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EMOTIONS: ACE TOOL FOR MARKETING

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ABSTRACT

It's no secret that emotions influence people's decisions about what, when and how they buy. To really drive home a message that packs an emotional appeal, it's necessary to understand and address the purchasing mindset of each individual consumer. The practice of emotional marketing is all about getting your target audience to connect with your product, service, and brand at a very basic and fundamental level - the level of emotions. Emotional marketing doesn't mean much if the company's people, products and services don't back it up. It is important to appeal to consumers' emotions when crafting marketing messages. Think about how you feel when you hear marketing messages and how those feelings affect your own buying decisions.

Keywords : Carbon Credits, Kyoto Protocol, Carbon Trading, Clean Development Mechanism

INTRODUCTION

It's no secret that emotions influence people's decisions about what, when and how they buy. Whether choosing between a movie or attending a sporting event or even when selecting an indulgent breakfast treat in anticipation of a tough day at work; consumers' choices are often guided by how they expect their purchase will make them feel? The feeling which will make them happy or satisfied will lead to sales for the marketer. But when they think otherwise they avoid the buys. For example, if the customer is a parent with small children, then anything that reduces the time spent on mundane tasks can give the customer more quality time with the kids or spouse or quality time alone. We're so busy these days that everyone can benefit from true time savings, but each of us has a different emotional reason why we'd appreciate that benefit.

It is the feeling inside them which makes them to buy a shirt, a pair of sneakers or even spending attention to certain daily soap and shows. When they are happy or feeling better, they loosen the pockets and if not, they lock it forever. Feel of being good or bad will form their emotions towards certain products or services or offerings.

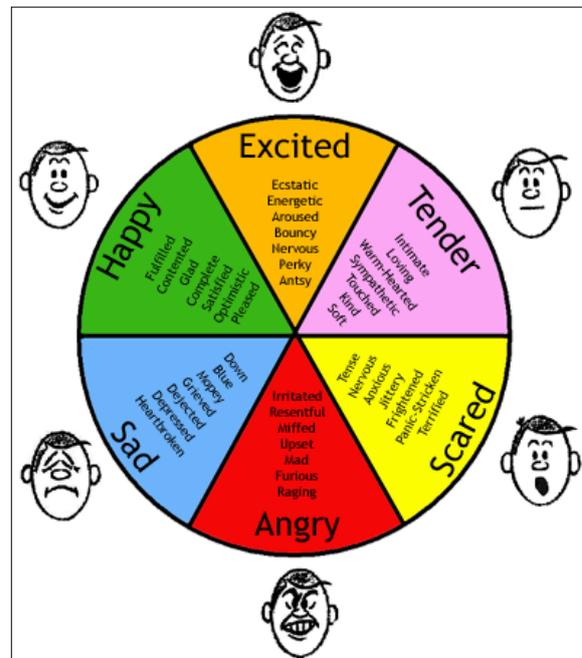
A generic benefit statement only goes half way in delivering an emotional sales appeal for a product, and this isn't enough to motivate customers to act! To really drive home a message that packs an emotional appeal, it's necessary to understand and address the purchasing mindset of each individual consumer. Consumers have only two or three different emotional needs that drive their search for most products such as love, power, safety, and belonging; which means you can address all of those buying motives in details.

But how do we know which emotion-based appeal really works? The best way is to run tests and compare the results of different approaches. Unfortunately, it can be difficult to run controlled tests on a Web site that uses static pages, but email is a different story. Many email list management products make it easy to do split-run tests by sending a new promotional message or newsletter to a small group of subscribers while sending the traditional control message to the rest of the list.

EMOTIONS

Emotions are intense feelings that are directed towards

someone or something. We sometimes forget that buying decisions are an emotional response to what we want. Once a customer knows what they would like to have, then additional information is gathered for reassurance that the right choice was made. In other words, it's the emotions that drive the customer's moves throughout the site in making a decision, and its information that creates the pathway toward making that purchase.



Emotion is a complex psychological experience of an individual's state of mind as interacting with internal and external environmental influences. In humans, emotion fundamentally involves physiological arousal, expressive behaviors, and conscious experience. Emotion is associated with mood, temperament, personality, disposition, and motivation. Motivations direct and energize behavior, while emotions provide the affective component to motivation, positive or negative.

BRANDS & EMOTIONS

Brands that don't make emotional connections with their prospects and customers will eventually lose out to those that do. The practice of emotional marketing is all about getting your target audience to connect with your product, service, and brand at a very basic and fundamental level - the level of emotions. Emotional marketing doesn't mean much if the company's people; products and services don't back it up.

Nike doesn't succeed because Wieden and Kennedy are brand ambassadors. Rather, Nike succeeds because its core belief-its brand promise, its love of the potential for the athlete inside everyone lives inside the people in Beaverton. When that love is manifested in their gear, consumers manifest it in their own lives. The result is not only an emotional connection but an individual one. Having a one-to-one relationship in today's marketplace is essential for market dominance. Emotional marketing can only take place once you deliver a user experience that embodies your purpose. Once you are able to deliver on that promise, you can market the experience to your prospects. Be sure to leverage customer testimonials, word-of-mouth, discussion forums & trials

When your product or service delivers an experience, get prospects to participate and have the experience themselves. Emotional marketing is a powerful strategy if you can deliver a strong customer experience.

