Twitter Thread by Chase Dimond | Email Marketing Nerd ■



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Here are 10 psychology principles that will make you a better marketer.

From a $100MM marketer.

1. Social proof

People are more likely to buy a product or service if they know other people have already bought it.

How to use it:

Gather testimonials, case studies, shout-outs, and reviews.

Then include those in your emails, website, and social accounts.

Example:



"ClearVoice is designed for scaling content production and they make it easy. Simple workflow. Great talent network. Team-friendly platform."

CONVINCE&CONVERT

Jay Baer

Founder



"We work with the ClearVoice platform and their content strategists to plan and create editorial content. They also have an impressive roster of influencers and relevant content creators who help us get the right voices and amplification behind our content."

Cabela's

Chris Rocha

Sr. Manager, Digital Marketing



"ClearVoice is ultimately a platform that can be leveraged in different ways depending on your needs, which makes it incredibly valuable to any team focused on content marketing."

intuit

John Schulenburg

Group Leader, Content Marketing & SEO