

# Marketing Masterclass: Leveraging Behavioral Science to Craft Irresistible Campaigns

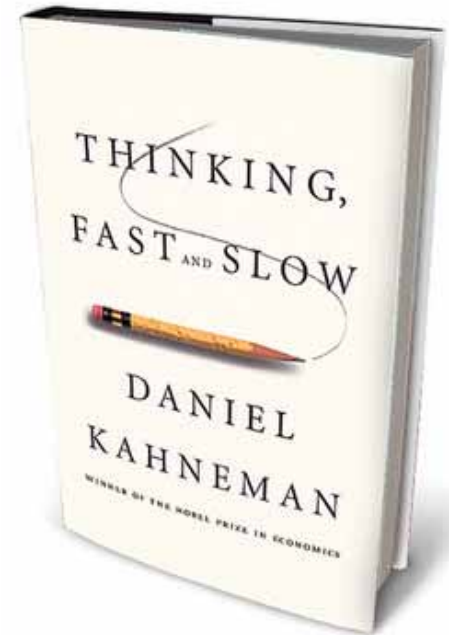
Nancy Harhut, Chief Creative Officer  
HBT Marketing

THE FINANCIAL BRAND

**FORUM**

“The brain doesn’t like logical, rational, conscious thinking — and will take any shortcut it can.”

— Daniel Kahneman, “Thinking, Fast And Slow”



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# Decision Making Shortcuts

- **Hardwired, evolutionary impulses**
- **Once kept us alive**
- **Now get us through the day**

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#1



**It's not about how we think,  
but how we feel**

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# Behavioral Science

Emotions drive our decisions

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# Emotion



— Antonio Damasio

There's a reason they call them **gut-wrenching**. The decisions you make determine whether people stay employed. Whether shareholders revolt. And whether your company complies with federal regulations. No wonder making them can tie you up in knots.

The **antacid** for  
a diet of tough  
decisions.

There's a reason they call them **gut-wrenching**. The decisions you make determine whether people stay employed. Whether shareholders revolt. And whether your company complies with federal regulations. No wonder making them can tie you up in knots.

Especially making them without quick access to all the information you need.

That's why you need Cognos, an IBM company. We are the experts in performance management, delivering the *only* complete system on a single platform for reporting, analysis, planning, forecasting, consolidation, and scorecarding. So you can be sure you have correct, complete information. Unlike SAP and Oracle, we've spent years focused solely on performance management, helping 86 of the Fortune 100 succeed. So the next time you have a gut feeling, you'll also have the data to back it up.

Proceed with confidence. To find out more, visit [www.cognos.com/antacid](http://www.cognos.com/antacid) today.

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**COGNOS**  
AN IBM COMPANY

13% increase in purchase intent



© 2015 Slack

What it feels like to sit  
in 25% fewer meetings.

 slack  
Work, simplified.





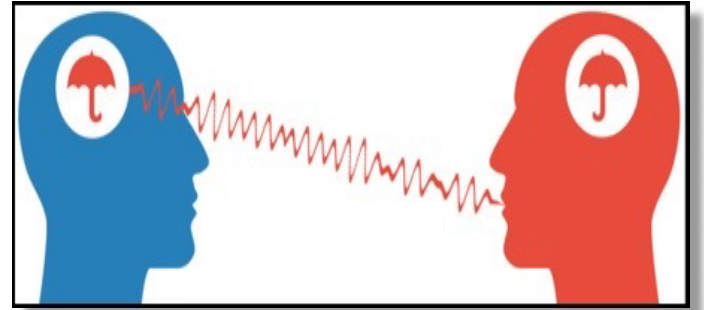
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**Remember:**

**Use emotion to connect with your  
target audience**

# Pro Tips

- Show how your product makes people feel
- Make 'em feel something and they connect with you
- “Emotional contagion” = best to persuade



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# Behavioral Science

People are afraid to lose

# Loss Aversion



**Order Cathy's gift today, or pay more! Prices increase tomorrow!**

**Subject: Order Cathy's gift today, or pay more! Prices increase tomorrow!**

Last day before prices increase! Valentine's Day gifts up to 45% OFF! View as webpage



**WE HAVE A FEAR  
OF COMMITMENT, TOO**

**IT'S OKAY IF YOU WANT TO BREAK UP  
WITH US.**

You won't hurt our feelings; we value honesty over ghosting us. That's why our [refund policy](#) lets you cancel your ticket for a full refund through the end of March, *no questions asked*.

