

WHY WE SAY 'YES'

**THE PSYCHOLOGY HACKS THAT WILL TRANSFORM
HOW YOU DO MARKETING. FOR GOOD.**

01

RECIPROCITY

THE **RECIPROCITY** PRINCIPLE

‘The obligation to give when you receive’

Just like the freebies you get at exhibition stands!

RECIPROCITY IN ACTION

A RESTAURANT TESTED THE UPLIFT IN TIPS WHEN
PRESENTING CUSTOMERS WITH MINTS ALONGSIDE THE BILL



1 MINT
3% UPLIFT IN TIPS



2 MINTS
14% UPLIFT IN TIPS



Returning with a second mint especially for great customers

2 MINTS + SOME THEATRE
23% UPLIFT IN TIPS

RECIPROCITY – LEARNINGS



The **value** of the gift/service provided up front can yield a **greater than proportional** response.

How the value is provided can heighten the impact, without impacting the cost.

02

SCARCITY

THE **SCARCITY** PRINCIPLE

‘People want more of those things there are less of’

02

↪ .5

LOSS AVERSION

Three pink decorative lines of varying lengths and orientations, including a horizontal line and two diagonal lines, positioned below the title.

‘People feel the pain of losing something
twice as intensely as the pleasure of
gaining something of equal value’

Booking.com

Only one room left: Booking.com reprimanded for misleading consumers

Tuesday 28 May 2024 

By Maïthé Chini

An example of how not to do it!

**Booking.com misled customers into thinking
there were only a few rooms left to book**

SCARCITY & LOSS AVERSION – LEARNINGS



It is not enough to tell someone about the
benefits of working with you/buying from you

You must explain **what they'll lose out on if they don't**

Apply these principles across multiple touchpoints on your website!

03

AUTHORITY



THE **AUTHORITY** PRINCIPLE



‘People will follow credible and knowledgeable experts’

INTRODUCE AN EXPERT

Estate agent switched up how they introduced their sales reps

INCREASED APPOINTMENTS BY 20%

INCREASED SIGNED CONTRACTS BY 15%





Display qualifications, show reviews, and use
your top customers as your biggest advocates



04

CONSISTENCY

Three pink decorative lines of varying lengths and orientations, including a horizontal line and two diagonal lines, positioned below the word 'CONSISTENCY'.

THE **CONSISTENCY** PRINCIPLE

A pink curved arrow pointing from the word 'CONSISTENCY' in the title above to the definition text below.

‘People are motivated toward cognitive consistency, and will change their attitudes and actions to achieve it’

If people have made a certain decision before, they're likely to stick with that decision going forward.



MOST PEOPLE UNWILLING

TO DISPLAY A LARGE 'DRIVE SAFELY' SIGN IN THEIR GARDEN WHEN ASKED.

A DIFFERENT APPROACH: WHEN ASKED TO DISPLAY A SMALL POSTCARD-SIZED SIGN IN THEIR WINDOW, A LOT OF PEOPLE SAID YES.

10 days later, the same people were more willing to display the large sign this time.



10 DAYS



**4 X SAID
YES**

REDUCED MISSED APPOINTMENTS

BY 18%

A GP PRACTICE ASKED PATIENTS
TO COMPLETE APPOINTMENT
DETAILS THEMSELVES, MAKING
THEM PART OF THE DECISION-
MAKING PROCESS

Taps into the consistency principle.

NHS Family doctor services registration GMS1

Patient's details Please complete in BLOCK CAPITALS and tick ☒ as appropriate

☐ Mr ☐ Mrs ☐ Miss ☐ Ms	Surname
Date of birth	First names
NHS No.	Previous surname/s
☐ Male ☐ Female	Town and country of birth
Home address	
Postcode	
Telephone number	

Please help us trace your previous medical records by providing the following information

Your previous address in UK	Name of previous doctor while at that address
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05

LIKING



THE LIKING PRINCIPLE



'People prefer to say yes to people they like'

Duh...



MBA STUDENTS WERE SPLIT INTO 2 GROUPS

First group: told time is money and get down to business

55% CAME TO AN AGREEMENT

Second group: told to chat and find common ground, then negotiate

90% CAME TO AN AGREEMENT

But even better, the second group's deal was worth

+18% MORE TO BOTH SIDES



Moral of the story: be nice to people and invest time in relationship building

06

CONSENSUS

Three horizontal pink lines of varying lengths and slight curves, stacked vertically, extending from the left edge of the word 'CONSENSUS'.

THE CONSENSUS PRINCIPLE

A pink arrow that starts below the word 'CONSENSUS' and points downwards and to the left towards the definition below.

‘People will look to the actions of others when determining their own’

MOST HOTELS WILL HAVE SOME SIGNAGE TO ASK GUESTS TO **REUSE THEIR TOWELS**

• *please consider* •

REUSING TOWELS

TO CONSERVE ENERGY AND
VALUABLE RESOURCES

• *thank you* •

**PLEASE REUSE YOUR TOWELS - ENVIRONMENTAL
REASONS 35% COMPLIANCE**

**75% OF GUESTS REUSE THEIR TOWELS, PLEASE DO
SO AS WELL +26% UPLIFT IN REUSE**

**75% OF GUESTS WHO STAYED IN THIS ROOM
REUSED THEIR TOWELS, PLEASE DO SO AS WELL
+33% UPLIFT IN REUSE**

CONSENSUS – LEARNINGS



Don't rely on your own ability alone, **point to what similar others do**

Let your **existing customers** become your most convincing advocates

07

MEMORY ENCODING



MULTI-CHANNEL **MEMORY** **ENCODING**



‘People who experience your brand across multiple channels will remember you for longer’

30%

A red line-art icon of a human eye, looking forward, positioned above the percentage sign of the 30% figure.

**more dwell-time looking
at social media advertising,
when primed by mail**

44%

A red line-art icon of a thought bubble containing a black envelope symbol, positioned above the percentage sign of the 44% figure.

**stronger long-term
memory encoding after
seeing a mailing first**

WHY WE SAY YES



1: RECIPROCITY

4: CONSISTENCY

2: SCARCITY

5: LIKING

2.5: LOSS AVERSION

6: CONSENSUS

3: AUTHORITY

7: MEMORY ENCODING



WE ARE WEBMART



YOUR MARKETING SORTED. NO FUSS. JUST RESULTS.



PRINT

With over 25 years of print experience, we're experts in offline marketing. Whatever print campaigns you have in mind, we can handle it.



MAIL

We know a thing or two about creating mail marketing campaigns that grab attention and generate results. From direct mail to door drops, we help you turn letterbox marketing into a success.



DIGITAL

Digital is everything these days. Bring your digital campaigns to life with our marketing expertise as well as help you establish, improve, and optimise your digital channels.



CREATIVE

From concepts and ideas to designs and production, we've got your creative needs covered. Enjoy stand-out branding, creative, and design.



DATA

Data makes our world go round. We help you tap into your data to drive better results and acquire more customers. Our data services help you create successful and sustainable campaigns.

THANK YOU.



TOM MASKILL

CCO at Webmart | Certified B Corp





THE WEBMART WAY

DO GOOD
BE GOOD