



THINKING LIKE YOUR AUDIENCE:

9 Conversion Triggers in Email

Table of Contents

Introduction	3
Commitment	4
Effort	6
Persistence	9
Novelty	11
Reciprocity	14
Fear	17
Vanity	21
Storytelling	23
Results	26
Room for Thought	29

Introduction

Study after study shows that psychology is the heart of marketing. The more you're able to reach audiences on a human level (and in a way they connect with), the better positioned you'll be to drive sales.

If you're reading this guide, you're probably well-aware that psychology and online marketing go hand-in-hand. You know how important it is to build trust, demonstrate a clear solution to a particular need, and clearly answer the question - 'what's in it for me?'. These concepts are marketing 101.

What's challenging, however, is what to do next. How can you take these online marketing concepts and reposition them into a clear customer acquisition, engagement, and retention plan? How do some of the most well-known psychology triggers apply to email marketing?

These questions inspired us to write this guide, to give you an insight into how psychology can help your email marketing. We have compiled 9 psychological triggers that, if implemented, will ramp up your marketing strategy.

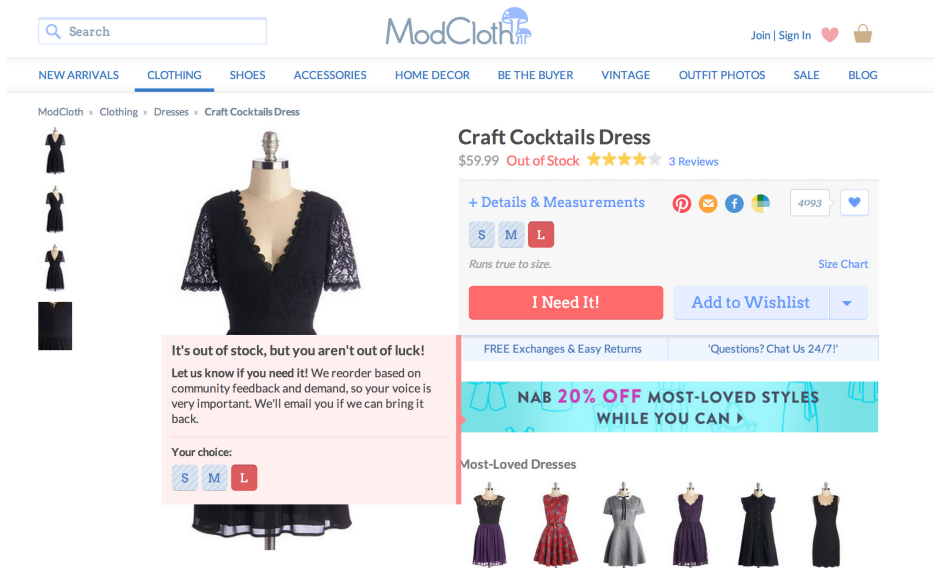


Commitment

When you put a little bit of effort into something, you'll be more inclined to follow through with finishing it. That's the exact principle behind this 'psychological trigger' - when you ask shoppers to commit to making a purchase on your website, they'll be more likely to complete the conversion funnel.

Paths to conversion are complex, involving a series of steps before a casual browser becomes a dedicated customer. Each stage of the conversion funnel introduces a new opportunity for churn, but when shoppers make an upfront 'mental commitment' to a product or service that you're selling, they're less likely to drop off.

For inspiration, check out fashion retailer ModCloth. The company sells out of products quickly but allows shoppers to 'ask' for notifications when the item is restocked. In other words, ModCloth is asking shoppers to say - 'Yes, I want this item.



When an item is 'back by demand,' audiences will receive a notification. By this point, they've made a mental note of wanting something - so they'll likely be receptive to your email (and likely to make a purchase).

★ 'Star' our emails so you don't miss any future **ModCloth** messages!

[Unsubscribe](#) | [View in browser](#)



INVITE FRIENDS: GET \$15

NEW ARRIVALS DRESSES ACCESSORIES SHOES APARTMENT SALE

Hi, You!

We noticed that you're pretty sweet on the [Notch Your Step Heel](#). Well, guess what – it's also available in these other cool colors!



Why settle on one haute hue when you can have 'em all? Stop in and **stock** up on this piece in each of its chic shades.

