The Power of Emotion: How to Acquire More Customers by Understanding The Emotional Triggers That Make Them Buy

GETUPLIFT
Talia Wolf
@taliagw
Zoom Phone
The next generation enterprise phone system
Learn More
#1 Cloud Accounting Software

Today, more than 18,000 customers use NetSuite to run their business in the cloud. Get your FREE customised tour now!

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Company*

Work Email*

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Country* United Kingdom

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Your Role*

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Alternative to Windows Movie Maker & iMovie

Transform your video into a piece of art with simple drag & drop interface and powerful editing tools!

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Skype makes it easy to stay in touch


By downloading Skype, you accept Terms Of Use and Privacy & Cookies.

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ICE CREAM SOLVES everything
The #1 soft drink in the world since 1886

Coca-Cola is the most popular and biggest-selling soft drink in history, as well as one of the most recognizable brands in the world.

Created in 1886 in Atlanta, Georgia, by Dr. John S. Pemberton, Coca-Cola was first offered as a fountain beverage at Jacob’s Pharmacy by mixing Coca-Cola syrup with carbonated water.

Coca-Cola was patented in 1887, registered as a trademark in 1893 and by 1895 it was being sold in every state and territory in the United States.

In 1899, The Coca-Cola Company began franchised bottling operations in the United States and in 1906 bottling operations for Coca-Cola began to expand internationally.

Our benefits:
• 100% more carbonated than any other drink
• Sold worldwide in stores, restaurants, and vending machines
• Just 140 Calories
• Only $2.66

Order now
The LEGO City Great Vehicles Van and Caravan 60117 pack is ideal for children who enjoy building.

- Challenges kids to use hand-eye coordination and problem-solving abilities to put the elements together.
- Recommended for children ages 5-12, includes 250 pieces.
- This LEGO City toy also has a dog, as well as an assortment of accessories like two sausages, a bone, mugs and a coffee machine.

ORDER NOW
No matter what you're selling, what people really care about isn't the what, IT'S THE WHY
Easy-To-Use Infographic Creator

Discover how non-designers are creating beautiful infographics in as little as 10 minutes

- Point and click editor makes it easy, even for non-designers
- Choose from over 400 templates, icons and graphics
- Use our extensive image library or upload your own
- Unlimited customisation to make your infographic unique
- Create professional infographics, reports, marketing materials
- Publish your creation online or print out in glorious high resolution

START FOR FREE

(Free Lifetime Account - No Credit Card Needed)
Optimization ideas
Reduce loading time

Optimization ideas
Reduce loading time

Change call to action buttons
Reduce loading time

Change call to action buttons

Reduce steps in form or funnel
Reduce loading time

Change call to action buttons

Reduce steps in form or funnel

Change the headline

Optimization ideas
Reduce loading time

Change call to action buttons

Reduce steps in form or funnel

Change the headline

Add an exit pop up

Optimization ideas
WE'RE AMAZING!

REALLY, WE ARE! → PRESS THIS!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt

WE'RE AMAZING!

REALLY, WE ARE! → PRESS THIS!

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt
Conversion optimization isn't about changing elements on a page, it's about solving people's problems.
Optimizing with emotion
Easy-To-Use Infographic Creator

Discover how non-designers are creating beautiful infographics in as little as 10 minutes.

How to use

About the product

Features & benefits

- Point and click editor makes it easy, even for non-designers
- Choose from over 400 templates, icons and graphics
- Use our extensive image library or upload your own
- Unlimited customisation to make your infographic unique
- Create professional infographics, reports, marketing materials
- Publish your creation online or print out in glorious high resolution

START FOR FREE

(Free Lifetime Account - No Credit Card Needed)
Core questions about your customer
What pain does my customer feel before finding a solution?
What pain does my customer feel before finding a solution?

What are the emotional triggers that drive her decision-making?
What pain does my customer feel before finding a solution?

What are the emotional triggers that drive her decision-making?

What are her hesitations and concerns?
What pain does my customer feel before finding a solution?

What are the emotional triggers that drive her decision-making?

What are her hesitations and concerns?

What does she want to feel after finding a solution?
3 steps for optimizing with emotion
STEP #1

Meaningful Customer Research
The company... I love it! Me too!
The users...
MY FAVORITE SURVEY QUESTIONS
MY FAVORITE SURVEY QUESTIONS

What was going on in your life/day that made you search for this solution?
What was going on in your life/day that made you search for this solution?

When you weren't using [solution], how did you solve this problem?
MY FAVORITE SURVEY QUESTIONS

What was going on in your life/day that made you search for this solution?

If you couldn't use <solution> anymore, what would you miss most?

