**MARKETING TACTICS AND TRIGGERS**

1. Make people believe good things about themselves so they accept success rather than failure as the sign of their worth.
2. Make interesting titles like a man bit a dog rather than a dog bit a man.
3. Make people feel great individually.
4. People provide excuses for potential failure (make them realize that everyone did this mistake once but PD leads to betterment)
5. When people are uncertain about a course of action they look to others to guide them to take decision.
6. People's ability to understand factors that affect their behavior is surprisingly poor.
7. People are often wrong about what motivates them to engage in certain behavior.
8. The more similar a person is to the new target audience the more persuasive message becomes. Begin with testimonials whose circumstances are most comparable to your audience.
9. To persuade employees to embrace the new system, you should ask for a positive testimonial from others with the same depth who have already agreed to make the switch. Focus on those who are positive and ace to your wants. Show that the people who didn’t do anything are minority and the ‘doers’ are in majority, people change their behavior to be more in line with the norm regardless of how they were previously behaving.
10. Convey the society to approve of your behavior in some way.
11. TO PREVENT A GOOD APPLE FROM GETTING SPOILED BY A BUNCH OF BAD ONES REMEMBER TO SHOW YOUR APPRECIATION FOR IT
12. The more choices offered the less likely people will enroll. Consumers find the decision making process frustrating.
13. Maximizing the number of options will be helpful when customers are likely to know exactly what they want and are simply looking for a store or a business that supplies it.
14. Often potential customers don’t know precisely what they want until they have surveyed what’s available to them.
15. Inform or remind the true value of any gift to customer which you give.
16. When customers consider a particular set of choices for a product they tend to favor alternatives that are compromise choices that fall between what they need at maximum and what they possibly could spend at maximum.
17. Consumers prefer less experienced versions between two products. When 3 prices are low, medium and expensive then people will move with the moderate price product.
18. Provide products that meet high end needs of a small group of current and future customers and then the next higher priced model will more likely be considered attractively priced as a compromise.
19. Anyone who has a range of products or services to offer could make a midrange product more popular by offering more expensive ones’ first.
20. \*Reciprocation principle: People recognize the extra effort and personal touch and they feel to reciprocate by agreeing to the request to buy something.
21. There's a little social obligation to cooperate with someone who offers you something only on the condition that you initiate the cooperative effort that land of exchange is simply on economic transaction.
22. There’s a powerful sense of obligation embedded in the form of reciprocation to return.
23. Incentive based cooperation is not effective anymore.
24. Make people take small steps and then they can take big steps as they will feel more involved.
25. Labeling techniques assign a trait, attitude, belief or other label to a person and then make a request of that person consistent with that label.
26. When people are asked to predict whether they will engage in socially desirable behavior in the future, they feel compelled to say yes because that’s socially desirable.
27. Commitments that are made actively have more staying power than those that are made passively.
28. People's consistency strengthens as they get older.
29. Avoid framing their previous decision as a mistake.
30. People are strongly motivated to change their attitudes in ways that are consistent with their behavior.
31. Lower starting prices can lead to higher final sales prices.
32. Bidding is least effective.
33. Display your diploma certificates and awards to those who you want to persuade.
34. When majority of the members are confronted by a person who truly appeals to oppose their position they search to understand why the dissenter is so committed to his or her beliefs.
35. Leaders should create and sustain a work environment in which co workers not only feel welcome but also encouraged to openly disagree with the majority.
36. When teaching a child to stay away from strangers, parents can describe a hypothetical scenario in which a child is tricked by a stranger.
37. Volkswagen ads touted its weakness. Inform weaknesses that people are unable to recognize.
38. Blaming internal potentially controllable failures make the organization appear to have greater control over its own resources and future.
39. People are most likely to relate to others with whom they share personal characteristics such as values, belief, age and gender.
40. We tend to feel especially positive toward things that we associate with ourselves such as our names.
41. People have greater desire for an object or opportunity when they learn that it is unique.
42. Provide people with the information that is unique to your products.
43. Pointing out to them features your product has that a competition doesn’t can be a powerful route to getting them to say yes to your offering and not to your competition.
44. Information that is exclusive is viewed with more focus.
45. Tendency to be more sensitive to possible losses than to possible gains is one of the best supported findings.
46. Always state the reasoning behind your request.
47. Encourage customers to imagine themselves with bad competition products.
48. Simplice in the naming of your product, your project, even your company helps you boost your influence and exceed your own earning.
49. People tend to have greater tendency for words and names that are easy to pronounce.
50. Convey messages with rhymes.
51. Customers involved in an incentive program would show more loyalty to the company by reaching payoff milestones more quickly.
52. The closer people get to completing a goal, the more effort they exert to achieve a goal.
53. When soliciting another person for help on anything you send, point out how that person has already taken steps towards the completion of that task.
54. People will be more likely to stick with programs and tasks if you can first order them some evidence of how they have already made progress towards completing them.
55. Placing a memory aid on store displays and on the actual packaging of their products.
56. Any major advertising campaign needsto integrate the essential images, character or slogans of the ads into the in store productdisplaysandproductpackaging of the consumer.
57. Looking at ourselves in a mirror causes us to reflect on our behavior and act in more socially desirableways.
58. Sad buyers would be willing to pay a higher price for a given item than neutral buyers. Carry over of the emotion from the move into their economic decision occurred completely outside of the subject’s awareness.
59. Emotional experiences can have a detrimental impact on decision making, perhaps allowing you to be persuaded by an offer when you should not be offered laden with emotion could lead buyers to overestimate value.
60. When people are tired they are more likely to be in heightened state of gullibility.
61. More means better is a natural perception in people’s mind.
62. Use numbers to tell something. Be specific as when something is specific and in number then it helps the other person to perceive that the seller is clear and sure about what they are selling.
63. Give 3 options so that their focus is not on whether to buy the product or not but their focus should be on which option is best to them. It’s about changing the focus of the person.
64. Develop more salespeople before expanding.
65. Spend more than your competitors to acquire a customer. Calculate the cost of customer acquisition and the life time value of your customer.
66. Use scarcity principle, people buy things that are less or scarce as it’s more attractive.
67. Show your strength as weakness and weakness as your strength.
68. Use superlative degrees in marketing, it’s attractive.
69. Use as many testimonials as you can, whether from client, partner, vendor or even a contact, ask them to give testimonials in video or put their feedback with their photo as it’s more interactive and attractive and allows the other person to imagine themselves in that situation easily.