Stylishly Yours,

ModCloth

SHOP NOW »

NEW ARRIVALS

Updated Daily »



TOP RATED

Fan Favorites »



BLOG

Get Inspired »



SALE

Darling Deals »

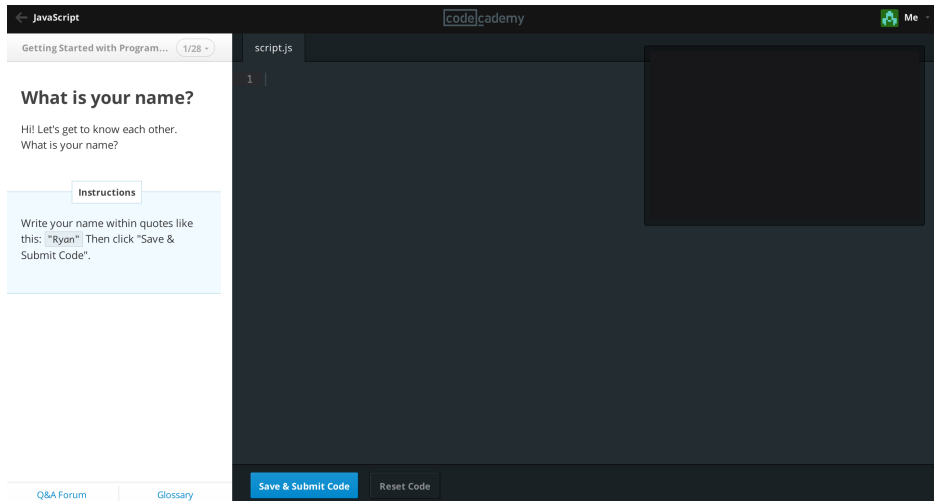


What the ModCloth example teaches us is that asking audiences to make a commitment isn't enough. You need to ask them to follow through. Email is a strong communication channel for forging these 1:1 connections and moving conversations along.

Effort

Ask your prospects to put in a little bit of work ahead of time. Why? The more they've invested up front, the more likely they'll be to stick around throughout the entire conversion process.

One website that exemplifies this idea is Codecademy, a platform that helps people learn how to code for free. Users can start using the site - and start learning javascript - immediately.



As you can imagine, learning to code is hard. Once you start, you'll want to keep learning more. That's where email marketing comes in - to remind you of the work that you've already put in to get started. Effort makes an experience memorable - it's only natural that those using Codecademy will want to keep learning more.



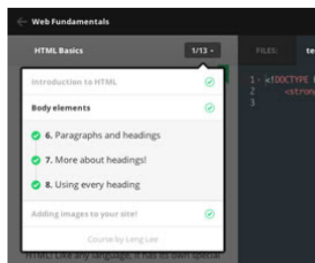
"It is the man who carefully advances step by step...who is bound to succeed in the greatest degree."

- Alexandar Graham Bell

New on Codecademy

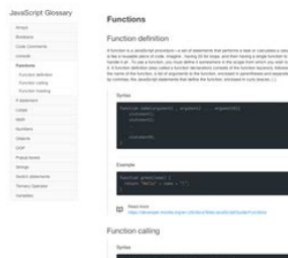
Visualize your progress

We've added a few features to our learning environment to give you an overall sense of your progress. Roll over the language title on the top left corner to see how far you've come. You can also view all completed and in-progress exercises in our improved pull-down on the left panel. Sweet!



Glossary to the rescue

Our glossaries are just a click away whenever you're trying to remember tricky syntax. We've recently updated them to include more examples and references. You'll find the [Glossary link](#) at the bottom left of the main coding page.



However, it should be noted that this approach won't please everyone. Why is that so? Not everyone has the time or interest to learn how to code. The same holds true for any other project or brand. People put work into the things that they care about - and if they don't care about your brand enough, they'll drop off the funnel sooner or later.

How does all of this pertain to effort? In a sense that "effort" as a psychological trigger will backfire. So before you ask audiences to commit time to engaging with your brand, ask them qualitatively - is the effort worth it? If the answer is yes, you'll build an extremely loyal community.

