

Marketing Masterclass: Leveraging Behavioral Science to Craft Irresistible Campaigns

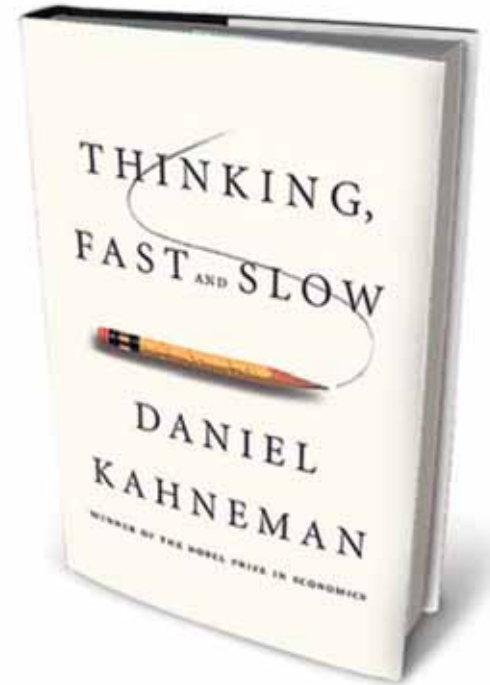
Nancy Harhut, Chief Creative Officer
HBT Marketing

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”



Decision Making Shortcuts

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

#1



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

Behavioral Science

Emotions drive our decisions

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 today.

COGNOS
AN IBM COMPANY

Copyright © 2009 Cognos LLC, an IBM company.

13% increase in purchase intent



© 2015 Slack

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

 **slack**
Work, simplified.

 Let's
Connect

Live the life you
desire

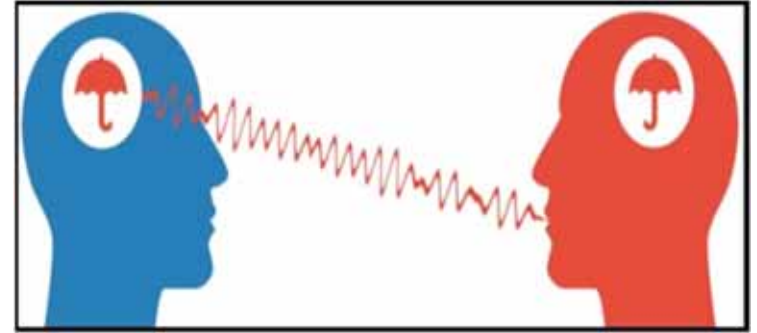
[Explore Choice Map](#)

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



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 all webpage](#)



The image shows a promotional email banner for ProFlowers. At the top, the ProFlowers logo is displayed in white on a green background. To the right of the logo, the text "NEED HELP? 800-580-2913" is visible. Below the logo, a navigation bar contains links for "Valentine's Day", "Birthday", "Anniversary", "Best Sellers", and "Specials". The main body of the banner has a dark red background with floral images. The central text reads "LAST CHANCE BEFORE PRICES INCREASE" in large white letters. To the right of this text is a green circular badge that says "FREE GLASS VASE". At the bottom center, there is a blue button with the text "SHOP NOW".

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 interface. At the top, the logo reads "ally DO IT RIGHT." with the tagline "A Community For Your Financial Well-Being". Navigation links include "ally.com", "Follow Us", and a search icon. A secondary navigation bar contains categories: "All", "Life", "Money" (highlighted), "Car", "Home", "Bank", "Invest", "Trends", and "Customize". Below this, a sub-navigation bar lists "All Money", "Budget", "Credit", "Estate Planning", "Finance Basics", "Saving", and "Taxes". The main content area features an article titled "5 Estate Planning Mistakes to Avoid", which is circled in red. To the right of the article is an "Editor's Pick" section with a photo of a woman and the text "Ally Banksgiving: When a Simple Call to Your Bank Turns Into a Big Surprise". Below the article is a "Top Posts" section with a list of four items: 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]", and 4. "Ally Banksgiving: When a Simple Call to Your Bank Turns Into a Big Surprise".

5 Estate Planning Mistakes to Avoid

OCTOBER 27, 2017



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

Remember:

Avoid pain beats achieve gain

Pro Tips

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

SOLD OUT

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

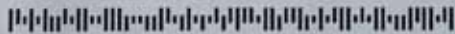
Preferred Rewards

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[®] 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[®]
credit cards¹

**...combined balances are below the amount required...
In order to continue to enjoy Diamond Tier benefits, your
balance would need to 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



Recap:

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

- Emotion
- Loss Aversion
- Endowment Effect

Assignment

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

#2



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

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:

\$500¹ | OR | **\$200¹**

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.**

Remember:

Choices make people feel in charge

Pro Tips

- Offer finite options
- Make options clear
- Use color, position, size to nudge



Image: Pixy.org

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
Convvene 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



**... 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.**



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



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





“Highest Customer Satisfaction with Retail Banking in New England” according to J.D. Power

You should like your banking relationship.