When you weren't using [solution], how did you solve this problem?
MY FAVORITE SURVEY QUESTIONS

What was going on in your life/day that made you search for this solution?

If you couldn’t use <solution> anymore, what would you miss most?

When you weren’t using [solution], how did you solve this problem?

What’s the #1 thing you’d mention to a friend if you wanted to convince them to give [solution] a try?
Keep asking why until there's no whys left
What persuaded you to sign up?

Keep asking why until there's no whys left
What persuaded you to sign up?

"You had the most features..."
What persuaded you to sign up?

"You had the most features..."

"I needed something different than everything else"
What persuaded you to sign up?

"You had the most features..."

"I needed something different than everything else"

"I wanted to create something memorable"

Keep asking why until there's no whys left
What persuaded you to sign up?

"You had the most features..."

"I needed something different than everything else"

"I wanted to create something memorable"

"I needed to stand out / to be appreciated by my peers & managers"
24% increase in registrations

76% increase in creation of presentations and infographics
Surveys

Interviews

Competitor research

User Testing

STEP #1

Meaningful Customer Research
STEP #2

Adding emotion to your copy
Discover the best social media marketing techniques from the world’s top experts
Designed for you: the marketing professional...

If you’re struggling to keep up with the ever-changing nature of social media marketing, this event is for you. You’ll be amazed how many people you connect with who are just like you.

Need more direction and guidance so you can move forward with confidence? You’re not alone. Thousands of people experience these struggles daily and they’ve found a place that changed everything for them.

This could be you:

- Imagine keeping up with important trends and knowing exactly how to successfully implement the latest techniques.
- Imagine getting 10X ROI every time you launch a campaign, create an ad, or start working on a new platform.
- Imagine having all the wisdom you need to support every marketing decision you make.
- Imagine forming relationships with people who become like family—your always-available, go-to group of peers who you can ask any question or present any new idea.
- Imagine having complete confidence with every strategy and tactic you present to your boss, colleagues, or clients.
- Imagine connecting with people who speak your language, understand your challenges, and get you.
- Imagine knowing you are up-to-date with everything that matters, and never having to worry about missing crucial information.

This is why we exist: We give marketers like you the ability to get all the information you need in one place, personally connect with the top experts in the world, form lifetime relationships that’ll

41% uplift in signups

15.93% increase in sales and revenue
Live chat software

Connect with your website visitors in real time to convert new leads, close more deals, and provide better support to your customers.
Show, don’t tell

Your customer’s expectations are changing - exceed them with the power of co-browse and live chat
STEP #2

Adding emotion to your copy
Value > benefits

STEP #2
Adding emotion to your copy
Value > benefits

Tell the customer’s story

STEP #2
Adding emotion to your copy
Value > benefits

Tell the customer’s story

Lead with clarity and empathy

STEP #2

Adding emotion to your copy
Value > benefits

Tell the customer’s story

Lead with clarity and empathy

Choose your words wisely

STEP #2

Adding emotion to your copy
STEP #3

Designing for feelings
Stop following design trends
Being yourself makes all the difference

Join more than 14 million people who use us to grow their businesses on their terms.

Sign Up Free
Design anything. Publish anywhere.

Create an account, it’s free. It’s loved by beginners and experts, teams and individuals.

Sign up with Facebook
Sign up with Google
Sign up with email

Already signed up? Log in
Turn Clicks into Customers

helps small businesses connect with an audience, collect leads, and close sales. Easily build websites, landing pages, pop-ups, alert bars, and beyond.

Start a Free Trial  Watch it Work
Build your audience and grow your brand on social media

Plan, collaborate, and publish thumb-stopping content that drives meaningful engagement and growth for your brand.

Get started now
A user-friendly web analytics and heatmap platform.

is free to use as long as you want. Set it up in just 1 minute.

Email  Password  Sign Up Now

By Signing up you agree to our Privacy Policy.

Over 10,000 companies improve their business using Pengine

What can do for you

Friendly interface, real time data, ever changing dashboards, and more.
A user-friendly web analytics and heatmap platform

is free to use as long as you want. Set it up in just 1 minute

57% increase in signups
80% increase in implementation
Use visuals that support your emotional message.
Join the millions talking on Skype


As we continue improving the accessibility of Skype, we currently recommend VoiceOver users download Classic Skype.

By downloading Skype, you accept Terms Of Use and Privacy & Cookies.

Download Skype

See system requirements.
Have Peace of Mind
Knowing Your House is Secured
Protect your property.
CCTV you can rely on 24/7, rain or shine.