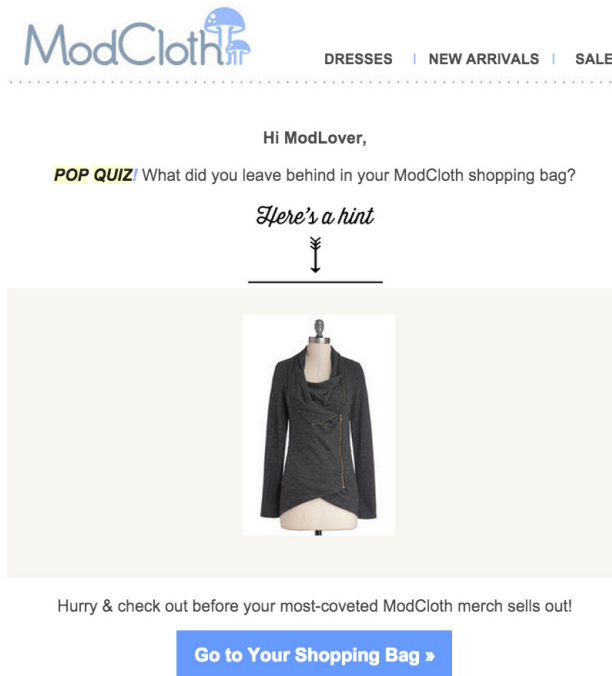
If the answer is 'no,' you'll kill your conversion metrics - which may be a good thing, for instance, if you're part of a B2B brand that wants to reach the most qualified leads on the planet.



Persistence

Technology is destroying your audience's ability to focus. [According to one report](#), average human attention spans decreased from 12 seconds to 8 seconds between 2000 and 2013. That's why shopping cart abandonment is so common, with rates as high as 71 percent, according to [research from Boston Marketing Data firm - SeeWhy](#).

Retargeting campaigns through email and social media can help. Inboxes provide a direct link between your brand and your prospects. If shoppers abandon their carts or leave your site before downloading an ebook or reaching out to your team for more information, send them a note as a reminder, like the one in our example from ModCloth:



It's not only email but also social media that can help you in your campaign. You can run retargeting campaigns on platforms like Facebook to ensure that your brand is front, center, and most importantly - unforgettable.

Take a look at this awesome ad:

SPONSORED  [Create Ad](#)



ModCloth Sale
modcloth.com
Shop 20% Off Most-Loved Styles Now!
1,172,217 people like this

By reaching your audiences across multiple channels - and touchpoints - you will always ensure that your brand is somewhere on top of their mind.

As a bonus tip, always make sure that your emails have social sharing buttons, that way your customers will not only always keep you in mind, but they will also share your brand with others.

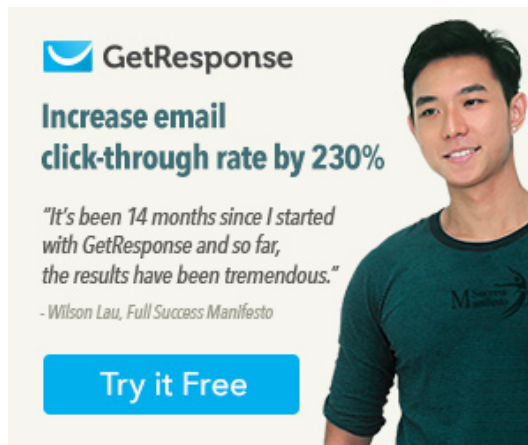
Novelty


Studies show that human beings love what's new. When we're exposed to something exciting - that we haven't seen before - **the brain releases a burst of dopamine, which inspires the feeling that there is a reward waiting for us.**

This feeling is so amazing that we're likely to seek out 'upgrades' and new experiences whenever possible - even if our rational brains are telling us to do the exact opposite.

As a marketer, it's important to reinforce 'newness' into your brand's marketing, especially if you've recently released a new website feature, new product, or service. **Make these 'upgrades' a part of your core brand messaging.**

When you've released something new, you probably want your audiences to find it, as they may not be checking your website every day. One way to bridge these - potentially missed - connections is through email marketing. Something as simple as a product announcement can help keep audiences engaged.




 **GetResponse**

**Increase email
click-through rate by 230%**

*"It's been 14 months since I started
with GetResponse and so far,
the results have been tremendous."*

- Wilson Lau, Full Success Manifesto


[Try it Free](#)




For inspiration, check out the following email from Redfin, a real estate platform that helps people buy houses:

REDFIN.

Seattle

 **New Listing**



\$1,180,000

4
Beds

2.5
Baths

3,950
Sq. Ft.


