Tien emoties om munt uit te slaan

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Om consumenten effectief te bereiken, is het handig om op hun emoties in te spelen. Als het aankomt op bijvoorbeeld advertenties blijkt content die inspeelt op het gevoel effectiever dan wanneer gericht wordt op logica. In deze infographic van marketingbureau BLUE staan de tien belangrijkste emoties waarop retailers kunnen aanhaken en welke termen de online koopknop prikkelen.

How Emotional Triggers Get People to Buy

Appealing to the logical mind is an important aspect of communication... but don't forget about the emotional side, too. Learn the key emotions to tap into, why it's effective across many platforms and types of audiences, and tips to craft your own emotional copy with *the most powerful words and phrases.*

10 CRITICAL EMOTIONS TO INVOKE

FEAR — "Don't get left behind"

GUILT — "Your contribution can make the difference between these children eating dinner and going to bed hungry"

TRUST — "No gimmicks or hidden costs"

VALUE — "You won't find a better deal anywhere else"

BELONGING — "Join today and see what everyone's been talking about"

COMPETITION — "Be the envy of your neighbors"

INSTANT GRATIFICATION — "Talk to one of our representatives so you can stop worrying today"

LEADERSHIP — "Be the first of your friends to take advantage of this offer"

TRENDSETTING — "Be like your favorite celebs"

TIME — "Clean your house in half the time"

EMOTION IS MORE EFFECTIVE THAN LOGIC IN ADVERTISING



31% of advertisers report significant profit gains with *emotional campaigns*

16% report the same with *rational campaigns*

26% report the same with a combination of *emotion and rationality*

When 2 groups of people received 2 different donation-seeking letters—one with stats, one with an emotional story...

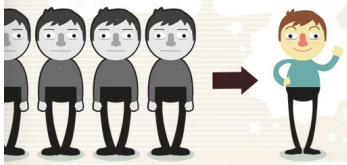


The emotional letter received an average donation over **2X HIGHER** than the statistics-laden letter!

HOW TO TAKE WORDS FROM RATIONAL TO EMOTIONAL

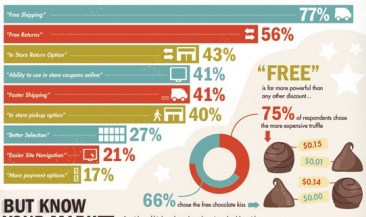
In general, shorter and more basic words appeal to our emotions over our intellect, like in these examples:

ADDITIONALLY	THERE'S MORE
CONCERNED	WORRIED
DIFFICULT	TOUGH/HARD
IMMEDIATELY	RIGHT NOW
PERHAPS	MAYBE
SUPERIOR	BETTER
TERMINATE	END



ENTICING ECOMMERCE COPYWRITING

TERMS THAT INFLUENCE ONLINE SHOPPERS TO BUY



"FREE" is far more powerful than any other discount...

75% of respondents chose the more expensive truffle

66% chose the free chocolate kiss

BUT KNOW YOUR MARKET: Providers of high-end goods and services should avoid free offers, as it may appear to cheapen the brand

10 MOST POWERFUL WORDS IN THE ENGLISH LANGUAGE

These hold appeal for marketing, but are effective in all types of copy.



YOU
HEALTH
NEW
SAVE
SAFETY
GUARANTEE
DISCOVER
LOVE
RESULTS
PROVEN

Sources

http://www.entrepreneur.com/article/202240
http://www.neurosciencemarketing.com/blog/articles/emotional-ads-work-best.htm
http://www.ntmcopywriting.com/which-ads-best-stories-or-stats
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