“Highest Customer Satisfaction with Retail Banking in New England” according to J.D. Power



x



110 Point ECOMMERCE CHECKLIST

with 110 testing ideas for
any ecommerce website.

First Name *

Email *

GET YOUR CHECKLIST

Remember:

People defer to experts

Pro Tips

- Celebrities, publications, associations
- Longevity of institution
- Clothes, props



Recap:

Our choices are less rational and more reactional

- Autonomy Bias
- Labeling
- Authority Principle

Assignment

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

#3



We rely on auditory cues

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

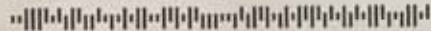
Because of your current relationship with Brookline Bank, you qualify for the best we have to offer.

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.**¹ 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.²
- **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

Remember:

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

Pro Tips

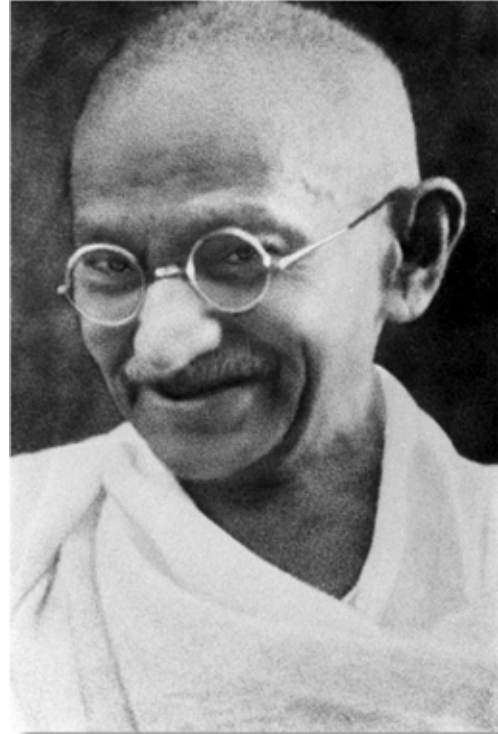
- Since/As a result/So
- Admit deficits to highlight strengths (*Ex: We're small so we can be more nimble*)
- Raise objections to dismiss them (*Ex: We don't have lots of ATMs, so we don't charge you to use others*)



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



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™
Fidelity Investments

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.

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



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.

