



Guide

# Conversion and Impact: it's all about emotions



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Article

# Conversion and Impact



Imagine: you've just decided to attend the world's leading annual trade fair in your field of industry. You've done this before, so you already have the booth, the flyers, the merchandising. You're sending two of your staff to man the stand. They are your best sales people. And you, the CEO, will attend the fair yourself on Day 1 for the opening of the event.

Here's the catch: there is nothing new about what you're doing. Is there? Plus, everybody's doing it. Right? So, what do you need, for your investment in this fair to pay itself back? How will you ensure high numbers of visitors? How will you increase their awareness of your brand? In other words, how do you create conversion and impact when attending a trade fair?



It's obviously all about emotions, about people liking you. Did you know, that human beings decide whether they like something or not within

3 seconds? That's not even long enough to walk past your exhibition booth. Research into neuromarketing has shown that our left and right sides of the brain need to connect. Only if they both react positively to whatever the experience is they are responding to, will that person make a positive decision. In your case, a decision to stop at your booth (rather than absent-mindedly strolling by.) That process takes a maximum of 3 seconds.

How do you go about creating that positive response in only 3 seconds? There is a science to how we are persuaded. Behavioral design, neuromarketing and the chemical workings of the brain have a lot to teach us about how and why we say "yes" to the requests of others. Peak XV draws on all of these as we accompany you to achieve your maximum potential at your next event or exhibition.

## 1. Behavioral Design: Nudging

Ideally, you want to nudge your customer. Gently influence him or her at the subconscious level. How? By low-key, low-cost, minor tweaking of your design. People can be convinced to make the "right" decisions by positive reinforcement and indirect suggestions. Nudging is based on the idea that by shaping an environment (or case in point designing your stand) in a certain way, you can influence the likelihood that one option (your product or service) is chosen over another by individuals. A key factor of behavioral design is the ability for the individual to maintain freedom of choice and to feel in control of the decisions they take. It will feel to your customer like they are following their intuitive, natural preference. So think about your routing, signposting, messaging, communication, in short, how you nudge your customer towards you.



## 2. Reciprocity

Reciprocity is one of the principles of decision-making, identified by Dr. Robert Cialdini, a leading social psychologist in the field of persuasion and marketing. In the increasingly overloaded lives we lead, these shortcuts act as universals guiding our decisions.

Reciprocity is about give and take. People feel obliged to give back to others the form of a behavior, gift or service that they have received first. Take for example, the mint that comes with the bill in a restaurant. It has been demonstrated that that mint accounts for 3% higher tips. Two mints drive the tip up by 14%. And if the waiter gives first one mint, then comes back to say he enjoyed having you as customers, and so is giving you a second mint, then tips have been demonstrated to go up by 23%. Be the first to

give and ensure that what you give is personalized and unexpected. Try it at your next trade fair: give your target customer something special, personal and unexpected. This could be asking them before the fair, how they would like their sandwich and then have it ready for them on the day, with their favorite drink on the side. Just a friendly thing to share... and to catch their attention. Be creative!

## 3. Scarcity

Cialdini's next shortcut, or principle of persuasion, is scarcity. People want more of the things they can have less of. When attending your trade fair, make sure you have a unique proposition and give people the feeling that they are about to miss out on something very special. For example: a black box which visitors – hand-picked at the fair – may enter (invitation only!) to get an exclusive preview of your latest innovation. A unique experience. You can make this restrictive: only ten invitees/ only between 1 and 2 pm, etc. Make sure your target customers get a sense of exclusiveness and point out what they stand to lose if they don't come to your booth.

In our next News & Updates more about how to increase conversion & impact of your marcom campaigns in general and more specific your event & exhibition campaigns.

# Conversion and Impact



In our previous News & Updates we did show the influence of 'behavioral design', 'reciprocity' as well as 'scarcity' on conversion and impact of your marcom campaign in general and more specific your event or exhibition campaigns.

This time you might learn more about the influence of 'authority', 'consistency' and 'liking' on conversion and impact.