WAYS TO USE EMOTIONS IN MARKETING

Here are seven creative ways to use emotional factors in marketing. Use these as a jumping point to think about different ways you can introduce more emotions in your marketing activities.

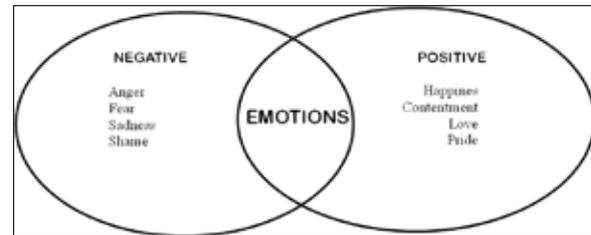
1. **Share or create a story** about how your product or service saved or can save the day for a client. What was the start and how they experienced at the end.
2. **Use a current event to stoke fear** like entry of foreign players, hike of price in near future, shame of not possessing a product, embarrassment of holding a wrong or manipulated product, etc.
3. Make your product or service **seem essential** and the payoff huge so your potential clients have a guilt-free reaction to saying "yes". And spreading that yes to others at a speed of fire.
4. Show some emotion yourself by **speaking from the heart** and letting your passion and enthusiasm come through in your marketing copy, prospect calls, customer service, etc.
5. **Go dramatic** by making a video that shares a story that is touching, eye-opening or fear-inducing founder's story line, corporate success video, manuscripts of others, etc
6. **Be inspirational and talk to your prospects** one-on-one, walking them through the process of working with you and outlining all they have to gain.
7. **Create a character** that mirrors your prospects and use it/him/her as your business mascot, providing a familiar touch point, answering questions, and solidifying your brand.

EMOTIONAL TRIGGERS

Once you identify the target audience for your marketing messages, you need to consider which emotional triggers you can connect to those messages. Following are 10 common emotional triggers that you can tie into your marketing messages to make the sale.

1. **Fear:** Fear is an emotion that can be used in a wide variety of marketing messages. Insurance companies often appeal to the emotion of fear with messages like "Don't get caught with too little insurance."
2. **Guilt:** Consumers are easily affected by messages that trigger emotions of guilt. Nonprofit organizations use the guilt trigger effectively in copy such as "Don't let them suffer anymore."
3. **Trust:** Trust is one of the hottest trends in marketing, and

every company seems to be trying to jump on the trust bandwagon in their marketing messages. Financial companies are leading the way with messages like "no hidden fees."



4. **Value:** Value is another hot trend in marketing, and many promotions appeal directly to the emotional trigger of getting a good deal. For example, promotional messages that say "If you find a better price for the same product, we'll match it" are effective in piquing feelings related to value.

5. **Belonging:** Few people truly want to be alone. Human nature dictates that most people want to feel like they belong to a group, and customers often purchase products in an attempt to feel part of a specific group. Many companies effectively appeal to consumers' desires to belong, using copy like "You're part of the family."

6. **Competition:** The old adage of keeping up with the Joneses is an adage for a reason. Many consumers are affected by a competitive desire to feel equal to or better than their peers. Copy like "Make them drool" is a great example of a message that elicits feelings of competition.

7. **Instant Gratification:** We live in a world where people expect instant gratification in all aspects of their lives. Messages that cater to a sense of urgency are well-received by consumers who already desire instant gratification. Use words like now, today, in one hour or less, within 24 hours, and so on to appeal to the emotional trigger of instant gratification.

8. **Leadership:** A lot of consumers want to lead the way in trying new products, and this audience responds strongly to marketing messages that appeal to their feelings related to leadership. Messages that make them feel like they're first or in control are powerful for this audience. Phrases such as "Be the first on your block" effectively appeal to the emotional trigger of leadership.

9. **Trend-setting:** Many consumers want to feel cool or trendy, so appealing to those emotions in copywriting is fairly standard. Variations of "all the cool kids are doing it" are commonplace in copywriting and can be used to market a wide variety of products and services to an even wider audience. The famous Gatorade ad featuring Michael Jordan and the copy "Be like Mike" is a perfect example.

10. **Time:** In the 21st century, people are busier than ever. As such, they desire more free time to pursue personal interests, spend time with family and friends, and so on. Marketing messages that appeal to that desire for more free time are extremely effective, such as "Cut the time it takes to vacuum your house in half."

There are many emotional triggers that you can use to evoke feelings among your target audience and move them to action through your marketing messages. People see a lot of marketing messages every day, so you have to give them a reason to digest yours by making them feel something when they see or hear it. Feelings are powerful, and copywriting offers a unique opportunity to tap into that power and leverage it for your business's gain.

CONCLUSION

Your business model may be an excellent one or you may have the best technical product ever made but if you cannot

connect the same to emotions of your target, your business will object to survive. Emotions are like a pool of feelings a basket of sentiments in the target to be or not to be your cus-

tomers. Happy, sad, anger, fear, any or all of them can be a hand tool for all of your market.

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