

BUYING MODALITIES



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Search
Engine Watch

SMX
SEARCH MARKETING EXPO.

Conversion
Conference

unbounce
THE DIY LANDING PAGE PLATFORM

SES CONFERENCE
& EXPO

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University

MOZ

Ai The Art Institutes™

HOW TO PERSUADE USING BUYING MODALITIES

Tweet this session!



@aschottmuller
#CTAConf #CRO

*Seriously. It's loaded with juicy stats
guaranteed to get a retweet!*

Optimizing Persuasion with Buying Modalities

Dell.com A/B Test Case Study

A

1 Personalize 2 Popular Add-Ons 3 Review & Checkout

PRODUCTIVITY SOFTWARE

? Learn More

Windows 8

Windows 8, 64-bit, English [Included in Price]

B

1 Personalize 2 Popular Add-Ons 3 Review & Checkout

PRODUCTIVITY SOFTWARE

? Help Me Choose

Windows 8

Windows 8, 64-bit, English [Included in Price]

"Help Me Choose"
BOOSTED SALES \$25 MILLION+

WHY?

"There was no appeal for the
Spontaneous buying modality."

Bryan Eisenberg
Godfather of Conversion Optimization



A close-up photograph of comedian Chris Rock. He is wearing a black leather jacket and holding a microphone in his right hand. He has a wide-eyed, incredulous expression on his face, looking directly at the camera. A white speech bubble with a black outline is positioned to the left of his head, containing the text "THE WHAT?!". The background is dark and out of focus.

THE WHAT?!

I <3 Buying Modalities

"Conversion rate is a measure of your ability to persuade visitors to take the action you want them to take...

For you to achieve your goals,
visitors must first achieve theirs."

Bryan Eisenberg

@TheGrok, Conversion Optimization Expert, Speaker & Author

BUYING MODALITIES HELP...

1

Better understand the complex mind of the customer.

2

Strategize and interpret the "why" of test hypotheses and results.



JUMP INTO THE FIRE...

LEFT BRAIN

Logic

CONTROL



Analytical



Reason

Science

REALITY



Art

Wishes

Jealousness

Imagination

Music

Love

Peace

Creativity

Freedom

Intuition



RIGHT BRAIN

Which direction is the train going?



The Buying Modalities

COMPETITIVE

FAST, STRUCTURED, LOGIC-BASED DECISIONS

WHAT makes your solution the best?

SPONTANEOUS

FAST, UNSTRUCTURED, EMOTION-BASED DECISIONS

WHY should I choose you now?

METHODICAL

SLOW, STRUCTURED, LOGIC-BASED DECISIONS

HOW's your process/solution work?

HUMANISTIC

SLOW, UNSTRUCTURED, EMOTION-BASED DECISIONS

WHO used your solution for my problem?

