



Whole Brain Marketing®

By John P. Fullingim

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Do You Really Understand What Motivates Your Customers?

Marketing insiders have always known that there was an elusive element used by successful executives. Some called it gut feel. Others called it plain luck. Whatever the formal name, it was not taught in business school. And it was critical to marketing success.

This so-called black box skill could not be measured for years; but, with the advent of modern psychology and powerful desktop computers, the mystery can now be unraveled. By understanding a new, powerful process, many have achieved new levels of success and dramatic changes in their “luck.” Examples include:

One of the world’s largest telecommunications firms applied the process to its advertising and realized a **four billion dollar revenue** increase.

The recognized world leader in consumer marketing overcame a problem with a flagship brand and reversed a decline that produced record sales that were so significant that the chairman to recognized the program at the annual shareholder’s meeting.

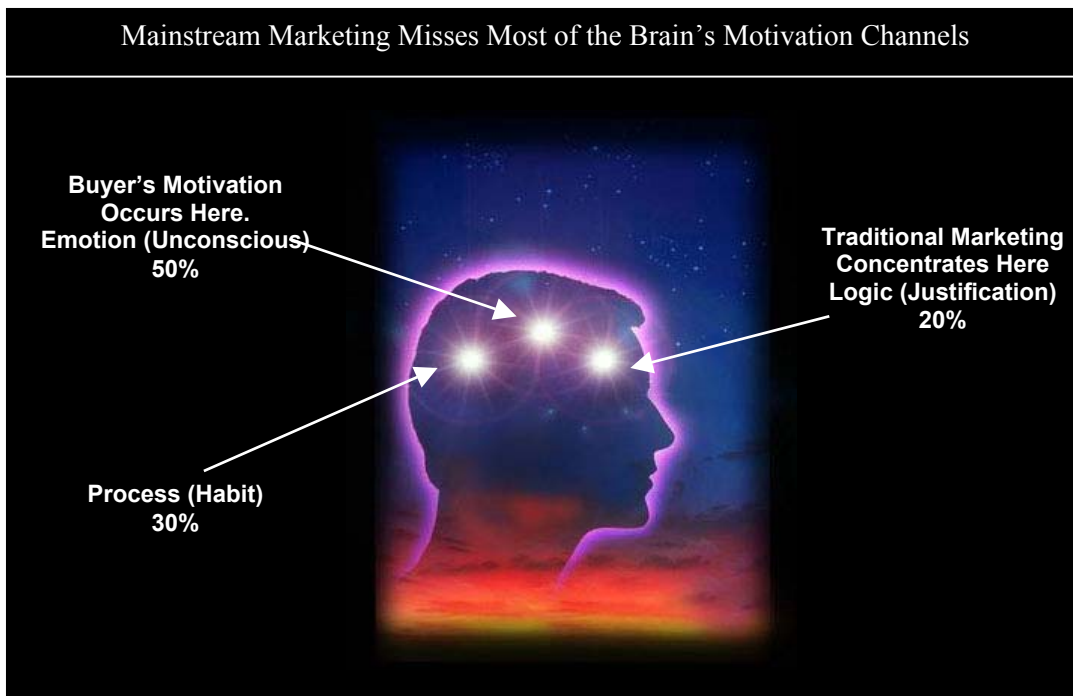
A small Texas museum attracted over 500,000 paid visitors in only four months and increased paid membership from 7,000 to over 30,000 in less than two years.

Impossible results? Not if you understand the true nature of how people buy and think about purchases. What’s the secret? Simply understanding that the logical, linear, mathematical ordered world of business may work for accounting, production, scheduling, or even business law; but it’s worthless for marketing. Why? Because marketing deals with people and their emotions.

People are not logical. They change their minds. They behave irrationally. They are fickle. They act on impulse. They say one thing and do another. And, despite what most would tell you, their responses are entirely predictable.

The method that makes sense of the quagmire of conflicting emotions, habits, and thoughts is known as **Whole Brain Marketing** because it creates appeals that work on all parts of the brain.

Using scientific analysis of buyers’ emotions, logic, and processes, the technique creates marketing programs that motivate changes in purchase behavior.



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Most sales and marketing programs deal only with buyer's logical thinking process, and frequently produce no measurable revenue increases. False beliefs that people buy rationally inevitably result in "sound, logical" failed marketing programs. Most eventually resort to expensive discounting, costly retail promotions, celebrity endorsements, and hype. The result: astronomical marketing costs, customer complaints about high prices, dismal advertising response, and constantly reacting to the "market leader."

Most marketing programs attempt to appeal to the logical, thinking part of the brain, the cerebral cortex, home of the left and right brain. While this portion of the brain is used for evaluating decisions, it is irrelevant in creating motivation. These misguided marketing plans are often based on market research data, which almost always is from this rational part of the brain and nearly useless in predicting buyer behavior. This research offers even less value in guiding advertising or promotion efforts: rational thinking doesn't matter until

that you finally decided to make the purchase, but the INITIAL REACTION. Was there a feeling or emotion involved? You were likely excited about either avoiding a problem or gaining a benefit.