So, in the spirit of the holiday tomorrow, **take \$100 off All-Access passes and know that we won't judge if you change your mind.** We've got 100 discounts to give away so go and get 'em. Offer expires Friday, February 15th at 11:59 PM EST.

**CLAIM YOUR DISCOUNT**

**That's why our refund policy lets you cancel your tickets for a full refund through the end of March, no questions asked.**

The screenshot shows the Ally website's content area. At the top, the Ally logo and tagline 'DO IT RIGHT. A Community For Your Financial Well-Being' are visible. Navigation tabs include 'All', 'Life', 'Money' (which is selected), 'Car', 'Home', 'Bank', 'Invest', and 'Trends'. Below these are sub-categories: 'All Money', 'Budget', 'Credit', 'Estate Planning', 'Finance Basics', 'Saving', and 'Taxes'. The main article title, '5 Estate Planning Mistakes to Avoid', is highlighted with a red oval. Below the title are social sharing icons for Facebook, Twitter, Google+, LinkedIn, and Email. A link icon is labeled 'Links to non-Ally websites'. The article's introductory text reads: 'A primary goal of estate planning is to safeguard your legacy after you've passed. It enables you to leave all of your hard-earned assets to your loved ones. However, even the most careful and well-intentioned person can stumble along the way. Here are five estate planning mistakes to avoid.' To the right of the article is an 'Editor's Pick' section featuring a woman's profile picture and the title 'Ally Bankgiving: When a Simple Call to Your Bank Turns Into a Big Surprise'. Below this is a 'Top Posts' section with a numbered list of four articles, including the same 'Ally Bankgiving' article as the editor's pick.

ally DO IT RIGHT.  
A Community For Your Financial Well-Being

ally.com Follow Us Search

All Life Money Car Home Bank Invest Trends Customize


All Money Budget Credit Estate Planning Finance Basics Saving Taxes

**5 Estate Planning Mistakes to Avoid**

OCTOBER 2014


Share f t G+ in e

Links to non-Ally websites



A primary goal of estate planning is to safeguard your legacy after you've passed. It enables you to leave all of your hard-earned assets to your loved ones. However, even the most careful and well-intentioned person can stumble along the way. Here are five estate planning mistakes to avoid.

Editor's Pick

 Ally Bankgiving: When a Simple Call to Your Bank Turns Into a Big Surprise

Top Posts

- 1 Moguls in the Making: Mobilizing the Next Generation of Entrepreneurs
- 2 The Friendly Con: Don't Be Fooled by Social Engineering
- 3 Stash Your Cash: How to Build a CD Ladder [Video]
- 4 Ally Bankgiving: When a Simple Call to Your Bank Turns Into a Big Surprise



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**Remember:**

**Avoid pain beats achieve gain**

# Pro Tips

- May not get offer again
- Don't miss vs Take advantage of
- Countdown clock



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# Behavioral Science

If it's ours, we feel it's  
more valuable

# Endowment Effect



— Richard Thaler

Lot 18

YOU HAVE \$15.00 OF UNUSED CREDIT IN YOUR ACCOUNT THAT  
WILL EXPIRE TOMORROW AT 11:59 PM EST

Simply click [Apply Credit](#)

before submitting your order. Your  
future self will thank you later.


*Yours helpfully,  
The Lot18 Member Services Team*

[START SHOPPING](#)


Please Accept  
Your Title Or  
Surrender It!

We must have  
your decision  
regarding Prize  
Number  
ownership!

Please Accept Your Title Or  
Surrender It!

 We must have your decision regarding Prize  
Number ownership!

*Your Decision is Immediately  
Requested!*



Make sure your \$2,500.00 A Week For Life  
SuperPrize Number is **LOCKED** inside our  
Winning Number Generator, along with all  
other eligible numbers. Prize awarded  
December 30th — Guaranteed!  
**RESPOND IMMEDIATELY!**

BANK OF AMERICA

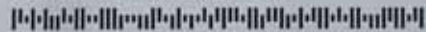
## Preferred Rewards

DIAMOND

# Important information about your program benefits

000001

Nancy L. Harhut  
290 Parker St  
Newton Center MA 02459-2673



Nancy L. Harhut,

We hope you are enjoying all of the exclusive rewards and benefits offered by Preferred Rewards. During our annual program eligibility review, we noticed the combined balances in your qualifying Bank of America<sup>®</sup> deposit and/or Merrill investment accounts are below the amount required to maintain your current Preferred Rewards Diamond tier.