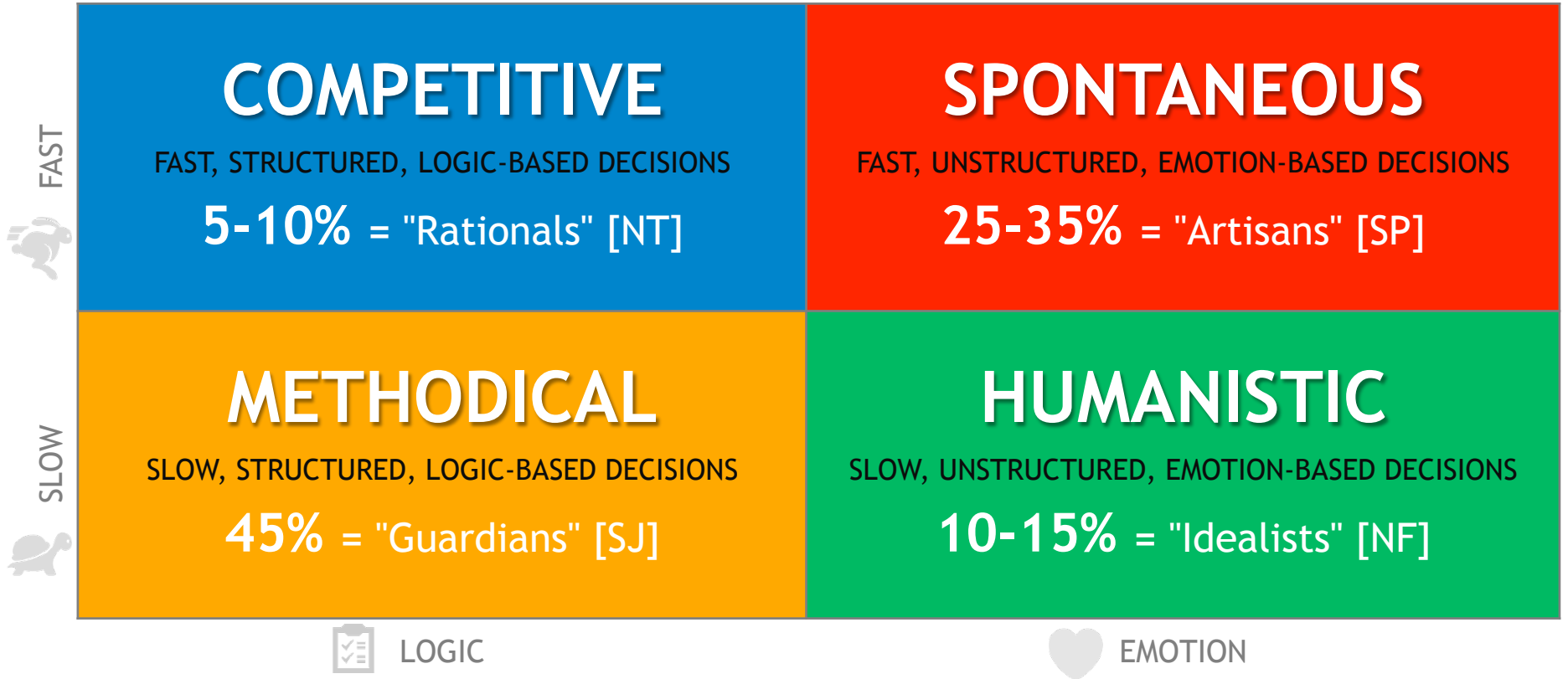


LOGIC



EMOTION

Buying Modalities & Myers/Briggs/Keirsey



COMPETITIVE BUYING MODALITY

FAST-PACED, LOGICAL/OBJECTIVE DECISION-MAKING



TONY STARK (IRONMAN)

ACHIEVEMENT

KNOWLEDGE

A close-up photograph of several books. In the foreground, two books are open, showing their pages. The pages are a warm, yellowish-brown color, suggesting they are old. The books are stacked on a wooden surface. In the background, more books are visible, some stacked vertically. The lighting is soft and focused on the open books, creating a sense of depth and texture.

GOAL-DRIVEN



RECOGNITION





COMPETITIVE



"What can your solution do for me?"

ATTITUDE

Business-like, goal-oriented

DESIRES

Achievement, recognition, knowledge, success, control, positive image

DISLIKES

Inefficiency, incompetence

KEYWORDS

Lead, control, solve, prove, win, bottom line

Temperament: "Rational" [NT] -- Myers-Briggs: ENTJ, ENTP, INTJ, INTP

People Examples: *Tony Stark (Ironman), Steve Jobs (Apple), Albert Einstein, Thomas Jefferson, Princess Leia, Yoda (Star Wars)*



COMPETITIVE



"What makes you and your product the best?"



HOW DO YOU MEASURE UP
AGAINST YOUR COMPETITORS?

Take the Free, Comprehensive
PPC Benchmark Assessment



Approach: *Provide clear UVP, rational probabilities, and challenges.*



SPONTANEOUS BUYING MODALITY

FAST-PACED, FEELING-BASED/SUBJECTIVE DECISION-MAKING



CAPTAIN JACK SPARROW

ACTION

WIIIFM?



JUST DO IT





BUYER'S REMORSE





EASILY DISTRACTED



Value

Unbeatable

\$3

Home & Office

WAL-MART PHOTO CENTER

Unbeatable

Rollback

\$10

\$5

Great new titles. Even better prices.

