

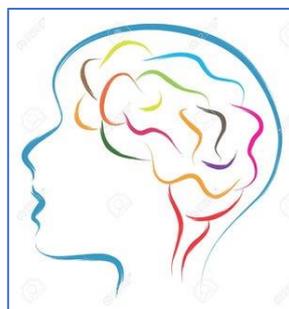
## Introduction to Persuasion Marketing



### Why we need Persuasion Marketing

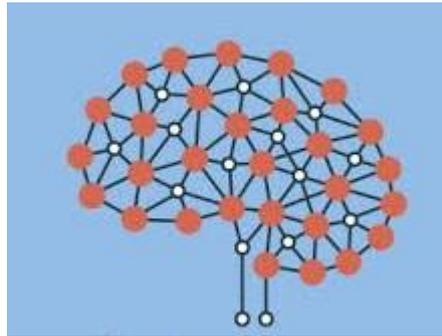
It's estimated that the average person in the UK sees over 200 branded messages every day. Business leaders are calling this the "Attention Economy" which says that our attention spans are so heavily bombarded by messaging that they have become a limited resource. Meanwhile, marketers are now calling the mobile phone the "weapon of mass distraction". So how do start ups and SMEs get their sales and marketing messages to stand out in this blizzard of emails, posts, blogs, ads and other marketing content? How can you be sure that the hours you spend creating and placing content isn't a waste of precious time which could be spent more productively? More tech and digital and social media platforms aren't the answer, in fact, they're a big part of a growing problem.

### Talk to the human, not just the algorithm



When we communicate we do so with one overriding purpose which is to persuade our clients or customers. Whether it's to get them to sign up to a newsletter, visit a website or even buy something, it's all about persuasion. But where does persuasion happen? Does it happen on screen? Does it happen on the page? Or does it happen in the human mind?

## Behavioural science based approach



Digital marketing and social media have been mainstream for about 20 years. But something else has also emerged over the same period of time which hasn't gained anything like the same amount of attention, although it's just as influential. Researchers into cognitive behaviour have unearthed more knowledge about how our brains and minds work in the last 20 years than we've learnt in the last 20,000. And this is very exciting news for sales and marketing communicators.

Persuasion Marketing is a new approach that harnesses the key behavioural science insights that have been discovered by researchers to influence human decision making. It combines them with sales and marketing strategies that big brands spending millions use every day, together with proven direct response techniques. What's more, it turns this knowledge into an easy to follow process that's been designed for anyone to follow and apply to their own business.

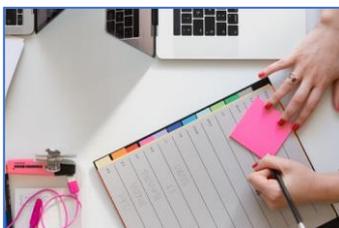
## Learning that sticks



Over the next 10 weeks we'll be publishing your step-by-step guide to the complete Persuasion Marketing process. Each article will be a short read of around 5 minutes and will include simple exercises that really drive the learning home. Research shows that what we're told we forget, but what we do we understand. They also include examples of the principles at work from the world of big brand marketing and business.

## Your complete step-by-step guide

Each week we'll address a key step in the process. Over 10 weeks these steps build into your complete guide to the Persuasion Marketing process, which you'll be able to apply to your own business. Don't worry if you miss a step because once published on the website they'll stay there, so you can always catch up at any time.



### Week 1

**Introduction** - video which explains the human psychology behind the Persuasion Marketing Process, and why Persuasion Marketing is the answer for Start Ups and SMEs going forward.

### Week 2

**The Brief** – all successful sales and marketing communications begins with knowing how to write a good brief. Includes a briefing template and notes on how to write a brief that keeps your communications focussed and on message.

### Week 3

**Brand** - branding is one of the most misused and misunderstood terms used in business today. This section defuses the noise surrounding brand and explains how to explore and build your brand in simple steps and exercises.

### Week 4

**Impact** - shows you how to be more creative with your messaging and stand out from the crowd with creative strategies that big brands use every day.

### Week 5

**Information** - where you learn how to package relevant information in your messaging, translate features into consumer benefits and position your messaging for your target audience.

### Week 6

**Influence** - explains the "6 Yes Triggers" or mental short cuts we all use when we make buying decisions and how to apply them to your sales and marketing communications.

## Week 7

**Copywriting** – we all have to be copywriters nowadays, and this section shares the golden rules of direct response copywriting to maximise effectiveness.

## Week 8

**Business storytelling** – explains why every business needs to have a compelling story to tell and shows reveals how you can tell your business story to make it more engaging using classic storytelling techniques.

## Week 9

**How to have brilliant ideas** – a masterclass in developing your creative thinking capacities. You're a lot more creative than you realise and this section will help you develop your ability to think more creatively.

## Week 10

**The process** – a process makes something that is complicated easy to do. This section shows you how to apply the Persuasion Marketing process across all your sales and marketing communications in a straightforward and simple to follow series of steps, and includes how to use persuasion communication ethically.

## Over to you...



By week 10 you will have all the knowledge you need, together with understanding how the simple to follow process works, that can help you make all your sales and marketing communications a lot more effective by being more creative and persuasive.

Learning anything new is always a question of practise, and the exercises have been specially designed to be easy and stimulating to do. Many of them will allow you to jump straight in and start applying the learning directly to your own business.

They'll also build your creative confidence going forward and you may well find that having woken up your brain's creative thinking capacities, you'll soon find yourself thinking more creatively across a whole range of problem solving and business challenges.

## Bob Maddams



Bob is a community manager for Town Square at The Tack in Bognor Regis. Previously, in an award-winning advertising and marketing career, Bob has worked as a copywriter at leading London advertising agencies M&C Saatchi and Ogilvy & Mather, and for some of the UK's leading brands including British Airways, Barclays and Inter-Continental Hotels. He later developed behaviour health and social change campaigns in the developing world where he worked for Unicef, the United Nations, Oxfam, Water Aid and Womankind.

Bob is also an award-winning features journalist and has written for The Times, The Guardian, The Daily Telegraph, Marketing Week and Campaign magazine. Bob is also a City & Guilds qualified media skills trainer, has taught marketing communications courses at Hove College and is a guest workshop leader at the University of Sussex School of Business.