**Diamond** tier benefits and rewards include:

75%  
Rewards Bonus  
on eligible Bank of America<sup>®</sup> credit cards<sup>1</sup>

**...combined balances are below the amount required...  
In order to continue to enjoy Diamond Tier benefits, your balance would need to meet the three month combined average daily balance minimum...**

---

# Remember:

**People are possessive – they don't  
want to lose what they have**



# Pro Tips

- Make people feel ownership
- Present most robust service first
- Remove features from next choices



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# Recap:

**It's not about how we think, but how we feel**

- Emotion
- Loss Aversion
- Endowment Effect

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# Assignment

**Write a lead gen email, including subject line, using Emotion, Loss Aversion, or the Endowment Effect**

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#2



**Our choices are less rational  
and more reactionary**

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# Behavioral Science

**Having an option makes people  
more likely to choose**

# Autonomy Bias



Image: Pixy.org

**Do this now:  
Create an  
income that puts  
YOU in charge**

**It means you have  
options when it  
comes to travel,  
adventure, even  
living abroad.**

**To:** Nancy Harhut

**Subject:** Do this now: Create an income that puts YOU in charge

Dear Nancy Harhut,

In this day and age, it's easier than ever to get paid to live where you want, work the hours you prefer, and enjoy a real measure of control over your time, your income, and your life.

It's never been simpler to stay in touch from the far reaches of the globe. With good Internet access and improved infrastructure on the ground ... whole swaths of the planet that were inaccessible just a decade ago are open for business. Countries once locked down today boast towns where you can buy fudge and postcards.

It means you have options when it comes to travel, adventure, even living abroad.

The trick, of course, is having a skill that'll allow you to take advantage of this great, big, accessible world.

And that's what I'd like to talk to you about today.

Open your account today and earn:

**\$500<sup>1</sup>** | OR | **\$200<sup>1</sup>**

Business Advisor Checking® | Clearly Better Business Checking®

— 4x, Tulane University



## Your Century Bank Debit Card



**Just like cash – except it's better!**

The best feature of your Century Bank Debit Card is you can use it anywhere MasterCard® is accepted. It also gives you a choice of how to pay for purchases:

**Good choice:** Say or press "Debit," enter your PIN, and your money comes right out of your checking account.

**Better choice:** Say or press "Credit," and the money comes right out of your checking account. This is the safer way to pay. Why? Because you're not sharing your PIN.

Either way, it's your choice.

**Either way, it's  
your choice.**

— BYAF = 2x  
Christopher Carpenter  
Western Illinois University

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**Remember:**

**Choices make people feel in charge**

# Pro Tips

- Offer clear, finite options
- Use color, position, size to nudge
- Ask "Would you be willing?"



Image: Pixy.org

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# Behavioral Science

**Expectations influence  
people's behavior**

# Labeling



15% more voters

... for career-minded privacy professionals like you.

Reserve your space now before it's too late View on a mobile device. View on a browser.



**<<Sam>>, if you want to be part of this first-ever class, you must act now**

Get the skills you need to excel at your job and advance your career. The Certified Information Privacy Manager (CIPM) is the world's first and only certification specifically designed for career-minded privacy professionals like you.

IAPP members who manage privacy operations have been clamoring for practical tools and actionable insights — and this class delivers. There's a training session in your area next month — but it's filling up fast. Don't miss out.

[Get class details and register.](#)

**Class includes FREE CIPM textbook (a \$65 value)**

**RESERVE YOUR SPOT**

**WHEN**  
Tuesday, May 7  
9 a.m. – 5 p.m.

**WHERE**  
Convene Convention Center  
Midtown West  
810 Seventh Avenue  
New York, NY 10019

Noun Identity Effect  
Be a voter vs Vote, 11%

# Why This Offer Is Reserved For You

\$200 One-Time Cash Bonus



1.5% Cash Back

This credit card offer is only sent to a **well-qualified group of people**. You meet our initial criteria, and your application is more likely to be approved for this Capital One Quicksilver offer. For more details about eligibility requirements, see the back of the second page of your letter.