SPONTANEOUS



"Why is your solution best for me right now?"

ATTITUDE

Personal, activity-oriented

DESIRES

Action, simple steps, new adventures, time-savers, personalized content

DISLIKES

Traditional details, waiting, lots of options

KEYWORDS

Express, save time, personalize, help me choose, discover, trending

Temperament: "Artisan" [SP] -- Myers-Briggs: ESTP, ESFP, ISTP, ISFP

People Examples: Han Solo (Star Wars), Captain Jack Sparrow, James Bond (007), Wolfgang Mozart, Elvis Presley



SPONTANEOUS



"How will this let me enjoy life more?"

NEW RELEASES

Which protection is right for you?

Kaspersky's **Help Me Choose** tool makes it easy to decide!

Get your recommendation! »



Step 1

Lorem ipsum dolor sit amet

Step 2

Lorem ipsum dolor sit amet

Step 3

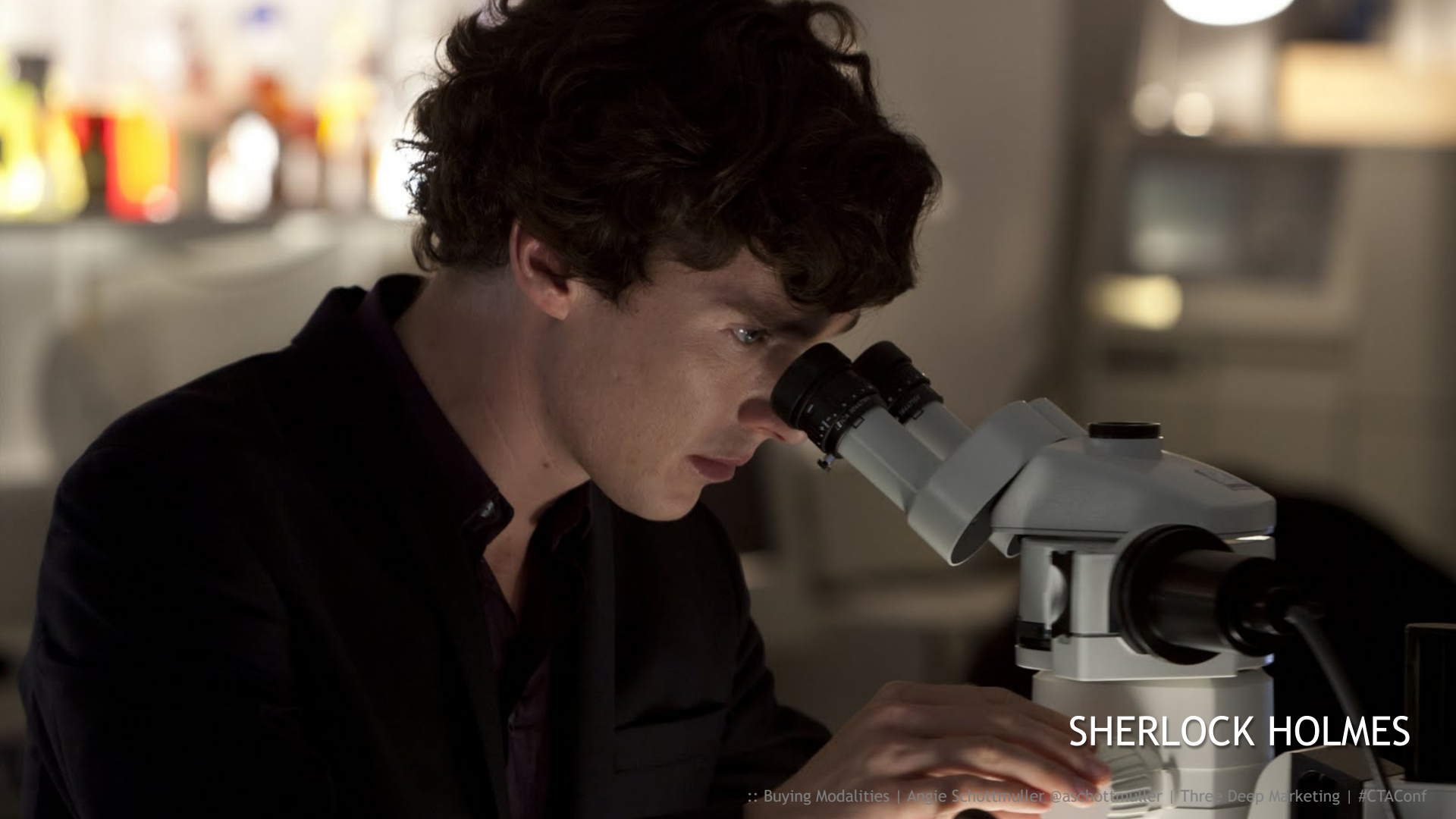
Lorem ipsum dolor sit amet



Approach: Address immediate needs with relevant, minimal, credible options

METHODICAL BUYING MODALITY

SLOW-PACED, LOGIC-DRIVEN, OBJECTIVE DECISION-MAKING



SHERLOCK HOLMES