[6616 57th Ave NE](#)
Seattle, WA 98115

View Details

Go Tour It

[Save \\$12,752 on this home with Redfin.](#)

MLS# 698152
Listing provided courtesy of
Beverly Harris, Windermere Real Estate/East



Redfin can easily detect where its users - likely in the real estate market - are browsing for new homes. These targeted emails are based on the user's search parameters including location and budget - it's a way to keep people looking and continuously engaged with what's new on Redfin's site.

Another example of novelty is sharing up and coming (or simply new) merchandise, service, or like in case of Lumitrix - new photographers (authors).

New photographer Laura Austin has joined Lumitrix. Trouble seeing this email? [view it online](#)

LUMITRIX
SEE · LOVE · FRAME

PHOTOGRAPHERS | BLOG



Laura Austin's all-American style stems from an entirely authentic approach. She only uses natural light, and sees her career as developing organically, rather than being based on one big break. This feeds into her myriad of subjects, taken on her travels: Surfboards, billboards and beaches all crop up in her eclectic discovery of artistic experiences.

[VIEW COLLECTION >](#)




Reciprocity

Humans, when given something, want to give back. Think about the last time you went to the store and tried a free sample - you probably felt a strong urge to buy the item after trying it. And this is nothing new! There's a concept in biology called '[reciprocal altruism](#).' Here's what happens:

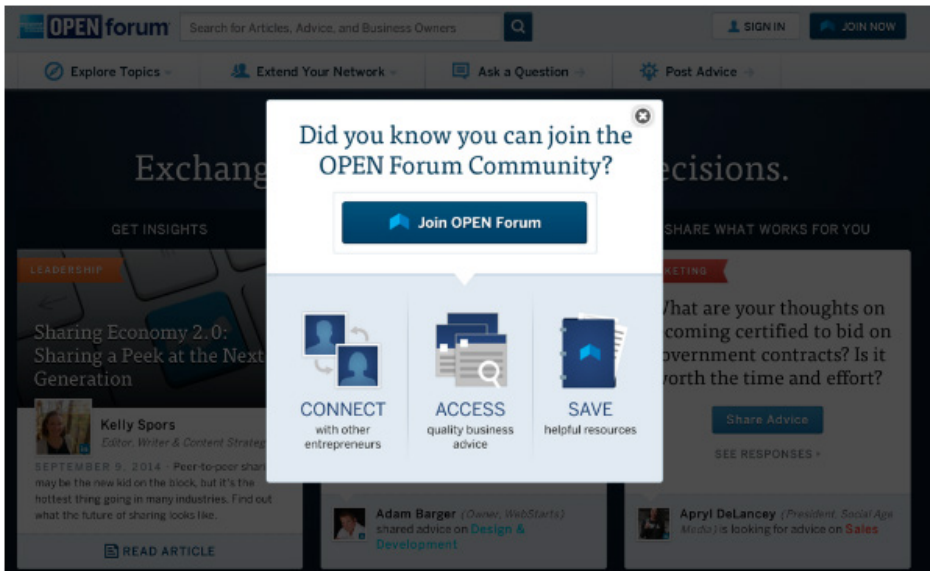
Organism A takes the 'hit' to do something nice for organism B, with no immediate expectation of anything in return. The kicker? Organism A is well aware that organism B will 'return the favor' at a later date. Scientist Robert Trivers developed this theory as part of his research to better understand mutually altruistic acts in nature.

But over the years, reciprocal altruism has become an important concept among business communities. As Scott Roen, Vice President of Marketing and Digital Innovation at [American Express puts it](#):


"When brands give something away for free, they're much more likely to get more in return." 

That's why American Express launched OPEN Forum, a community for small business owners to share insights and knowledge to help one another succeed. The idea is simple - American Express does not directly monetize OPEN Forum; rather, the goal is to build trust among the small business community.

But still, OPEN Forum helps American Express drive double to triple digit growth each year - and according to Roen, it's all thanks to reciprocal altruism.



What's important is to keep this 'giving mindset' front and center - to keep audiences engaged on a 1:1 level with a regular content newsletter:



June 25 - July 2, 2015

Weekly Briefing

Don't miss out on this week's most popular stories and insights from **OPEN Forum**.