Apply now by scanning your QR Code or visiting [getmyoffer.capitalone.com](https://getmyoffer.capitalone.com)



**... offer only  
sent to a well-  
qualified group  
of people**

## Two Types of Sales People

I have worked with hundreds of sales people, both as employees in previous management jobs and now as independent contractors selling merchant services. Many books are out there about the different types of sales people. Some compare them to types of animals or different personality types. **Today I want to talk about the two sales approaches into which every sales person with whom I have ever worked can be identified.**





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**Remember:**

**Use labels that trigger the  
desired behavior**

# Pro Tips

- Reinforce how target wants to be seen (ex: savvy saver)
- Get target to think of themselves differently
- Label must not be objectionable



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# Behavioral Science

**We respond to the source  
of the information**

# Authority Principle



TRUSTED AND TESTED BY THE U.S. SKI TEAM



SHOP ALL U.S. SKI TEAM APPAREL







x



# 110 Point ECOMMERCE CHECKLIST

with 110 testing ideas for  
any ecommerce website.

First Name \*

Email \*

GET YOUR CHECKLIST



@nharhut

---

**Remember:**

**People defer to experts**



# Pro Tips

- Celebrities, publications, associations, institution age
- Clothes, props
- Create expert content using Information Gap Theory



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# Recap:

## Our choices are less rational and more reactional

- Autonomy Bias
- Labeling
- Authority Principle

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# Assignment

**Write a social media post using  
Autonomy Bias, Labeling, or the  
Authority Principle**

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#3



**We rely on auditory cues**

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# Behavioral Science

**People respond to reasons  
before they process them**

# Reason Why



— Ellen Langer, Harvard

Try us for 9  
bucks because  
my dad loves us

try us for 9 bucks because my dad loves us

From Dale Slear Co-founder of Wine Awesomeness >

To nharhut@me.com >

Reply-To wineallthetime@wineawesomeness.com >



SHOP THEBACKLABEL LOGIN



We really think we create a truly awesome wine club, but don't take our word

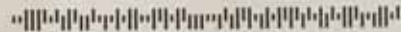
Because of your current relationship with Brookline Bank, you qualify for the best we have to offer.

## BrooklineBank

P.O. Box 470469, Brookline MA 02447

YOU QUALIFY FOR  
OUR VERY BEST!

Catherine Mary Larkin  
290 Parker St  
Newton, MA 02459-2673



Dear Catherine,

Because of your current relationship with Brookline Bank, you qualify for the best we have to offer: **PREMIERACCESS** Checking with **no monthly maintenance fee**.<sup>1</sup> It's our top-tier checking account that provides customers like you with an elevated level of banking service, including:

- **Free ATMs, nationwide.** You'll never need to think about ATM fees again – use any ATM in the United States for free.<sup>2</sup>
- **Free check orders.** Order our standard check style at no charge or receive a \$15 discount on other orders.



After a decade of research on two continents...

## ***Burger King's New French Fries Took Ten Years to Develop***

**NEW FRENCH FRIES!**

After a decade of research on two continents, BK is rolling out new crinkle-cut fries.



Input Bias

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# Remember:

**Include because / the reason why  
to trigger compliance**

# Pro Tips

- Since/As a result/So
- Admit deficits to highlight strengths (*Ex: We're small so we can be more nimble*)
- Raise objections to dismiss them (*Ex: We don't have lots of ATMs, so we don't charge you to use others*)

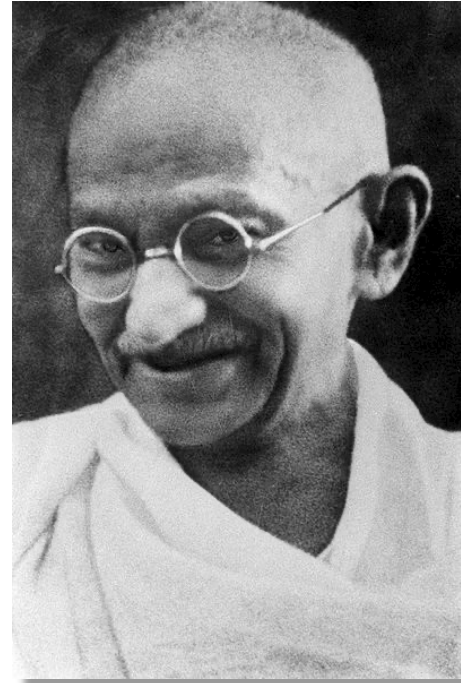


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# Behavioral Science

**We're influenced by first mentions  
and familiarity**

# Anchoring



9 = 50; 140 = 67  
Strack & Mussweiler

Earn more than the national average\*\*

COMPETITIVE  
RATE!