ACCURACY



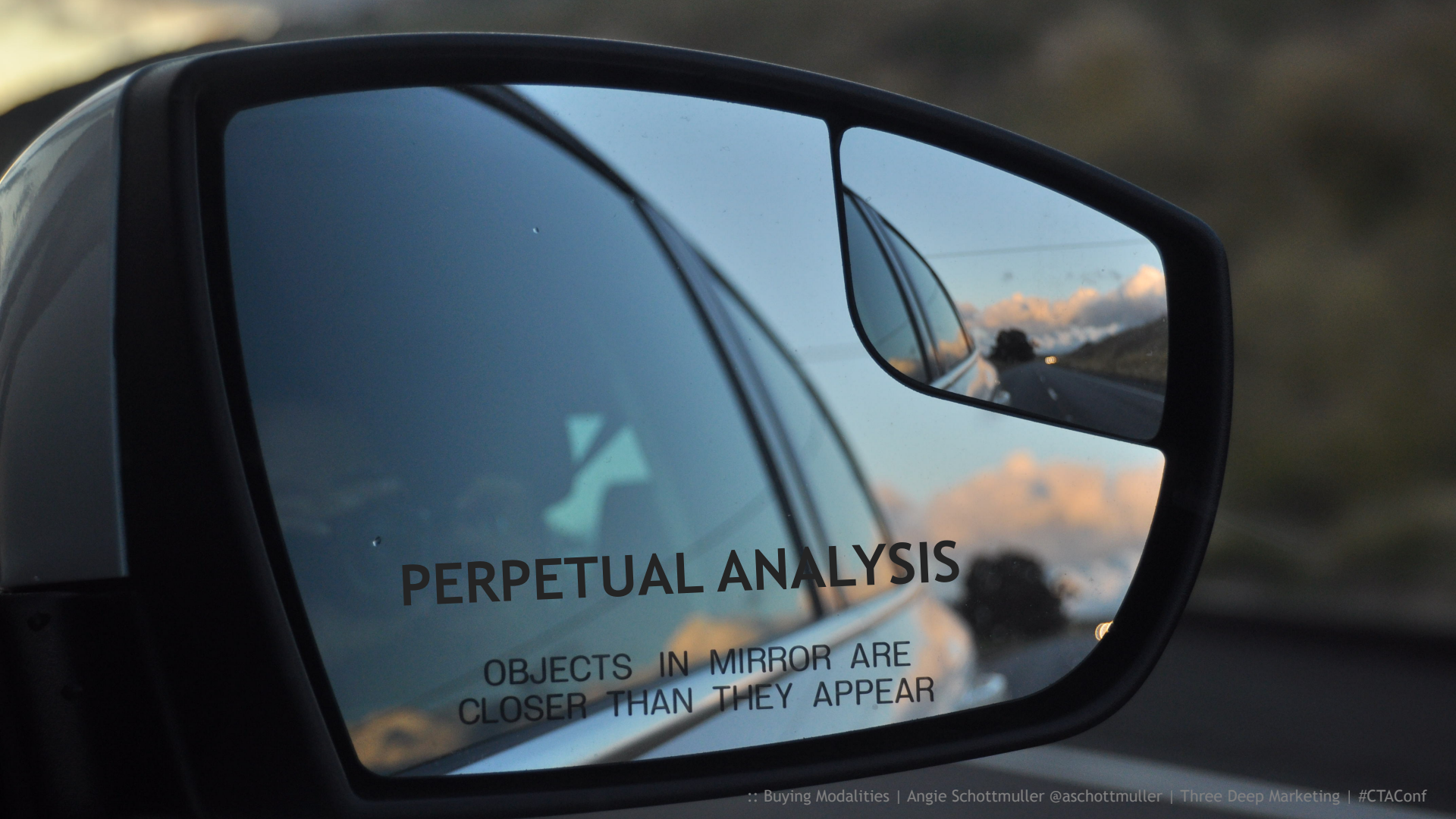
DETAILED



ORGANIZED



PROCESS-DRIVEN



PERPETUAL ANALYSIS

OBJECTS IN MIRROR ARE
CLOSER THAN THEY APPEAR

METHODICAL



"How does your process/solution help my problem?"

ATTITUDE

Businesslike, process-oriented

DESIRES

Accuracy, full details, clear process, efficiency, simplification, solid evidence

DISLIKES

Disorganization, dishonest/generic claims, asking for more info, personal "fluff"

KEYWORDS

Compare, explore, evaluate, inspect

Temperament: "Guardian" [SJ] -- Myers-Briggs: ESTJ, ESFJ, ISTJ, ISFJ

People Examples: Sherlock Holmes, C3P0 (Star Wars), George Washington, Mother Theresa, Aragorn (Lord of the Rings)

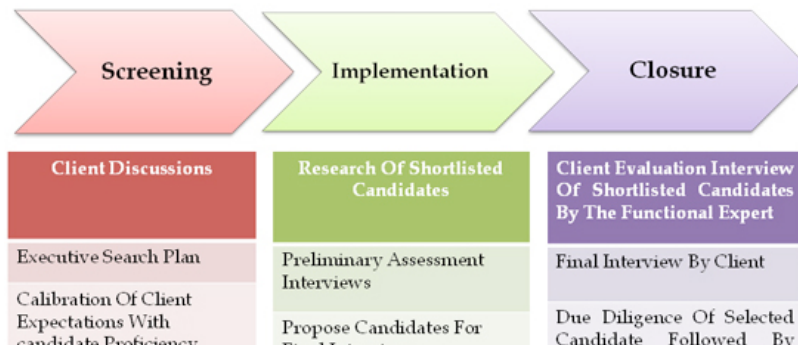


METHODICAL



"How does your process/solution solve my problem?"

What Is The End To End Process?



Approach: *Provide hard evidence, comprehensive steps, and superior service.*

HUMANISTIC BUYING MODALITY

CASUAL, EMOTION-DRIVEN, SUBJECTIVE DECISION-MAKING



ROBIN WILLIAMS

RELATIONSHIP

STORYTELLING



ERROR 404

Page not available. But Justin is.

Justin is a Mint developer who likes slow cars, sharp crayons, reheated pizza and awkward silence. Email him at [justin \[at \] mint.com](mailto:justin@mint.com).

But if you're more interested in personal finance than in Justin, try the links below:



Personal Finance
Solution



Personal Finance
Mobile Apps



Personal Finance
Blog





HELPING OTHERS

HUMANISTIC



"Who has used your solution to solve my problem?"

ATTITUDE

Personal, relationship-oriented

DESIRES

Helping others, stories, entertainment, creativity, choice, human development

DISLIKES

Impersonal facts, being alone, betrayal

KEYWORDS

Join, share, connect, help, mentor, grow

Temperament: "Idealist" [NF] -- Myers-Briggs: ENFJ, ENFP, INFJ, INFP

People Examples: Robin Williams, Captain Jean-Luc Picard (*Star Trek*), Luke Skywalker (*Star Wars*), Martin Luther King Jr, Frodo (*Lord of the Rings*)



HUMANISTIC



"How does your process/solution solve my problem?"