## 1. Authority

Another powerful principle of persuasion is authority: following the lead of credible and knowledgeable experts. Let someone else tell your story. Research shows that 14% of people trust an (advertisement) message coming from you as a business, whereas 70% would trust that same message if it were told by other consumers, like them. The message is much more authentic. So, for your booth at the trade fair, how about a video giving the stage to one or more of your happy customers? Authority also has to do with expertise. Make sure it's not your salesperson pitching to your potential customer, but your expert with 20 years of relevant experience in the field. If this means connecting with that expert real-time during the trade fair, for example via Facetime, why not?

## 2. Consistency

People like to be consistent with the things they have previously said or done. Consistency is activated by looking for, and asking for, small initial commitments that can be made. Think about what your potential customer might need. Imagine, for example, that is clean hands. After having shaken a lot of hands at the fair and having sampled finger food at various stalls, they feel sticky. Offer them a pre-wrapped instant hand sanitizer. No water involved. Then, once they've accepted that, tell them more about the products you are selling and invite them in for a demonstration. If they accept your first gesture (a free gift), chances are they will also accept your invitation (consistency) and may even accept to spread the word about your water-free hand sanitizer (reciprocity.)

## 3. Liking

People prefer to say yes to those that they like. But what causes one person to like another? Persuasion scientist Cialdini tells us that there are three important factors. We like people who are similar to us, who pay us compliments, and who cooperate with us towards mutual goals. To harness this powerful principle of liking, look for areas of similarity that you share with others and genuine compliments you can give before you get down to business. At the trade fair, engage with your potential customer by asking them what challenges they are facing and what would make them go home feeling bouncy/ happy/ elated. What would they have seen, heard or experienced? What solution would they have found to their challenge? Be playful, helpful, if you don't have the solution yourself, make a suggestion where they might find it. Striking up a conversation and playing into whatever your customer has on his/her mind will get them to like you... and want to know more about your product or service.



In our previous News & Updates we gave you the opportunity to learn more about 6 elements of unconscious behavioral influence enabling you to significantly increase conversion and impact of your marcom campaign in general and more specific your event and exhibition campaigns.

This time we finalize our News & Updates about how to increase conversion and impact.

### **1. Consensus**

Especially when people are uncertain, they will look to the actions and behaviors of others to determine their own. Have your stats ready, in order to tell people about your product or service. Motivate them to try out your product or service by telling them what percentage of people in similar situations have already opted for your product or service. Consensus is a powerful driver: most people want to comply with the trend or the en vogue choice.

### **2. See for yourself**

The human brain combines the rational and the emotional at the speed of light. The brain also learns much faster by doing things rather than by reading or hearing about them. The impact in terms of dopamine and cortisol (the “happy hormones”) has been proven to be much more important when people experience/ feel/ see for themselves. Personal experience is a powerful tool in achieving instant concurrence of rational knowledge (often information acquired from an outer source / person) with emotional knowledge (often information from a person’s inner source / intuition / gut feeling.) Allowing your target audience, in this case your potential customer at the trade fair, to experience something

themselves, will be far more convincing than anything you could possibly tell them. In fact, you are helping them to turn your message into their own.

For example: if you want to increase awareness in young people of the dangers of drunk driving, put them in a simulator in which they actually experience what it feels like to drive under the influence of alcohol.

Or: if you want to persuade your target audience of the deliciousness of your new peanut butter, don’t just tell them. They will forget 90% of your story within 2 hours. Let them taste! Six months later, they will still remember that taste.

### **3. Effective design**

The cherry on the cake is your design. This takes us right back to the power of The Nudge. Use color, lines, shapes, form, text and typeset, photography and graphics to achieve the effect you are looking for and to give yourself that competitive edge. Be aware of what these elements do to people: the mood, the call to action, the emotions that you evoke in them by how you present yourself. Because: in those first 3 important seconds, emotion is all that counts.

So, having read this as well as our previous News & Updates about conversion & impact, imagine once again, you are about to attend that trade fair in your line of business. As CEO, you now know that your investment will only truly be worth your while if you apply what behavioral design, neuromarketing and brain research tell us. Use of the 9 subconscious influencing techniques described above will create significantly higher conversion and impact for your trade fair event. PEAK XV has the expertise to help you do it (and 800 million euros worth of campaigns to prove it.)

## Article

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