



Every time you bring emotion into your marketing, you will get a response. Neurotransmitters in the brain are released when emotions are felt, which cause people to act. Use emotions in your marketing, and it will bring you greater results. Let's take a look at the most common emotions in marketing, and share a few ideas for introducing them into your own marketing activities.

The primary emotional factors in marketing are fear, guilt, pride, greed and love. Here we will discover how they make you buy.

Fear

This is a big one in emotional marketing, and can be based on a fear of the bad things that can happen if you don't act in a certain way. For example an internet company hosting your website may try to sell you a dedicated server account over the less expensive shared server account by listing all of the potential problems that can result if your site is shared on a server with other sites.

Guilt

While marketing can be effective when based on creating feelings of guilt for not doing something, another effective route is showing how to remove guilt. An example is a working parent who has little time to prepare home-cooked meals, but sees an ad that states purchasing ABC Frozen Food that is packed with wholesome and nutritious ingredients is just like cooking the meal yourself.

Pride

Marketing that uses pride as an action-enticing emotion is focused on making the consumer want to use or purchase something because of the sense of power, accomplishment, envy or respect they feel it will generate. An example of this would be a Mercedes or Lexus; just the hood ornament alone. I'm sure Rolex is a great watch, but aren't there watches that look just as good? It's well made and keeps great time, but I could buy a watch every month and still spend less money. Why buy them? Boast, swagger, pride.

Greed

We have all seen marketing that focuses on appealing to a greedy emotion. The idea of getting more for less is very attractive. An example is a "package" price for a group of products, or a list of over-the-top bonuses with your purchase. The claim of a specific product or service helping you make more money and become more successful is another example.

Love

Love in marketing is sometimes underplayed, but a good example is products and services that are presented as the top of the line; the very best options for providing the very best for the loved ones in your life or even yourself.

Examples of Ways to Use Emotions in Marketing

Bankers, salespeople, executives, housewives, ministers, PhD's, actors, farmers, butchers, bakers, and

candlestick makers all make decisions based on emotion, not logic. Here are seven creative ways to use emotional factors in marketing. Use these as a jumping off point to think about different ways you that can introduce more emotions in your marketing.

- Share or create a story about how your product or service saved or can save the day for a client.
- Use a current event to stoke fear (i.e. credit card identity theft, "It can happen to anyone, it can happen to you...")
- Make your service seem essential and the payoff huge so your potential clients have a guilt-free reaction to saying "yes"
- Show some emotion yourself by speaking from the heart and letting your passion and enthusiasm for what you sell come through in your marketing.
- Go dramatic by making a video that shares a story that is touching, eye-opening or fear-inducing
- Be inspirational and talk to your prospects one-on-one Walk them through the process of working with you and outline all they have to gain. Make them feel safe.

A Word of Warning

Be honest if you want to get a reaction from an emotion. If you exaggerate beyond belief, emotional marketing will definitely backfire.



Integrated Demo Sites

“If it ain’t broke, don’t fix it,” is such a cliché that it has spawned its own cliché: “If it ain’t broke, break it.” Unfortunately, public enemy No. 1 in today’s marketing environment: Complacency.

More and more radio, mobile, print titles, and outdoor billboards are competing for attention. And new marketing channels pop up every day, from apps to publicity stunts and beyond. The number of places we hit people with marketing messages these days is growing a lot faster than the number of eyeballs that can take them in, and as a result, audiences (and attention spans) are becoming increasingly shorter. That reduces the chance any message has of getting through.

Even sales channels are fragmenting beyond the online vs. bricks-and-mortar divide to which we’ve become somewhat accustomed. Desktop and laptop purchases are giving way to shopping via smartphone—at a time when many companies don’t even have a mobile website, to say nothing of e-commerce capabilities.

The good news is that there is a powerful way to overcome fragmentation: Integration. But don’t be deceived—it’s more difficult than it appears.

Integration is not simply slapping a common tagline onto all your ads, using a single color palette, or force-fitting a message that’s suited for one medium into another (great television commercials rarely translate well to outdoor billboards, which in turn are very different from online banners).

Integration means communicating a consistency from message to message, and integrating those messages into multiple forms. It requires not only the identification of a powerful, unifying strategy and compelling voice for your brand, but the discipline to roll it into



every aspect of your organization from advertising to sales, customer service to customer relationship management programs (and beyond). It’s not for the faint of heart.

We just added a number of integrated campaigns to our website. Each one will give you ideas about how easy and effective it can be to build a campaign with multiple touches that keep your branding consistent. Visit <http://www.api-marketing.com/our-work/demo/>, walk through the site, and see how it can work for you.

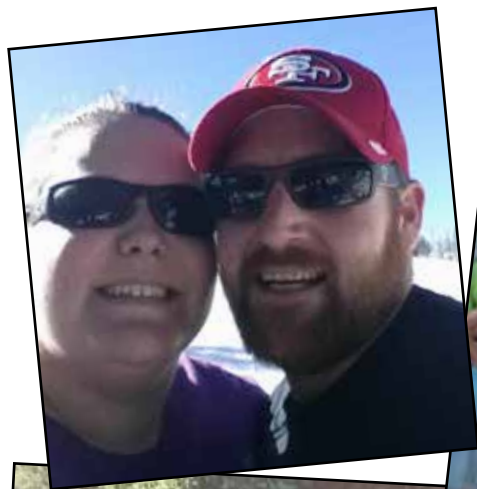


Jackie Weston - Marketing and Emerging Services Manager



I have been involved with this company for approximately 28 years and I still love EVERY day of it! You might be thinking WOW she doesn't look old enough... Well I learned to walk and talk (and talk back) while being a part of this company! My parents bought the company when I was a year old and I have enjoyed being a part of it ever since. Although I tried to do many other careers I knew one day I would be back to take on the responsibility of being involved with our family business.

Outside of work I enjoy being outdoors with my better half Ian. Whether it's just out on the trails, camping or fishing I love being out in the open with the most amazing man I know (besides my wonderful Father of course). Other than that you can catch me hanging out with friends and family since both are priorities in my life. You may also see me involved heavily in some sort of community or nonprofit event. I enjoy giving back to the great communities that have given so much to my family and our business over the past 28 years.





API-Marketing Gives Back

API-Marketing loves giving back to the community in ways that truly make a difference.

“For the last 4 years, in lieu of giving our customers gifts during the Christmas season, we have been giving the money we would have spent, to a worthy non- profit,” said Merrill Kagan-Weston, President of API-Marketing.

API-Marketing geared our focus this past year on women in need. This was a multi-faceted, cross-channel project. The choices were: Women of Worth, Stand Up Placer (Formerly Peace for Families) and HEART.

Everyone who voted found out about our campaign by way of receiving personalized holiday cards that included their own personal URL, a Banner in front of API-Marketing, Facebook, cards inserted inside of API-Marketing invoices and a press release in the newspaper.

API-Marketing is delighted to announce Women of Worth as the winner of this cross-channel marketing “Gives Back” campaign. As the winner, Women of Worth received a \$500.00 check and a \$5,000.00 credit toward a cross-media campaign of their own. We are very excited to work on their campaign to help them raise much needed funds. Women of Worth is a wonderful non-profit that assists families in crisis, and victims of domestic violence. They increase self-reliance and improve quality of life by helping people rebuild their lives with dignity, hope, and safety.



Merrill Kagan-Weston of API-Marketing presents Women of Worth with a donation check for \$500.