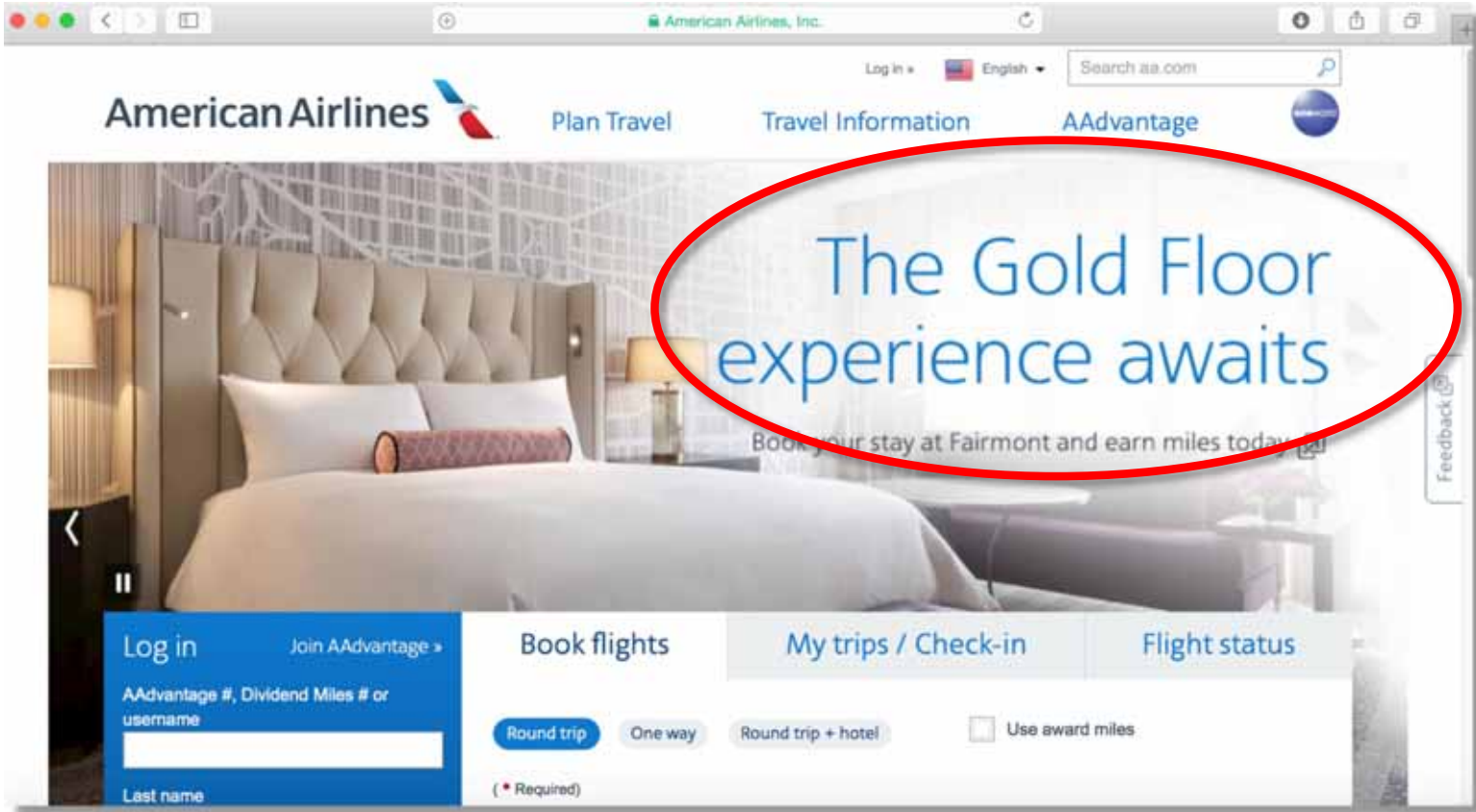
HOW WE GIVE BACK



Discovering \$300
in your wallet.
Yeah, it's like that.

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



Recap:

We rely on auditory cues

- Reason Why
- Anchoring
- Framing

Assignment

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

#4



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

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 survey¹, 67 percent of responders said they wished they joined their [work retirement plan](#) earlier.

The Advantage of an Early Start*



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.

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*)



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.

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



Behavioral Science

**People equate size and position
with amount**

Magnitude Encoding Effect

\$5

\$5

\$4,000.00

\$4,000

\$4000

Four thousand dollars

\$3999

~~\$4,000~~

\$3,750



\$4,000

\$3,750

- UConn, Clark University

\$400 ... \$350

\$400 \$350

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

24% inc. in sales

– *Priceless*, Wm. Poundstone

Recap:

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

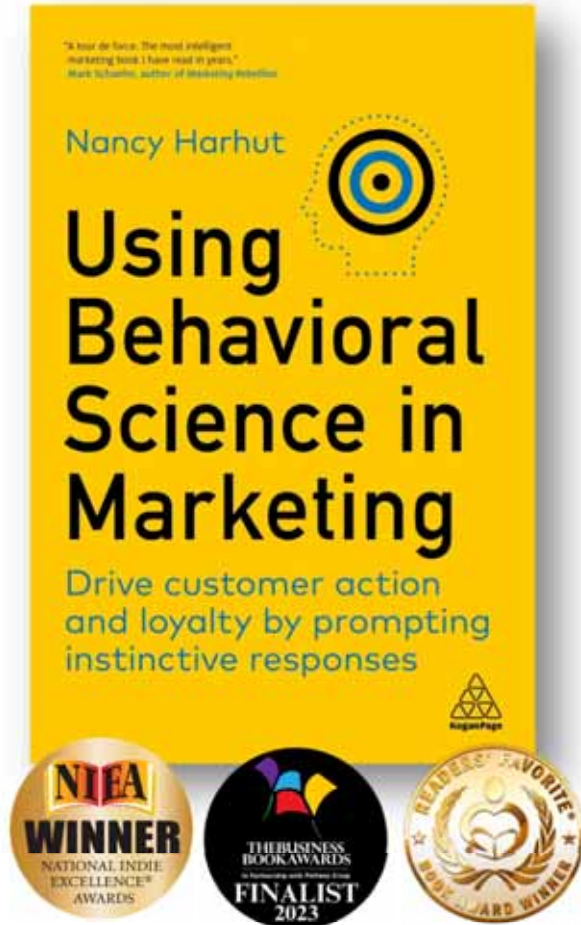
- Present Focus Bias
- Mental Accounting
- Magnitude Encoding Effect

Assignment

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

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

Nancy Harhut
Chief Creative Officer
nharhut@hbtmktg.com

