Twitter Thread by Sam ✍



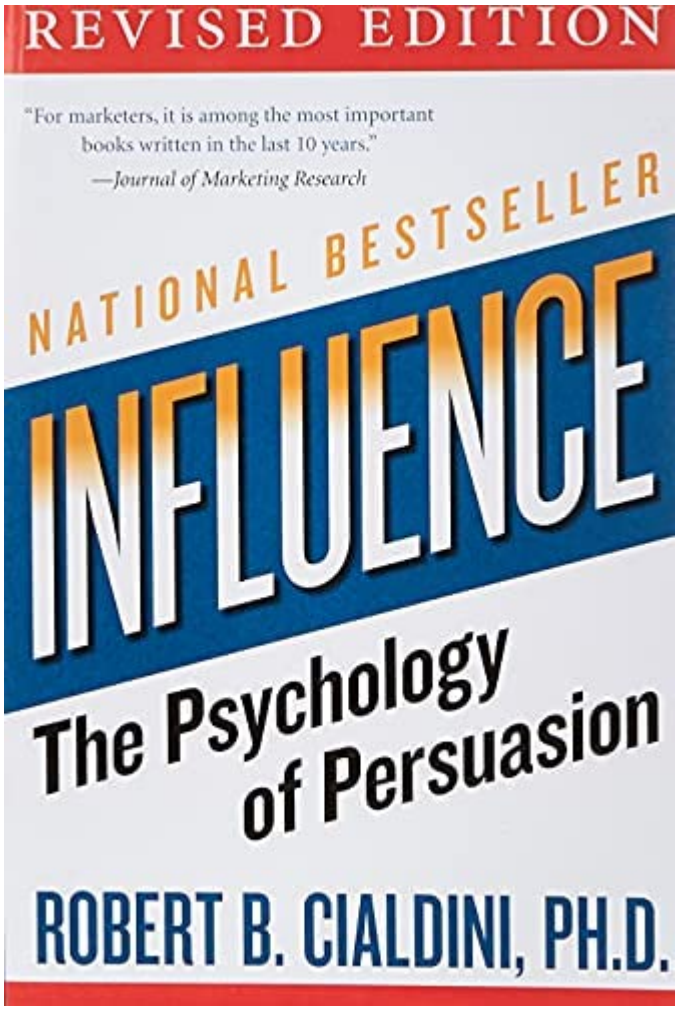
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@_sampoyan

How To Use the 6 ■■■■■■■■■■■■■ ■■■■■■■■ ■■ ■■■■■■■■■■ in your marketing■

Here's a Summary of:

Influence: The Psychology of Persuasion - By Robert Cialdini

- / Thread / -



1. Reciprocation

Has this ever happened to you:

1. Someone gives you a gift or does you a favor
2. You feel the NEED to return it or you feel guilty.

That's the Reciprocation influence weapon...

But how do we use it in marketing/sales?

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Simply do your customers a favor or give them a free gift.

Tip: Nowadays "free guides" are everywhere and it's less effective (for this particular weapon)

This weapon is better for selling services online... (See next reply)

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Imagine: You want to sell a high-cost service to someone & are messaging them.

How to use Reciprocity: Do them a small favor/give them a small gift.

Maybe fixing a small issue with their website, etc.

Now they are more likely to return that favor: Buying your service

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2. Commitment and Consistency

This weapon exploits that humans love to be consistent.

Even if we're wrong

We often stick to beliefs because we don't want to look like we were wrong.

So if you get someone to commit to your brand you are more likely to keep them.

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1: Offer a small paid trial/package to COMMIT to your brand.

Combine with a good product & you keep them loyal

2: Get the customer to repeatedly say yes before closing. You're exploiting that they want to be consistent.

2 works better on phone/in person than in written copy

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3. Social Proof

We are all sheep to a certain extent.

If we see everyone else is enjoying/getting results from something - we want to do the same.

Use this in your marketing by showing off others have success/fun with it.

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Some actionable ideas you can implement:

> Give out your product for free to influencers
> Include testimonials/reviews in your sales pages
> Create hashtag campaigns (if you have the resources)

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4. Liking

We buy from people we like.

It's the reason why many casinos & clubs try to hire attractive women — if they want to appeal to men

Men are more likely to spend/agree to upsells if an attractive woman is offering it.

But that's not the only way...

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Other ways you can use this weapon of influence:

- Humour
- Honesty
- Similarity
- Giving compliments

Not mentioned in the book: Info/value - I believe that can make people like you

Think about: How can you make people like your brand?

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5. Authority

We follow orders from authorities

The police stop you and ask for information on what you're doing.

You will probably give it to them.

Some random guy does the same?

Probably not.

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How can you use this in your marketing?

Become a well-known authority in your niche.

- Social proof also helps for this.
- Build a reputation for helping people
- Showcase expertise by delivering (and showing) results

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6. Scarcity

Nobody wants to miss out.

This rule is simple: Create offers that are limited to quantities/time periods

Doing this will:

1. Make people not want to miss out on the offer

2. Increase your offers perceived value as the price goes up after/becomes unavailable

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That's it!

I hope you have enjoyed this thread.

The weapons were taken from the book "Influence - The Psychology of Persuasion"

For more Marketing Psychology threads follow me here:

@_sampoyan

And don't forget to RT to help someone sell more ■

14/14 https://t.co/qf52rFht52

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> — Sam \u270d (@_sampoyan) March 20, 2022