The screenshot shows a Basecamp landing page. At the top, it says "Last week 5,794 companies signed up for Basecamp to manage their projects. Today it's your turn." Below this is a testimonial from a woman named Joy, who says, "I keep track of project discussions, files, and events from beginning to end—all in one place. It's great!" To the right of the testimonial is a sign-up form with fields for "Your full name", "Company or organization", "Email", and "Password", and a "Start your free trial" button. Below the form, it says "By clicking you agree to the Terms of Service, Privacy, and Refund policies." At the bottom of the page, it says "97% of customers recommend Basecamp."



*Approach: Provide social proof testimonials and *authentic* photos of customers and staff.*

Put it to action...

TWEAK COPYWRITING

Incorporate modality-magnetic keywords



TWEAK

(as in fine-tune, adjust, modify)

NOT TWERK.

SAMPLE COPY:

Our approach is personalized
to meet your objectives.
Bottom line, your results are
guaranteed. Explore our
methodology to discover how
thousands of clients just like
you have been delighted.

SPONTANEOUS
BUYING MODALITY

COMPETITIVE
BUYING MODALITY

METHODICAL
BUYING MODALITY

HUMANISTIC
BUYING MODALITY

SAMPLE COPY:

Our approach is personalized to meet your objectives.

Bottom line, your results are guaranteed. Explore our methodology to discover how thousands of clients just like you have been delighted.

SPONTANEOUS
BUYING MODALITY

SAMPLE COPY:

Our approach is personalized to meet your objectives.

Bottom line, your results are guaranteed. Explore our methodology to discover how thousands of clients just like you have been delighted.



COMPETITIVE
BUYING MODALITY

SAMPLE COPY:

Our approach is personalized to meet your objectives.

Bottom line, your results are guaranteed. Explore our methodology to discover how thousands of clients just like you have been delighted.



METHODICAL
BUYING MODALITY

SAMPLE COPY:

Our approach is personalized to meet your objectives.

Bottom line, your results are guaranteed. Explore our methodology to discover how thousands of clients just like you have been delighted.

HUMANISTIC
BUYING MODALITY

REPLACE COPY WITH SOCIAL PROOF

METHODICAL
BUYING MODALITY

COMPETITIVE
BUYING MODALITY

Create professional client proposals in minutes

“Cut down my proposal time from 3 hours to 45 mins! Plus...it looks super profesh!”

-Daina Reed, Creative Director

SPONTANEOUS
BUYING MODALITY

HUMANISTIC
BUYING MODALITY

GET A SNEAK PEEK AT A SAMPLE PROPOSAL

SAMPLE

Enter your email below to get a sample proposal:

Your Name:

Your Email:

SEND IT TO ME

LEVERAGE PPC SITELINKS & AD CALLOUTS

Brazil Butt Lift PPC Site Links

COMPETITIVE

BUYING MODALITY

Brazil Butt Lift® Sale - Now Just 2 Low Payments of \$19.95

Ad www.beachbody.com/BrazilButtLift

Shape, Lift & Firm Your Butt Today.

Beachbody has 16,823 followers on Google+

Choose Your Kit

Brazil Butt Lift® Reviews

Proven TriAngle Training

The Supermodel's Workout

METHODICAL

BUYING MODALITY

HUMANISTIC

BUYING MODALITY

COMPETITIVE

BUYING MODALITY

AUDIT EVENT & HEATMAP TRACKING

BUYING MODALITY WEB BEHAVIOR DIFFERENCES

COMPETITIVE
SEARCH-DRIVEN USERS



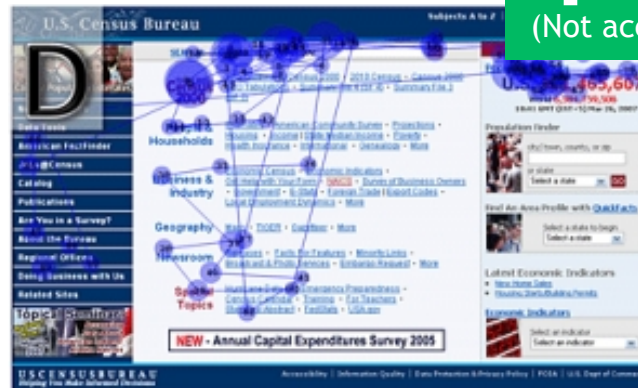
SPONTANEOUS
TOOL-DRIVEN USERS



METHODICAL
TOOL-DRIVEN USERS



[HUMANISTIC]
(Not accounted for on page)