Google's Undo Send and 3 Other Ways to Avoid Awkward Email Errors

Can the new Undo Send function in Gmail be a game changer? Small-business owners weigh in with solutions for their ... [read more](#)

Geoff Williams • 3 min read

How to Turn an Angry Customer Into Your Biggest Asset

Two business owners reveal the surprising ways they responded to experiences with an angry customer--and ultimately improved their operation. ... [read more](#)

Erika Napoletano • 3 min read

Should Your Employees Work Hard, or Work Creatively?

Creativity can fuel massive growth, but certain stages of business development call for less innovation and more hard work. ... [read more](#)

Andrey Akselrod • 4 min read

How an Email Drip Campaign Can Help You Get New Customers

This marketing strategy can be a relatively cheap and easy way to capture those leads that got away. Here's what ... [read more](#)

Jayson DeMers • 4 min read

OPEN for Discussion: Should You Require Employee Vaccinations?

Are you considering mandating employee vaccinations? These small-business owners and health-care insiders reveal why you might want to think twice. ... [read more](#)

Mark Henricks • 5 min read

Featured Insight

“

There are many ways for a business to combat negative online reviews, but the most obvious method is communicating clearly upfront. Say what you mean and mean what you say.

— Andra Campbell, CEO, Small Business Trends

Full Article: [Why Developing an Anti-Persona Can Be Good for Business](#)

Business Essential

Ponyride: Growing the New Generation of Local Businesses

Within a 30,000-square-foot industrial building in Detroit's Corktown neighborhood lives a bustling community of nonprofits and startups growing their businesses--and helping each other out at the same time.

Access Now

Popular Questions

- What are perks provided to employees working on the contract role?
ms patricia • 3 responses
- good day what is the best marketing method to regain lost customers?
brendon boals • 1 response

Get the new OPEN Forum app for iPhone®

A daily digest designed to fit the needs and busy schedules of small-business owners.

On your phone? [Get the app!](#)


Looking for more?

Explore OPEN Forum

American Express OPEN forum could have very well sent their customers a regular sales email. Instead, the brand stays on point by emailing a roundup of truly helpful content - to help their audiences't businesses grow. The goal is to help drive stronger connections.

Fear

Fear can be used in a variety of marketing contexts. Before we go further into this discussion; however we want to make a disclaimer that you should proceed with caution - there's a fine line between what's ethical and what isn't.

Don't scare people. Instead, give them an honest and accurate assessment of risk. 

Public health organizations, for instance, use fear for the purposes of good, not evil. Take this anti-smoking ad from the U.S. Center for Disease Control, for instance. It's a scare tactic to keep people healthy.



In our books, that kind of a metaphoric approach is ok. The image is a bit shocking, but it does not scare the life out of the reader.

However, sometimes fear is used for purposes of manipulation rather than good. Consider the following ad from a soap brand as an example - a blatant scare tactic for the purpose of increasing sales.

Take a look at this unappetizing ad:



As marketing blogger Russ Henneberry explains, there are two key reasons why fear ‘works’ in marketing:

1. **Perceived Vulnerability** – Translation: ‘How likely is it to hurt me?’
2. **Perceived Severity** – Translation: ‘How bad will it hurt?’

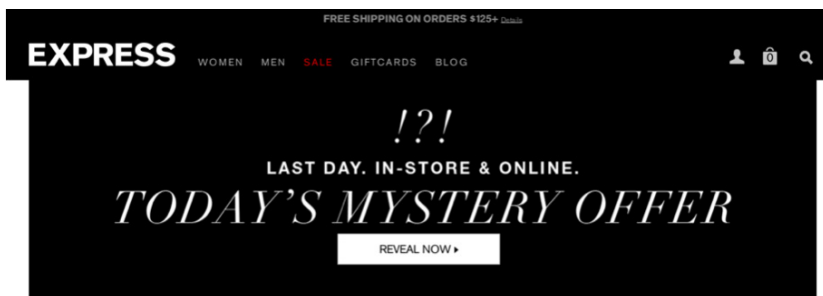
If people feel that they are likely (high vulnerability) to be hurt badly (high severity) they will feel threatened. But is this enough to get them to take action?

Research shows that there is a third element that plays an important role in a person deciding whether they will take action to avoid a threat. Listen up because this part is important - after all, it’s the action (purchase, donate, subscribe) that the marketer is after.

