



### #63 Curse of knowledge

We didn't understand our audience. When creating the "Person" of our product, we got a distorted picture. As a result, our communication and content created to promote the product received a weak response from the audience.

### #96 Conjunction fallacy

When developing a marketing strategy, we tied several events together as "most likely to happen." However, we did not notice that the overall likelihood of success of our strategy decreased with the addition of each subsequent event in it. For example, we have linked anticipated changes in the political and economic landscape as elements necessary for our success.

### #42 Illusory correlation

Our marketing campaigns were built on non-existent correlations in the opinions of users.

### #14 Picture superiority effect

In our marketing materials, we used way too many images-videos-texts. This is a common mistake that occurs when content is being created without a clear strategy and information architecture.

### #16 Self-reference effect, #5 Context effect

Our communication or content did not resonate with the user personally.

### #22 Framing effect, #43 Group attribution error

The way we represent our content is not in the interests of our audience.

### #67 Planning fallacy

We did not correctly calculate the time required to achieve the desired result. There are two possible options here: 1. The promotion campaign itself was shorter than the time necessary; 2. We did not wait for the right moment to evaluate its results.

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In any promo campaign, we should also consider the **#3 Illusory truth effect, #4 Mere-exposure effect**.