AUDIT PAGES TO SERVE ALL 4 MODALITIES



Use LiveEngage's intelligent chat and offer banners to spark conversations. 15 day money back guarantee. No strings attached. No questions asked.



Sell Directly to Visitors

By engaging your visitors with targeted offers based on their individual behavior, you can increase conversion rates by as much as 25%.



Nudge Visitors Along

Incentivize them, overcome objections and upsell. Businesses that use LivePerson often see a 20% increase in online sales.



Ensure They Leave Happy

By addressing concerns, needs, and misconceptions on the spot, businesses have decreased handling costs by as much as 80%.

Pricing

Summer Savings Sale! For a limited-time*, get LiveEngage up to 40% off! Simple pricing. No surprises.



Quarterly Annual

Starter Ideal for sites that get 100

Basic Ideal for sites that get

Enterprise Ideal for sites that get

MOST POPULAR

- 100% satisfaction guaranteed or your money



BUYING MODALITY CHECK	
<p>COMPETITIVE</p> <p>Bottom line UVP "Best" evidence Learn/achieve challenges</p>	
<p>SPONTANEOUS</p> <p>Personalization, Guarantee Time-savers / Tools Hot trends / Urgency</p>	
<p>HUMANISTIC</p> <p>People/Others-focused People photos Stories & Reviews</p>	
<p>METHODICAL</p> <p>Process steps Factual details Timing expectations</p>	



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presentations too!

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1



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2



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or audio

3



Share privately or with
your social networks

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and counting:

“ Knovio lets me share my presentations - and my personality - at the same time. I love that I can add the new dimension of video to my business. It's so easy to use, too! - Renee, Marketer ”

BUYING MODALITY CHECK

COMPETITIVE

Bottom line UVP
"Best" evidence
Learn/achieve challenges



SPONTANEOUS

Personalization, Guarantee
Time-savers / Tools
Hot trends / Urgency



HUMANISTIC

People/Others-focused
People photos
Stories & Reviews



METHODICAL

Process steps
Factual details
Timing expectations



KEY TAKEAWAY:

Account for ALL FOUR buying modalities on every PAGE.

(i.e. Not one modality per page.)



**Which way is the
dancer spinning?**

The Buying Modalities

COMPETITIVE

FAST, STRUCTURED, LOGIC-BASED DECISIONS

WHAT makes your solution the best?

SPONTANEOUS

FAST, UNSTRUCTURED, EMOTION-BASED DECISIONS

WHY should I choose you now?

METHODICAL

SLOW, STRUCTURED, LOGIC-BASED DECISIONS

HOW's your process/solution work?

HUMANISTIC

SLOW, UNSTRUCTURED, EMOTION-BASED DECISIONS

WHO used your solution for my problem?



LOGIC



EMOTION

FAST

SLOW

QUESTIONS?

Need help with buying modalities?

Contact Me for a Buying Modality Audit

Maximize your conversion impact today!

FREE



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[@aschottmuller](https://twitter.com/aschottmuller)

Our Clients...



sleep  number.

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keep life delicious.™

Cargill™



Domino
SUGAR

Edy's

PowerBar

Nestlé
family
Nourishing healthy, happy families.

Ovaltine

 Nestlé
Nutrition

IdentiSys

Nestlé
PureLife

Libby's
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Simple. Inspiring. Delicious.

 **Window World**
"Simply the Best for Less"

Jacuzzi

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Insulation • Gutter Guards
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REPLACEMENT WINDOWS

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BOOST
Natural Energy Food

ENGLERT
LeafGuard

HOT POCKETS

NESTEA

Which direction is the train going?

