



MARKETING PSYCHOLOGY: HOW MARKETERS THINK & INFLUENCE PEOPLE

Training notes & checklists

MARKETING IS DYNAMIC

Many people think marketing is a system they set up once and then they are finished. The reality is:

- Your website is never done. It should grow with you and keep up with the times.
- Your Social Media should always be changing.
- Your advertisement should be constantly tested.
- Your call to actions should be under revision.

Experienced marketers know marketing is not **STATIC**, it's **DYNAMIC**. The more you test, experiment, and get creative, the more effective you will be.

THE SILVER BULLETS OF MARKETING

- Experienced marketers know there is no such thing as a silver bullet.
- There is **NO** one-size-fits all approach to marketing successfully.
- Your organization is unique. Your marketing needs are unique.
- All of your marketing should begin with your end goals in mind.

DEGREES OF SUCCESS

Thinking in black and white terms will stop your marketing success. "It works or it doesn't", "passes or fails."

This lead to **exasperation** after just weeks or months.

Experienced marketers **KNOW** the results will **ALWAYS** need to be bigger and better. They expect it to be hard.

If '15%' is the marketing goal but you get '3%' when you 'turn it on', the experienced marketer asks, "how do I get to 4%?". Then, "How do I get to 5%." All the way to '15%'.

Experienced marketers set things up as best they can - **THEN THEY OPTIMIZE.**

Don't worry about passing or failing, just worry about how to make it a little more effective everyday.

IMPERFECTION IS THE MARKETER'S REALITY

Many non-profit leaders try to 'get it right' on the first try. They aim to have everything set up perfectly.

Experienced marketers know it's impossible to create a perfect marketing system.

Marketing deals with people, and people are unpredictable.

Don't shoot for perfection, or even awesome. Create the minimum viable product and turn it on. **THEN OPTIMIZE.**

You will see better results faster by going live and correcting course along the way.

Think 80/20

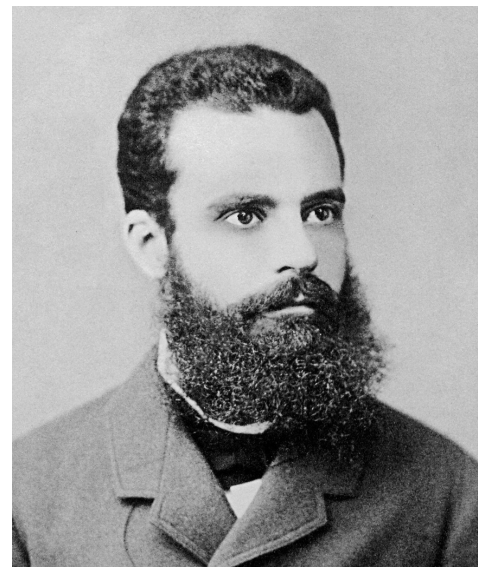
Experienced marketers use Pareto's Law to increase results while minimizing effort.

Definition: 20% of your **INPUT** gets you 80% of your **OUTPUT**.

The additional 80% of your efforts are usually not worth the 20% increase in quality.

Apply the 80/20 rule to your:

- Products
- Services
- Time
- Investments
- Efforts



OTHERS-FOCUSED

Church and nonprofit leaders market to increase donations, volunteers, etc.

This is self-focused marketing & it **NEVER** works.

Experienced marketers know that the more you give the more you get. This is the Law of Reciprocity.

Marketing is never about what's good for you. Instead, it's always about what's good for your audience.

Be 100% focused on meeting deeply felt needs and forget about the rest.

If you give more than you request,
You will get more than you request.

THINK WIN-WIN

Many people think in win-lose terms.

"If I get a donation, they lose money"

"If I get a volunteer, they will lose their time."

Explaining to people why they should lose to let you win is a hopeless cause (and it's self-focused).

Experienced marketers know people will only take action when it benefits them.

- Ask yourself "**what is the win i'm looking for?**"
- Ask yourself "**How would my audience win BIGGER than me, if they give me my win?**"

It's far easier to ask people to be winners, which just so happens to make you a winner too.

DON'T MAKE ASSUMPTIONS

Nonprofit leaders often meet needs **THEY THINK** people have. There is a huge difference between people's actual needs & what we think they need.

Experienced marketers know that meeting the **ACTUAL NEED** is the closest thing they can do to ensuring success.

Experienced marketers know **FEEDBACK** is the **EVIDENCE** you need to make decisions.

Surveys and **polls** will tell you what your audience actually needs.

- Should you offer service XYZ?
- What would add the most value?
- What should you stop doing to be more effective?

Let your audience tell you directly.

MARKETER'S MOTTO

