

If our product's nature and the context allow, we can show the distinguishing features of our promotions in direct comparison with competitors. Of course, this should be done only if we are confident in our superiority.

#23 Money illusion

Depending on the product's specifics, knowing how users perceive inflation (most of them don't understand it) allows us to make offers that are unusual for the market.

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Another universal option of nudging is providing users with data about the actual participants in the promo (**#52 Out-group homogeneity**, **#53 In-group favoritism**).

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If we want to attract users to participate in charity events, we can focus on the social desirability of an action (**#70 Social desirability bias**, **#50 Bandwagon effect**).