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Impair Healthy Healing In People Over The Age Of 30!

The Psychology of Colors in Advertising and Marketing.

By Kurt Geer

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Are you stimulating emotions while marketing with your business logo, stationary, business cards, brochures, signs and with your website?

If you know it or not, colors speak very loud to our subconscious and have a positive or negative reaction within 90 seconds. On the web you have less that 30 seconds to make a good first impression.

Are you using the silent language of color to impress, motivate, divert and persuade your prospects to buy from you?

BLACK suggests authority, power, boldness, seriousness, is distinguishing and classic. Business wise it's great for creating drama and is good for a background color (except on websites, it is very hard on the eyes). It is ideal for text on a light background. Black also implies submission and is associated with evil.

BLUE suggests security, authority, faithfulness and dignity. For business it suggests sanctuary and fiscal responsibility. It is the most popular and the second most powerful color. Blue can also be cold and depressing. People are more productive in blue rooms.

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BROWN suggests richness, politeness, helpfulness and effectiveness. In business it suggests less important items. Solid, reliable brown is the color of earth and is abundant in nature. Light brown implies genuineness while dark brown is similar to wood or leather.

GRAY suggests authority, practicality, earnestness and creativity. Business wise it is traditional and conservative.

GREEN suggests health, fertility, freedom, freshness,

healing, tranquility and jealousy. Businesses use it to communicate status and wealth. It is the easiest color on the eye and can improve vision. It is a calming, refreshing color.

ORANGE suggests pleasure, cool, excitement, cheer, endurance, strength and ambition. For business it is good for highlighting information on charts and graphs.

PINK suggests femininity, gentleness, well being and innocence. For business you must be aware of it's feminine links and implications.

PURPLE suggests spirituality, royalty, luxury, wealth, sophistication, authority and mournfulness. In business it is upscale and works with artistic types. It is also feminine and romantic. However, because it is rare in nature, purple can appear artificial.

RED suggests excitement, strength, sex, passion, vitality, aggressiveness and commands attention. Business wise it associated with debt, is great for boldness and accents. The most emotionally intense color, red stimulates a faster heartbeat and breathing.

WHITE suggests refined, purity, devotion, contemporary and truthfulness. For business it can be sterile and refreshing. The best color on the web for a background color. Doctors and nurses wear white to imply sterility.

YELLOW suggests warmth, sunshine, cheer, happiness, jealousy deceit and cowardice. Business wise it appeals to the intellectual types and is a good accent. Yellow enhances

concentration, hence its use for legal pads. It also speeds metabolism. It is the most difficult color for the eye to take in, so it can be overpowering if overused.

Green, brown, and red are the most popular food colors. Red is often used in restaurant decorating schemes because it is an appetite stimulant.

People respond more to non verbal cues than verbal ones. Make sure you use the psychology of colors in all your marketing, especially when you can't be face to face.

Kurt Geer has been helping folks online since 1999. The Internet if used properly can be a VITAL source of profits, not Instant Riches. Visit for more info.

Consider Consumer Psychology

By Darrin F. Coe, MA

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In your marketing efforts, be they on or offline, it's wise to consider the psychology of the consumer you are targeting. If you've done your homework you've developed a profile of your ideal customer and how your unique selling point speaks to them. Now, as you begin to develop a marketing strategy, writing ad copy, developing radio copy, and creating web copy, it is an understanding of consumer psychology that will help you speak to the consumer.

What is the true need your consumer is attempting to gratify? This is the question you must answer before writing copy or launching advertising. Maslow, would tell us that there are five needs: 1) basic needs; 2) safety needs; 3) social needs; 4) self esteem needs; and 5) self-fulfillment needs.

Along with this information consider that in "The Ramsey Report" published recently by eMarketer.com, we are told that consumer "empowerment" is one of the factors driving the continuing boom of online commerce. Consumers perceive themselves to be in the consumer driver's seat when they are online. They can block popups, can spam, and surf away from site that they dislike. They feel as if they are no longer at the whim of the marketing magicians.

This does not surprise me given that recent research would also indicate that online users tend to suffer from depression, low self-esteem, and loneliness. The internet addresses these issue through empowering them and giving them a perception of control.

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Now, as a marketer it is up to you to use this information to speak to the needs of your consumer. Consider someone marketing heart-rate monitors. Whether in a retail sporting goods store or online, what need are you really fulfilling by selling heart-rate monitors? You can assume your client has some athletic training; perhaps they are detrained and attempting to recover their fitness? Perhaps they are an average athlete attempting to go to the next level of athleticism? Or maybe they are recovering from an illness or injury and are working with a personal trainer?

This consumer is dissatisfied with their current state of existence. They want to perceive themselves in a more positive light. This consumer perhaps has low self-esteem and is depressed because of their poor level of fitness or perhaps they are dissatisfied with their level of athleticism because they know they can excel beyond where they are currently. The bottom line is they are dissatisfied with themselves, with their social image, and with their level of achievement.

With this in mind you're not selling heart-rate monitors, you're selling positive, and encouraging feedback. The heart-rate monitors tell the consumer that they are achieving and meeting their goals. The heart-rate monitor gives positive feedback and brings pleasure to painful exercise. The heart-rate monitor brings satisfaction to a dissatisfied outlook. What you're really selling is pleasure in the midst of pain.

This is what I mean by understanding your consumer's psychology before you begin marketing and advertising. With the above analysis, someone selling heart-rate monitors can develop a marketing campaign that speaks directly to the heart of the consumer and hopeful turns more prospects into purchasing customers.

Take the time to analyze the true needs of your consumer and how your product meets that need before you begin writing your and developing your marketing and you'll be at a distinct advantage over your competition.

Darrin F. Coe, MA holds a master's degree in psychology and works as a mental health professional, wealth building advocate, weekly columnist, and author. His latest information product is "Consumer Thinking Exposed" available at <http://dcoe1.tripod.com>. Contact him at coe@ris.net or subscribe to the Darrin Coe Ezine at <http://dcoe1.tripod.com>

Darrin F. Coe, MA is a mental health professional and author of the special report, "Internet Consumer Exposed" available at <http://dcoe1.tripod.com/exposed1>



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