**4.25%**  
APY\*

AMERICAN EXPRESS



**0.43%**  
APY\*\*

NATIONAL RATE

57,530 kids have been forced from their homes since Oct. 1

Subject: [All gifts doubled] 7 kids a minute  
Reply-To: [news@covenanthouse.org](mailto:news@covenanthouse.org)



57,530 kids have been forced from their homes since Oct. 1.  
[Your gift DOUBLED to slow the count >>](#)

By the time you finish reading this email

**7**

more kids in America will become homeless.

DOUBLE MY GIFT TO HELP

Subject: Free Quote, No Exam. New low rates can save you up to 70%.

30 DAY *money back guarantee*

**FIDELITYLIFE™**  
term life insurance

**CHEAPER THAN A  
CUP OF COFFEE A DAY!**  
Get term life coverage starting at \$9/month

GET MY FREE QUOTE! ▶

- No medical exam
- Choose your coverage amount
- Just a few health questions
- Instant approval if qualified



If you are not completely satisfied with your term life insurance policy, you may cancel at any time within the 30-day money back period and receive a full refund.

Rates shown for sample ages at issue are based on best class available and are available with monthly electronic drafts. Rates subject to underwriting and are not guaranteed. Other rating classes, level periods, and coverage amounts are available. Rates have been rounded to the nearest dollar. Like most insurance policies, Fidelity Life's policies contain exclusions, limitations, reductions of benefits and terms for keeping them in force. For complete costs and details, contact your Fidelity Life Representative.



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# Remember:

**Lead with higher rates,  
link to easy numbers**

# Pro Tips

- Standard rate followed by discounted rate
- “Seen elsewhere” at higher price/fee
- Add a most expensive option to boost sales of the midrange option



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# Behavioral Science

**Descriptions trigger  
default decisions**

# Framing





LOTTERY INSTANT CASINO SPORTS WINNERS LEARN



### WHEN YOU PLAY, ONTARIO WINS

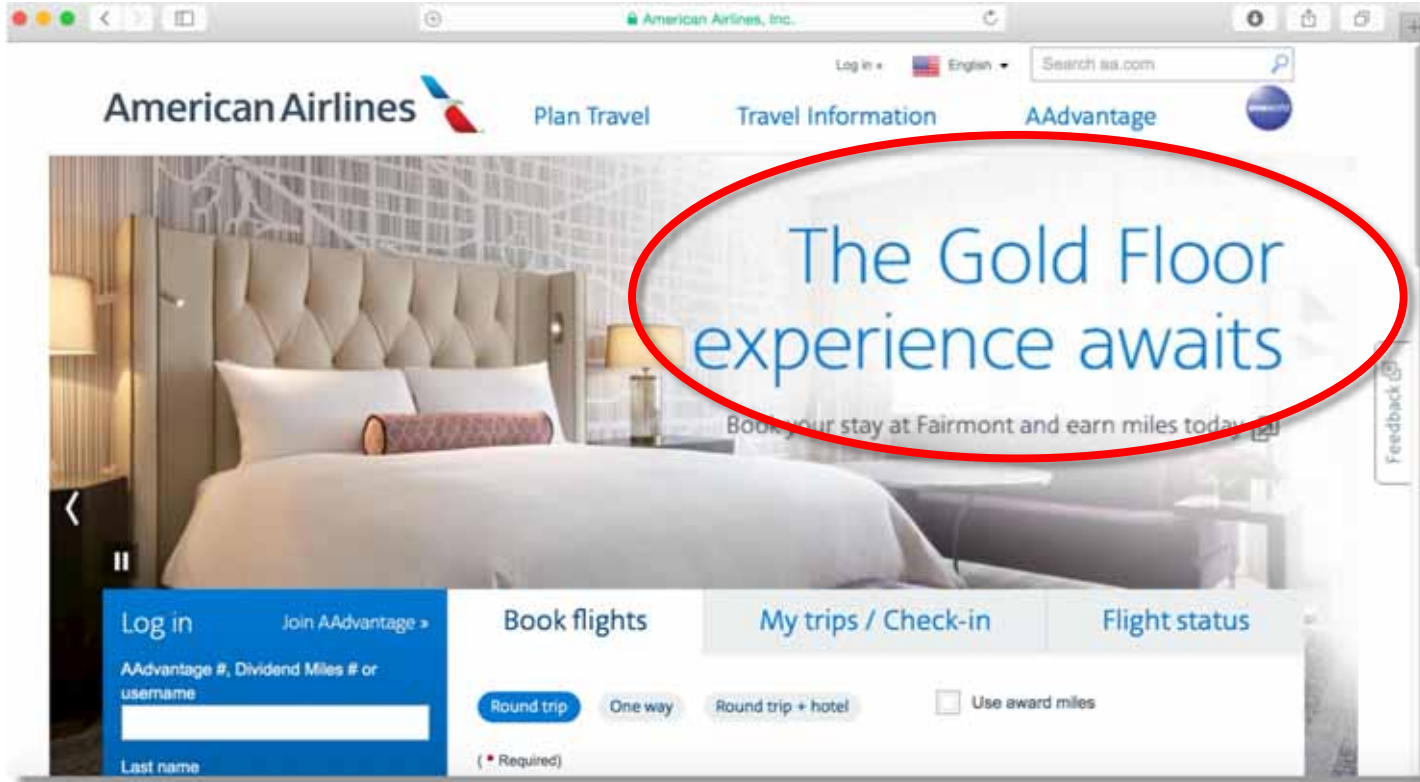
100% of profits go back to Ontario.  
So when we play together, we win together.

