

Your Influence Matters!

The power of marketing – The power of consumer response

How are you influenced to buy more?

It is good to know the tricks used by marketers and sellers and to recognise the principles they rely on

Your influence matters, too!

The less available something is, the more you want it

☛ The principle of scarcity

- ▶ limited editions: "Collection available for one week only!"
- ▶ limited offers: "Just 50 items with my code", "Only 3 left at this price"
- ▶ exclusivity: "For newsletter subscribers only"

Deals seem more valuable when they are less available. A trap not only for collectors and superfans.

! Are these products or services really worth the price?

Your commitment is key

☛ The principle of consistency

- ▶ loyalty rewards: special discounts, gifts, loyalty clubs
- ▶ "From..." prices – attractive pricing to draw you in
- ▶ interaction cues: "Leave a ❤️", "Let us know what you think!"

All it takes is a little commitment from you, and it will be easier to persuade you to do more. A trap not only for loyal customers.

! Is it really a bargain? Is it really worth it?

Everyone has one – I want one too!

☛ Social proof

- ▶ popularity: "Bestseller", "TOP 10 today", "Most popular choice"
- ▶ big numbers: "Thousands of likes", "Hundreds of satisfied customers"
- ▶ trends and challenges: "Finally trying that famous chocolate"

If many people buy a thing, there must be something to it... Companies are eager to share figures with you because it's a way to boost sales.

! Popular = good? Do you tend to buy into temporary trends?

You feel obliged to reciprocate

☛ The principle of reciprocity

- ▶ freebies: samples, occasional vouchers, limited-time access to digital content
- ▶ invitations to events, special shows, product trials
- ▶ advice, inspiration, entertainment, contests

Even a small gift can make you much more likely to buy, leave a positive review, or recommend something to others.

! The power of gifts – this principle is incredibly effective!

If THEY recommend it, it must be good

☛ Authority and expertise

- ▶ titles and experience: "As a cosmetologist with 10 years of experience, I recommend..."
- ▶ influencers and celebrities: "I made it, so can you! Just invest in...!"
- ▶ the power of symbols: luxury products, doctor's outfit

You trust people you admire – in various fields.

Are these people experts in what they advertise? Are you swayed by appearances and symbols?

! Be careful, it can easily be a fake!

You like them, so you feel connected

☛ Liking and similarity

- ▶ authenticity: showing "real life", personal stories
- ▶ similarity: "I'm a mum like you!", "I've been through the same"
- ▶ advertising: the power of positive associations

You like people who are similar to you. The more you like them, the more you trust them and want to say "yes".

! Are you driven by what you like or what you need?

Remember! Your Influence Matters!

You decide WHAT and HOW

- ▶ buy
- ▶ click
- ▶ share

Awareness gives power!