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100% Effective Natural Hormone Treatment
Menopause, Andropause And Other Hormone Imbalances
Impair Healthy Healing In People Over The Age Of 30!

Just What is The Consumer Thinking?

By Darrin F. Coe, MA

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Just What Are Consumers Thinking?

Darrin F. Coe, MA

12/01/04

Research would indicate that consumers don't know what they're thinking. According to an article written by Jack Shimell (2002) for Quirk's Marketing Research Review, Consumers make their decisions and react to advertising based more on unconscious emotional processes than on conscious rational processes.

There appears to be an interplay between the conscious and the unconscious with the unconscious being the driving force, when it comes to reactions to advertising and purchase decision making.

There is also a distinct personality / temperament factor involved in consumer thinking and behavior. People with moderate extrovert traits tend to react more positively to advertising, while introverts and people with few extrovert traits would appear to be very difficult to affect through advertising.

Part of this may reside in the fact that introverts tend to be energized by solitary activities that are less affected by outside factors while extroverts tend to be energized by outside influences such as social status, social engagement, peer relations, and social value of products or services.

The introvert tends to be more affected by internal factors that can be analyzed and processed at their leisure. They operate based on facts, information, and internal beliefs and attitudes.

The above discussion is why you must develop a demographic profile of your ideal customer. From this profile you can develop advertising and a marketing campaign that feeds the unconscious of the consumer.

Based on the research presented in Shimell's (2002) article, marketers and advertisers would be smart to incorporate elements that target both the conscious and unconscious processing of targeted

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consumers.

Unconscious elements would be music (the research in the article indicated that music was an very important factor in positive reaction to advertising), color, graphics, and movement. Conscious elements would be text, voice-over, overt product offers, and interactive elements such as redeemable coupons.

Different segments, audiences, and occupations tend toward predictable personality and temperament qualities which can guide targeted marketing and advertising. Take the time to know and understand your ideal customer and adapt your advertising to their personalities and unconscious processes. In your marketing campaign it's smart to have a combination of conscious and unconscious elements that tie into different media channels and your consumer's personalities.

*****Darrin F. Coe, MA holds a master's degree in psychology and operates "The Center For Understanding Consumer Thinking" at <http://dcoe1.tripod.com> his special report "The Internet Consumer Exposed" is available at <http://dcoe1.tripod.com/exposed1> contact him for consulting at coe@ris.net or 719-275-5907 after 5:00 PM MST*****

Marketing and Patience

By Darrin F. Coe, MA

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Marketing is a Patience Game

Darrin F. Coe, MA

12/08/04

"Get your positioning and your programs implemented properly, and the numbers will come. But you've got to have some patience."

- Jack Trout with Steve Rivkin

"The New Positioning. The Latest on the World's #1 Business Strategy"

One of the biggest derailers of successful marketing is the process of continually changing your marketing strategy. According to Jay Levinson, author of the Guerilla Marketing series of books, says in the book "Guerilla Advertising", that many great advertising campaigns are abandoned much too early before they have a chance to produce great results.

Understand that because consumers are bombarded by advertising images and messages constantly, they will perceive those messages and images that are consistent. You need to slowly work your way into the brain of the consumer. Bullying your way in may produce some short term results but given the way consumers think, a bullying approach will soon be dismissed and filtered out.

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The key to great marketing is simplicity, focus, and patience. Continually being in the consumer's awareness with a simply message and a strong focus will yield better long term results than a complicated, bullying message that slaps the consumer alongside their frontal cortex.

Again, referencing Jay Levinson, you should consider your marketing and advertising as a conservative investment that you expect to yield big payoff over time. Marketing and advertising is not a speculative investment, in which you win or lose big.

As you develop your marketing plan, build in patience and consistency. Consumers like stability in a business and one way to build stability is a consistent marketing message that they are able to get used to seeing and processing. This type of campaign is comforting to the consumer who is used to in your face advertising being blasted at them over multiple media channels. You may not see the numbers change immediately but they will come with patience.

Darrin F. Coe, MA holds a master's degree in psychology and is the operator of "The Center For Understanding Consumer Thinking" at www.consumer-thinking.com. His most recent special report, "The Internet Consumer Exposed" is available at www.consumer-thinking.com/exposed1. Contact him for consulting at coe@ris.net or 1-719-275-5907 after 5:00 PM mountain standard time.



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