HOW WE GIVE BACK



**TD Bank**

America's Most Convenient Bank®



Stanford University

---

**Remember:**

**Get people to see things in a  
different way**



# Pro Tips

- Select words that favor your position
- Pick comparisons people can relate to (*ex: compounding interest is like earning interest on your interest*)
- Make the unfamiliar familiar



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# Recap:

## We rely on auditory cues

- Reason Why
- Anchoring
- Framing

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# Assignment

**Write a referral postcard using Reason  
Why, Anchoring, or Framing**

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#4



**People earn money, but they  
don't "get" money**

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# Behavioral Science

People discount the value of  
distant payoffs

# Present Focus Bias



ally

BANK ▾

CREDIT CARD ▾

AUTO ▾

HOME LOANS ▾

Ally Home > CDs > High Yield CD

WE ASKED  
THE FUTURE YOU  
IF YOU WANTED  
MORE MONEY.  
YOU SAID YES.

**Commencement is just around the corner — can you picture yourself on the stage?**

**Apply now – term starts 4/30**

April 9

Found in College Mailbox

Commencement is just around the corner – can you picture yourself on the stage?



With SNHU's [100+ graduate degree programs](#), flexible class schedules and some of the lowest tuition rates in the nation, there's never been a better time to achieve your goals. Here's what a degree from SNHU can do for you:

- Take advantage of career-focused programs for in-demand fields such as business, technology and healthcare
- Those with a master's degree earn nearly 20% more per week than a bachelor's degree holder\*
- Master's degree holders are less likely to be unemployed



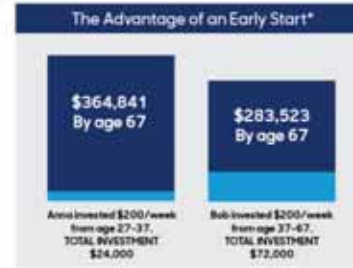
Think about yourself. Even juggling many financial commitments, you still choose when and where to spend your money. Do you want retirement to change that?

.. MassMutual

## How to avoid one of the bigger mistakes with work retirement plans

67 percent of people regret not doing this

In a recent Insured Retirement Institute survey<sup>1</sup>, 67 percent of responders said they wished they joined their [work retirement plan](#) earlier.



As this chart shows, someone who starts early can invest less and still accumulate more in his or her retirement plan at work, because there's more time for the savings to grow.

That's why you should sign up today.

Think about yourself. Even juggling many financial commitments, you still choose when and where to spend your money. Do you want retirement to change that?

START SAVING TODAY

Don't make the mistake of waiting. [Sign up](#) for your work retirement plan today.