HIGH DEFINITION CCTV CAMERAS
Arlo Smart Home Security
Every Angle Covered

Watch Video  Explore Products
#1 Solution for Commission Calculation

Eliminates the need for spreadsheet based manual calculations and makes incentive programs easy to manage and error free.

Increase Accuracy and Maximize Profits

- Integrate Cross-Department Workflow
- Improve Accuracy of Payouts
- Eliminate Manual Calculations

Gain Insight and Empower Growth

- Forecasts and Analysis
- Reports and Analytics
- What-If Analysis

Clients Say:

“...pleased to be leveraging the benefits of Commission. The Iconixx Team has earned our confidence...”

Seen at:

- 2013 spotlight on sales compensation
- HR Technology
- TEXAS Total Rewards Conference
- Covenant Conference
- OTW Solutions Conference & Exhibition
- PROFORMATECH corporate finance technology conference
- EXOLVE
Lead Your Team to Success

#1 Solution for Commission Calculation

Sales™ – helps you track and reward the very best of your sales team

Schedule a Demo:
- Your Full Name
- Email
- Phone Number

Learn More

97% increase in leads
Remember and follow the basic UX rules

STEP #3
Designing for feelings
Remember and follow the basic UX rules

Image supports emotional strategy and copy

STEP #3

Designing for feelings
Remember and follow the basic UX rules

Image supports emotional strategy and copy

People can see themselves or who they aspire to be

STEP #3
Designing for feelings
Remember and follow the basic UX rules

Image supports emotional strategy and copy

People can see themselves or who they aspire to be

Emotion is consistent throughout the page

STEP #3

Designing for feelings
RECAP

3 steps to optimizing with emotion
Run meaningful customer research

RECAP

3 steps to optimizing with emotion
Run meaningful customer research

Add emotion to your copy

RECAP

3 steps to optimizing with emotion
Run meaningful customer research

Add emotion to your copy

Design for their feelings

RECAP

3 steps to optimizing with emotion
3 Emotion-based tests you can run this month
Aspiration vs. Relatable
FALL PREVIEW
OUR MOST SENSUAL LINGERIE EVER
SHOP THE COLLECTION >
Confident by Design


Shop Bras  |  Find My Fit
TEST #2

Pain vs. emotional outcome
We've been expecting you.

All growing businesses run into the same fundamental problems. Hair on fire, buried under email, stuff everywhere. The good news? Basecamp solves them. Try Basecamp free for 30 days:

Start a free 30 day trial
Make more time for the work that matters most

Asana is the work management platform teams use to stay focused on the goals, projects, and daily tasks that grow business.

Try for free
Slack is where work happens

Slack is a collaboration hub, where the right people and the right information come together, helping everyone get work done.
TEST #3
Product-focused vs. customer-focused
By far the easiest free website builder

Create a website using ready-made styles and layouts.

START HERE
Next generation website builder

Build sites with new technology

Get started for free  Order custom website
Grow your business with an AI-built website

Human-assisted AI builds your website in 60 seconds without the premium price tag.

Get started  No credit card required
Create a Website You’re Proud Of

Discover the platform that gives you the freedom to create, design, manage and develop your web presence exactly the way you want.

Get Started
I did it myself
you can do it too
Create your website in 5 steps.
Simply accomplish more with Test Case Management.

Test Management Tool

Turn your data into QA Intelligence

FREE TRIAL  Read more
TEST MANAGEMENT TOOL

Keep what’s working.
Streamline what isn’t.

Gain end-to-end visibility with the flexible test management tool that runs the way you do

GET STARTED

14 day free trial, no CC required
MEASURE Everything TO GROW YOUR MOBILE BUSINESS

is the world's leading mobile attribution & marketing analytics platform, helping app marketers around the world make better decisions.

Request a Demo Free Trial
Fuel your mobile marketing growth with attribution data you can trust

Transform your mobile marketing data into valuable insights. Take a holistic measurement approach to the user journey - and optimize every touch point.

TALK TO OUR EXPERT
FREE TRIAL
Pre-flight landing page checklist
Have you included the **why** on your page?
Have you included the **why** on your page?

Are you making it about yourself? or **about the customer?**
Have you included the **why** on your page?

Are you making it about yourself? or **about the customer?**

Can people see and **feel the emotional outcomes they desire?**
Have you included the **why** on your page?

Are you making it about yourself? or **about the customer**?

Can people see and **feel the emotional outcomes** they desire?

Are the emotional triggers consistent in your copy, colours and visuals?
What is my goal?
What is my goal?

What is my customer's goal?
Only when your customers achieve their goals,
Only when your customers achieve their goals, will you achieve your own

Bryan Eisenberg
Thanks!

Get started with emotion-based marketing: https://getuplift.co/ctaconf