

# How To Use Psychology To Increase Conversions

Psychology And Marketing



## Use Social Proof To Increase Buyer Confidence

- ☐ Social proof can be used to increase conversions in a number of ways such as customer reviews,
- ☐ 5-star ratings, social following and celebrity endorsements

## Loss Aversion

- ☐ We tend to do everything in our power to avoid loss and this psychological response opens the door for real marketing opportunities.
- ☐ Scarcity is one way to further cement that perception which can be achieved by limiting the number Of items or a limited time offer.

## Price Anchoring Demonstrates Value

- ☐ Anchoring is when we unintentionally perceive the first thing about a product as true
- ☐ Take advantage of this by making it obvious When Changed the initial price. Include the original price or comparative retail price with your offer.

## Building Relationships Through Social Actions

- ☐ Humans are social creatures always looking to make new connections.
- ☐ Once a bond has been formed, we feel obliged to honour that connection even without realising one has been made. The

true power Of social media marketing at work.

### Authoritative Brand Alignment

- ☐ We tend to follow people with authority Or popular public figures Which is Why celebrity endorsements work so well.
- ☐ Another approach is to form a partnership with a well-known business or influencer to create mutually beneficial Opportunities.

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