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# Remember:

**Build a bridge between the  
present and future self**

# Pro Tips

- Highlight immediate value (*Ex: IRA = current tax advantage + future \$*)
- Use present focus language (*Ex: In just minutes, you can enroll*)
- Consider age progression software (*Ex: Merrill Lynch, “Face Retirement,” 1 million users, 60% response*)



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# Behavioral Science

People forget money is fungible

# Mental Accounting



## Organize using buckets.

Set money aside for what matters to you. All in one place.



Home improvements

\$1,500



Vet bills

\$400



Hawaiian vacation

\$2,200

Divvy up your savings without multiple bank accounts or hard math.

**Save up to  
\$400 with  
your tax  
refund**

Save up to \$450 with your tax refund

saatva



Invest your refund wisely.

## Maximize returns on your 'safe money'.

If you're keeping cash in a traditionally safe place like a CD or a savings account, you might be leaving money on the table. Gainbridge offers a deferred annuity that protects your principal and gives you a higher rate that's guaranteed for your investment term.

**Guaranteed Rates. Guaranteed Returns.**



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**Remember:**

**People think about their money  
in categories**

# Pro Tips

- Suggest saving/investing “windfalls”
- Create special, named accounts (ex: Christmas Club)
- Encourage saving for education and retirement



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# Behavioral Science

People equate size and position  
with amount

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# Magnitude Encoding Effect

\$5 \$5

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**\$4,000.00**

**\$4,000**

**\$4000**

**Four thousand dollars**

**\$3999**

---

~~\$4,000~~      \$3,750

~~\$4,000~~      \$3,750

- UConn, Clark University

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**\$400 ... \$350**

**\$400 ..... \$350**

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**Remember:**

**It's not just the number, it's how  
it's perceived**



# Pro Tips

- Make earnings look big and fees look small
- Low on page vs. high on page
- “Charm prices”



\$34, \$39, \$44 – MIT, Univ. of Chicago  
24% inc. in sales  
– *Priceless*, Wm. Poundstone

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# Recap:

**People earn money, but they don't "get" money**

- Present Focus Bias
- Mental Accounting
- Magnitude Encoding Effect

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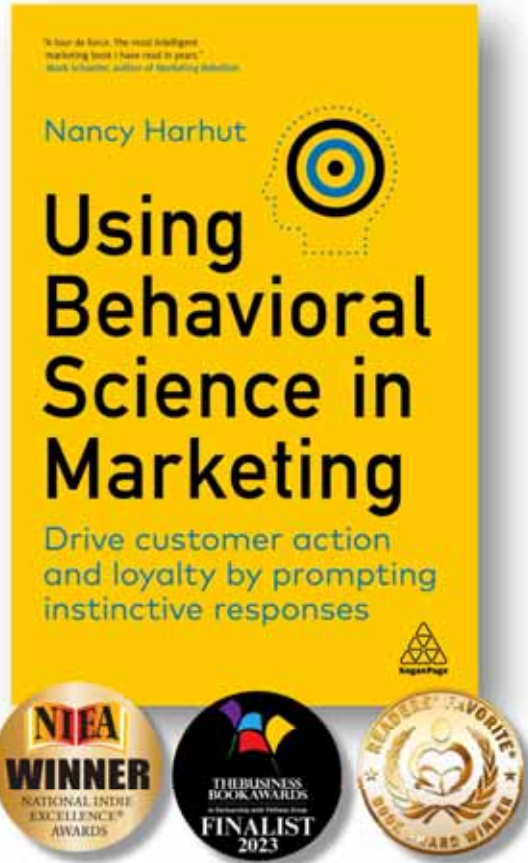
# Assignment

**Create a poster encouraging people to open an IRA using Present Bias, Mental Accounting, or Magnitude Encoding**

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# Behavioral Science

1. It's not about how we think, but how we feel
2. Our choices are less rational and more reactionary
3. We rely on auditory cues
4. People earn money, but don't "get" money



**“The strategies outlined in this book will have an immediate impact on your marketing campaigns and a massive impact on your bottom line.”**

- Jeffry Pilcher, The Financial Brand

# THANK YOU!

## FREE Cheat Sheet

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nharhut@hbtmktg.com



 Nancy.Harhut

 @nharhut

 Nancy Harhut