This third element is called efficacy. Efficacy is a person’s perception as to whether or not they can do anything about the threat. Those that feel they have no control, will take no action.

A classic application of ‘fear’ that you’ve likely seen, over and over, in online marketing? “Last chance” messaging.

One of the biggest sources of fear that buyers face is the potential to miss out on a valuable deal or opportunity.



The outcome of “last minute” marketing is that buyers are likely to take action much more quickly. You can even accelerate the process by sending your subscribers a quick “last chance” email:

[Turn over a new style leaf](#)

View on a [mobile device](#) or [web browser](#)

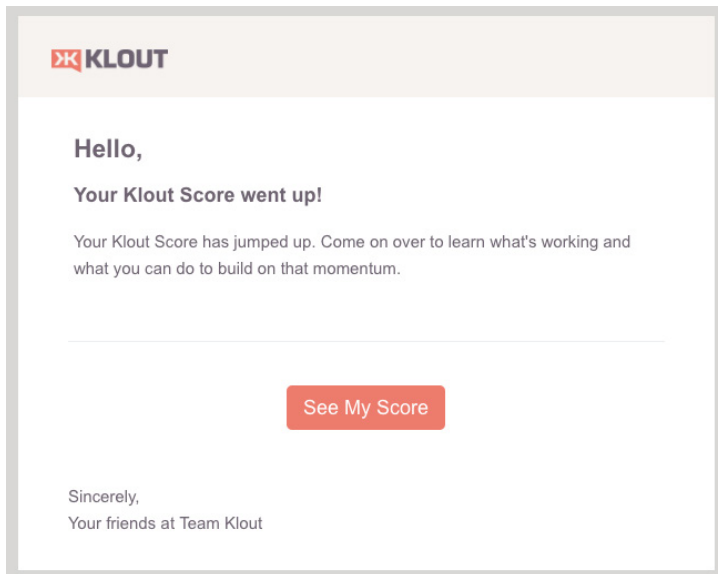


If you’re thinking about using fear in your marketing, it’s important to take a step back and ask yourself whether you’re making the most ethical decisions possible. Is this approach one that you would feel comfortable taking with your family? If the answer is yes, then you’re probably in the clear. If not, then you may need to re-think your strategy.

Vanity


People like to feel good about themselves and they love recognition. Thanks to social media, people have a forum to share more of their accomplishments and place themselves 'in the spotlight.'


Klout uses vanity in the best of ways. For example, when you share content, schedule great articles, follow more people - and your Klout score goes up - you get a nice email letting you know:



So, you start feeling good about your successful online undertakings, you begin to share more. Klout will recognize what you share, how much you share, and how many people enjoy it.

That's when you get a peachy follow-up mail with a guide tailored especially for your needs and interests:






Sharpen Your Marketing Skills





We've noticed that you create a lot of great content about marketing and business, and thought you might be interested in a complimentary copy of our "Marketer's Guide to Paid, Owned and Earned Media."

Download our guide to learn how marketers can build integrated content channels that significantly increase brand recognition and consumer advocacy.

Download



225 Bush Street, San Francisco, CA 94104



Storytelling

Humans are naturally drawn to other humans, and ‘storytelling’ is a powerful strategy that brings people together. Why?

Stories evoke emotional experiences - helping build empathetic connections between people who are otherwise strangers. Through storytelling, we can fully imagine ourselves in one another’s shoes.

That’s why content marketing techniques like blogs and case studies are powerful - they allow us to understand one another on a human-to-human level.

As an example, consider the following customer stories on Clarity.fm - a company that connects new entrepreneurs with experienced business leaders and subject matter experts.

Clarity | Browse | How It Works | Customers | Help | Sign Up | Log In

Success Stories — Learn why our members love using Clarity

Make faster & better decisions to grow your business. [Sign Up for Free](#)

M. Genees & A. Gopshtein
Founders of PITCHBOX

Technical co-founders who are building a marketing prospecting and outreach automation platform for digital marketing agencies, brands, and enterprises.

[Read success story](#)

Esther Kuperman
Founder and CEO of Sociodot

An established marketing leader who's building Sociodot — a mobile app that helps users pursue their hopes, goals, and dreams by turning their journeys into stories.