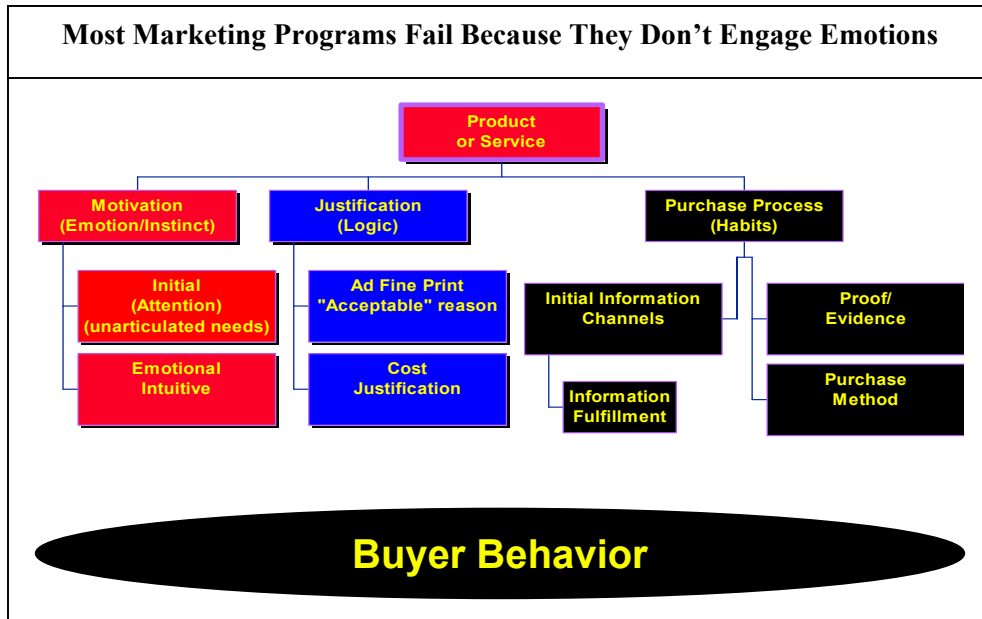
Feelings are involved regardless of whether the purchase is a new capital asset costing millions of dollars or a personal purchase costing hundreds or only tens of dollars. Evoking underlying emotion is key to motivating and changing buying behavior. Great salespeople intuitively understand this. Somehow marketing people and market researchers either forget or never learn emotion's key role.

When many marketers do include emotional appeals, they often choose those irrelevant to their purchase. How many times have you seen the pitch, "take control," for example? What does taking control have to do with switching electric providers, buying toothpaste, or any number of other products promising "control?" While emotionally connected, control is only relevant in a narrow range of purchases actually

delivering increased control. High performance tires for sports cars, graduate degrees in a promising field, and self-directed investment programs are a few examples.

Emotions begin in an unconscious part of the brain called the limbic system. Access to the limbic system requires skill in indirectly eliciting and observing mental processes that are mostly unconscious. The great majority of market research does not consider or measure the limbic system or emotions, and is, therefore, virtually worthless in

understanding motivation. The resulting marketing strategy and advertising will by definition be virtually worthless in motivating purchases and will inevitably lead to failed marketing programs. Desperate marketers resort to margin-crippling discounts, promotions, rebates, and other expensive premium or give away programs in lieu of creating demand for their offerings.



buyers begin to justify a purchase or weigh alternatives. Logical appeals will not motivate new sales, even though they may look great in computer presentations at strategy meetings.

Think of the last major purchase that you made. What initially got you interested in the product or service? How did you feel? What did you think? Was your INITIAL reaction rational thinking? Not the reason

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In contrast, effective marketing strategy begins with understanding customers' emotional responses. It asks what customers' underlying desires might be related to the product or service and understands problems customers want to solve. What kind of stress do customers experience? What good experiences would prospects feel if they bought your product or service? In what contexts would the feelings occur?

Only after a prospect becomes excited about experiencing the positive emotion or avoiding negative ones do they then turn to the logical parts of the brain to evaluate a purchase. Since most marketing presentations, advertisements, and promotions never produce desire or motivation, the more logical points of marketing appeals are never even seen because they are irrelevant or ignored.

The final critical part of a successful marketing campaign is matching prospective customers' buying processes or habits. Habits are processed in the reptilian brain and, like the emotions, are mostly unconscious and often ignored by marketers. Prospects have specific habits or patterns that they follow in evaluating a particular type of purchase. If advertising suggests the process they would naturally follow, they'll usually begin to execute their buying process. If not, they may or may not create it for themselves.

By understanding the three parts of the brain's role in behavior, we can create marketing strategy that will be consistently effective. First, the emotional limbic system must first be engaged to create desire or motivation. Next, the logical and associational cerebral cortex must be given the right facts to justify the purchase. Finally, the reptilian habit systems must be given the correct buying procedure and types of information for a buyer to be comfortable acting.

If these three parts of motivation are incorporated into marketing messages, customers will desire to buy

comfortably and naturally, assuming that your product and service is at least viable and somewhat competitive with competitors'. Buyers often act without even realizing that they have been influenced because the decision will seem so natural to them.

An added benefit of a motivated customer is that they will recognize the value of your product or service and will not require discounts, give-aways, sales promotions, celebrity endorsements, zero percent financing, clever sales techniques, or other costly gimmicks.

The Whole Brain Marketing® process utilizes interviews derived from modern brain theory, psychology, and computer modeling to identify unconscious buying appeals to logic, emotions, and habits simultaneously to produce motivation and create action. Advertising, sales promotion, web designs, and strategy based on Whole Brain Marketing® create the sort of marketing breakthroughs most people think to be impossible.

Contact us about your "impossible" marketing problem: info@absiencemarketing.com.

***John P. Fullingim** is Managing Director of Applied Behavioral Sciences Marketing, L.L.C., a management consulting firm specializing in influencing customer motivation. Whole Brain Marketing®, the firm's proprietary process, is employed by many publicly traded firms to attract and retain market share and to resolve other marketing issues.*