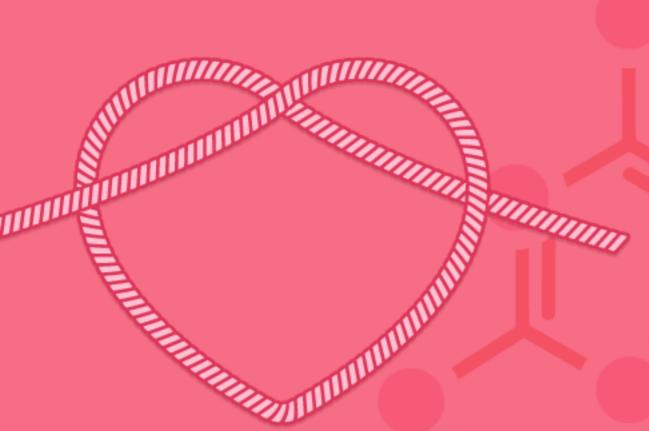
# 



A guide to making your customers fall in love with you



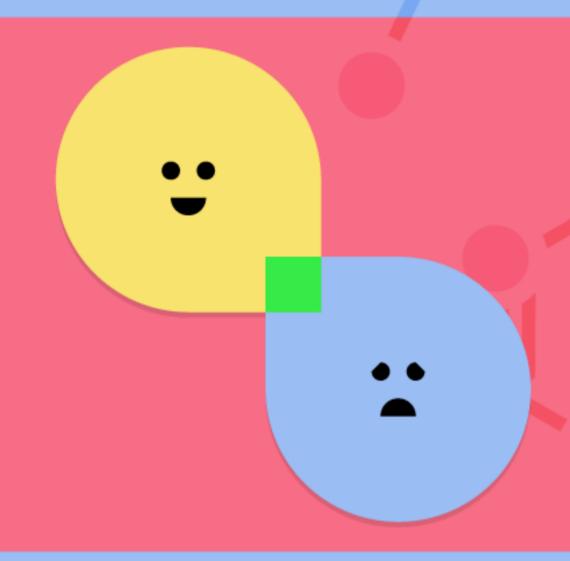
# TUG ON THEIR HEARTSTRINGS

Buying decisions are based on 20% logic and 80% emotion1. Connecting with customers on an emotional level is a powerful way to drive engagement.



# ALIGN YOUR **VALUES**

Belonging to a group with shared characteristics appeals to our primitive needs to feel safe and establish social identity - we're all pack animals at heart.



# FOCUS ON THEIR FEELINGS

No one likes feeling taken for granted, so the perception that a business doesn't care about you is is deeply off-putting. The key is to develop a customer-first culture.



## **WEAR YOUR HEART ON YOUR SLEEVE**

Your brand must be perceived as reliable, respectful and sincerequalities that creates trust amongst today's cynical consumers.



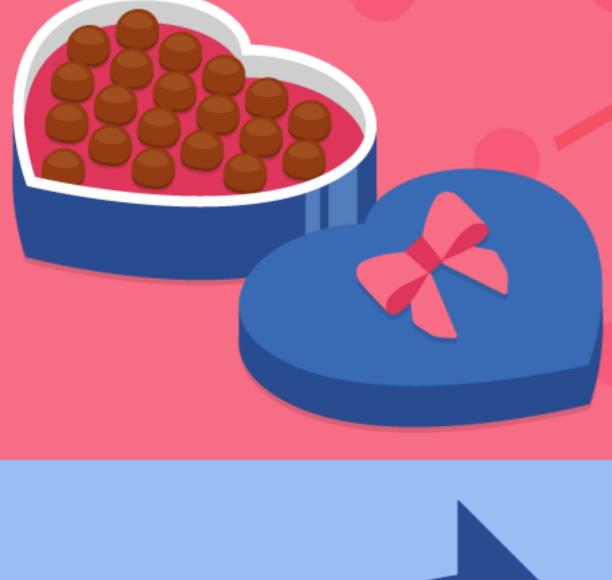
# MAKE UP OR BREAK UP

The response to complaints can have a huge influence on customer loyalty. Act visibly and promptly then concentrate on putting things right.



## RESPECT ONE **ANOTHER'S FRIENDS** People trust and copy the behaviour of

their peers. 85% of consumers trust online reviews as much as a personal recommendation<sup>2</sup>. Create social advocates for your business with a strong online following.

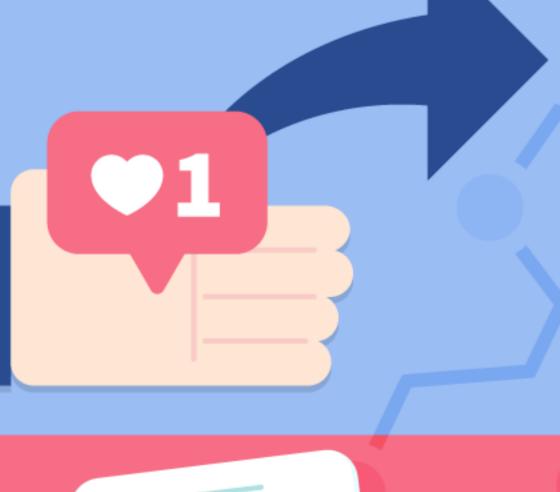


# FEEL SPECIAL Remarketing ads allow you to reach

MAKE THEM

site with a personalised message, and could include an added incentive, such as a discount or special offer.

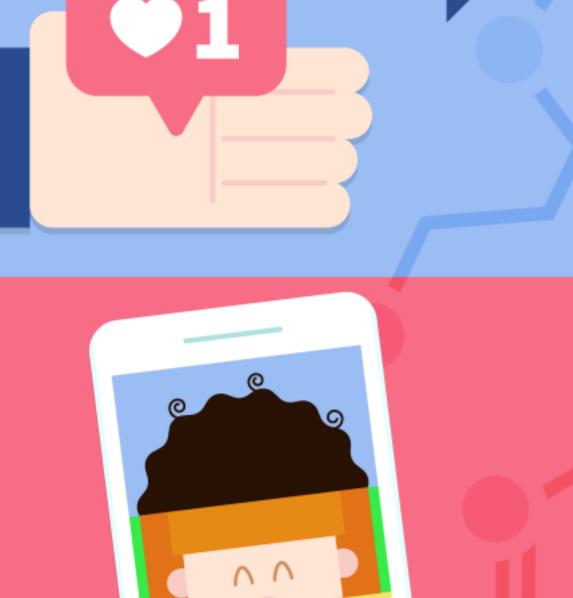
people who have previously visited your



#### People share things that reinforce how they want to be perceived, and reflect

**SHARING IS** 

their values and beliefs. You need to understand what's important to your audience and tailor your approach.



including location customisation.

GET PERSONAL Paid search ad capabilities have evolved beyond purely keyword strategy, and

into the realm of true personalisation,



CLICK.CO.UK

www.psychologytoday.com/gb/blog/the-divided-mind/201207/logic-and-emotion

<sup>2</sup> www.brightlocal.com/learn/local-consumer-review-survey/