[Read success story](#)

Cheryl Yeoh
Co-founder & CEO of Reclip.it

Versatile entrepreneur who co-founded and is CEO of Reclip.it, a digital coupons and e-circular distribution platform for retailers and brands

[Read success story](#)

Sammy Davis
Founder of SammydVintage.com

Digital fashion entrepreneur, blogger, vintage fashion expert, digital strategist, and founder at SammydVintage.com.

[Read success story](#)

Alec Whitters
Founder of Higher Learning Technologies

Founder of a mobile platform that's working to revolutionize the test prep industry.

[Read success story](#)

Jason Martin
Co-founder at TechTalks.tv


Co-founder of a web publishing platform for educational presentations, live workshops, and slide-based videos.

[Read success story](#)

Clarity's core business model **paying for advice** is relatively new and may be difficult to grasp by an audience that may be used to finding information through alternate channels like conferences, blog posts, books, or tutorials. To explain how Clarity can help entrepreneurs, the company's marketing team released a series of stories about its community of startup founders.

Clarity | [Browse](#) | [How It Works](#) | [Customers](#) | [Help](#) | [Sign Up](#) | [Log In](#)

Success Stories • **Alec Whitters** Next Success Story • [Jason Martin](#)



"When we started a year ago, our team knew nothing about entrepreneurship — and we had no connections who could help. Clarity instantly connected us with some of the world's most talented lawyers, marketers, developers, and fundraising experts. This cross-functional feedback loop has been invaluable." — Alec Whitters

Founder of Higher Learning Technologies — a mobile platform that's working to revolutionize the test prep industry.

Quick Facts:
Industry:
Healthcare, Higher Education, Mobile
Location:
Cedar Rapids, Iowa
Clarity Member Since:
June 2012

Clarity Stats:
Call Data:
\$750 spent; 15 calls
Advice Sought:
legal, engineering, marketing, fundraising

Core Results:
access to instant network of top experts, regular business checkpoints, cross-functional feedback, preparation for aggressive (and unplanned) growth

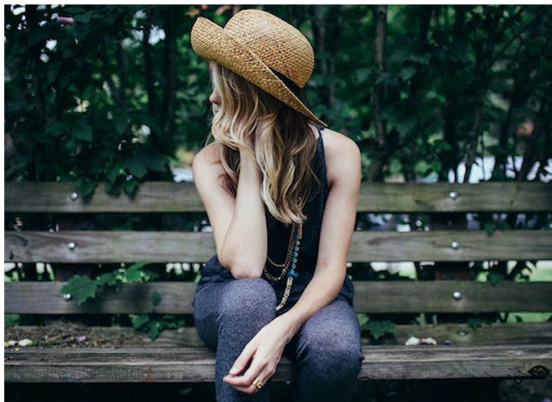
ROI:
"Clarity helped us understand out how to cross-functionally scale our business in the most efficient and cost-effective way possible — the most valuable realization being that we need to hire an in-house tech team. We're not technical people, so help from these experts was an invaluable complement to our skillsets."

Make faster & better decisions to grow your business. [Start using Clarity](#)

When using storytelling as a marketing tool, it's critical to focus on the experience of your customers. At any given time, your prospects are asking 'what's in it for me?' - so it's important to share the experiences of people who are just like them.

You can even integrate storytelling into your email marketing strategy by sharing editorial content about people.

LEVO LEAGUE



Why You SHOULD Quit Your First Job

When you start your first job, people always tell you to hang in there and tough it out. People tell you that job hopping will make you look "flaky" and will hurt your chances of getting future jobs. But the secret's out: Quitting your job won't kill your career.

[READ MORE](#)

Results

At the end of the day, people want to make money, cut costs, and save time. The most compelling psychology trigger comes from the results that your business has been able to generate for its existing customers.

From a marketing perspective, it's important to make your company's ROI front and center. Share data across your clients as well as specific case studies that highlight the value that you're able to provide.

For inspiration, check out SaaS analytics company KISSmetrics, which makes its entire marketing message about the value it provides its customers.

See how these companies are using KISSmetrics to grow their business



Learn how KISSmetrics helped Buffer
increase their revenue by **\$25,500** in less
than 30 days.

[Read Success Story](#)



Learn how KISSmetrics helped LiveChat
increase their new customers by **18%** in 30
days.

[Read Success Story](#)

Prospects who browse KISSmetrics's case studies page can clearly see the ROI that they are likely to derive from using the software - it's a marketing strategy that clearly revolves around what potential customers should expect to get.

How Buffer Increased Their Revenue by \$25,500 in 30 days by Using KISSmetrics

The Problem

Buffer is one of the largest social media management platforms with over 300,000 customers. Given the volume of customers, they were having an issue analyzing all of their individual customers and identifying actionable metrics. In addition to that, the company couldn't figure out what experiments to run in order to help increase the lifetime value of their customers, reduce churn, improve conversion rates, and increase average selling price.

Buffer turned to KISSmetrics to solve these problems through the use of our person-based customer analytics service.

The Solution

Through the use of KISSmetrics, Buffer was not only able to find the areas in their signup flows that were reducing conversions, but they were also able to get actionable insights on how they could reduce their churn and increase their lifetime value per customer.

Buffer was able to do all of this through the KISSmetrics [funnel](#), [cohort](#), [people](#), and [power report](#) views.

The Results

Within 30 days KISSmetrics made Buffer an extra \$25,500 in revenue.

“KISSmetrics gave us actionable insights that helped us improve the life-time-value of our customers. This resulted in a \$25,500 increase in revenue.

— Leo Widrich, Co-founder of Buffer



[Buffer](#) automatically share articles, pictures, and videos throughout the day on one or all your social media accounts.

- **Industry:** Social Media App
- **Business Model:** Freemium SaaS (Software as a Service)
- **Headquarters:** Hong Kong & San Francisco, CA
- **Previous/Alternative Analytics Solution:** Internal analytics
- **KISSmetrics customer since:** March 2012

You can also use email marketing to show audiences the precise results that they're seeing with your products or services. As an example, check out this automated report that MixPanel deploys:

blog_widget_footer	5 ↓ 37.5%	8 ↑ 100%	4 ↑ 33.3%	3 ↑ 50%	2 ↓ 71.4%	7 ↑ 75%
redirect	4 ↑ 33.3%	3 0%	3 ↑ 200%	1 ↓ 50%	2 ↑ 100%	0 ↓ 100%
blog_widget_profile	3 ↑ 100%	0 ↓ 100%	1 ↓ 50%	2 ↑ 100%	1 ↓ 85.7%	7 ↑ 100%
answer_share_twitter	0 0%	0 0%	0 0%	0 0%	0 0%	0 ↓ 100%

At the end of the day, your customers care about results. Marketing programs should speak to this need head-on.

GetResponse

GROW YOUR EMAIL LIST BY UP TO

10,000 subscribers

in 90 days!

TRY IT FREE

LIST BUILDING PROGRAM

Room for Thought

This guide taught you 9 psychological triggers with the potential to amplify your marketing. But before you get started, it's important to take a step back and assess the unique needs of your audience. What do they care about? What messaging speaks to them?

Marketers, eager to drive results, often jump into their campaigns and make changes based on 'best practices' that they've read.

Don't make this mistake.

Every company and customer base is different. Always start with a rigorous qualitative research process that pinpoints exactly what your audience needs. This research process will be the absolute best source of marketing inspiration.

So if you're looking to get started - and take that next step - look no further than a simple customer conversation. Seek out patterns that inadvertently arise. These patterns will be the heart of your marketing program.

Author



Sara Wolkiewicz

Content Marketing Expert and Blog Editor-in-chief at GetResponse

Sara is always on the lookout for new ways to improve marketing strategies using email marketing. An expert in her field, passionate about helping marketers grow their campaigns and personal branding strategies.

swolkiewicz@getresponse.com

[@sararuthw](https://twitter.com/sararuthw)

About GetResponse

GetResponse, World's Easiest Email Marketing, is a complete email marketing platform with a suite of innovative features, including drag-and-drop email and landing page creator, advanced email analytics, email automation and smart list import.

Its user-friendly interface, best-in-class 99% deliverability and 5-star Customer Service, make it one of the top solutions available on the market, all at an affordable price.

The system is fully scalable and can handle everything from small lists for solo entrepreneurs to high-volume email campaigns delivered with superb reliability and 24/7 consulting services.

Since its inception in 1997, GetResponse has grown to serve more than 350,000 Customers from 183 countries and now manages and delivers more than 12 billion permission-based emails per year.

See how it works in less than two minutes



Try GetResponse - FREE for 30 days
NO CREDIT CARD REQUIRED