



# Using Persuasion to Enable Growth

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# Agenda

Straight out of the box

Persuasion 101

Practical implications  
of Persuasion

Sweet Pitch



Crobox







## Persuasion tactics that drive action



Social Proof



Scarcity



Authority



Reciprocity



Pricing



Innovation



Security



Anchoring



Framing



Loss Aversion



Certainty



Decoy Effect



De afgelopen 2 maanden stapten al **8.270** mensen  
over naar Zilveren Kruis



Overstappen is heel gemakkelijk: u vraagt de overstap telefonisch of via deze website aan en wij regelen de rest. U betaalt nooit dubbel en bent geen moment onverzekerd.

Stap ook over naar Zilveren Kruis >

## Social proof

We are more likely to perform  
behaviour if others are doing it  
(especially in uncertain situations).





Friends  
& Family

ALTUD HET BESTE  
VODAFONE OFFER

KORTING ZO LANG JE  
ABONNEMENT LOOPT

GEEN  
AANSLUITKOSTEN



Hulp bij bestellen?  
**0800-6677880**  
ma t/m vr van 8-18 uur  
(voor vragen over de levering)



Telefoons

Sim Only

Internet

Zakelijk

**Staat jouw nieuwe  
mobiel er tussen?**

Deze actie geldt nog: DAG 06 UUR 08 MIN 34 SEC



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**Red SUPER**  
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- onbeperkt sms'en
- 6 + 1 GB
- eenmalig € 39,99
- 

Tijdelijk  
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kies kleur

Op voorraad

#### Samsung Galaxy S6 Flat 32 GB



**Red ESSENTIAL**  
2 JAAR

- 300 belminuten
- onbeperkt sms'en
- 1 + 1 GB
- eenmalig € 0,00
- 

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extra korting

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kies kleur

Op voorraad

#### Samsung Galaxy S5 Neo



**SMART 500**  
2 JAAR

- 150 belminuten
- onbeperkt sms'en
- 500 + 500 MB
- eenmalig € 0,00

Tijdelijk  
**€264**  
extra korting

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kies kleur

Op voorraad

## Scarcity

Products that are scarce increase urgency to decide now and increase its perceived value.





# Innovation

We perceive new products as more attractive. Finding one is evolutionary associated with rewarding behaviour.

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# Certainty

Uncertain situations make us suspicious of being fooled. Increasing our search for information that increase our certainty.





## Loss aversion

The impact of losses are twice the impact of gains. We hate loosing. Also loosing out on opportunities.

Looks like you're new here. How about a special one-time offer?

The most important insights from outstanding non-fiction, wherever you are, in whatever time you've got.

**Get 30% off.**  
**You'll never see this deal again.**

Get one year for \$34.99

No discounts for me, thanks.





## 840 EVO: “Ze<sup>er</sup> Goed” getest door Tweakers



- Alle EVO SSD's zijn als beste getest door Tweakers
- Royale capaciteit tot wel 1TB
- Snelle performance voor dagelijks gebruik
- Super eenvoudige data migratie dankzij speciale software
- Bewezen betrouwbaarheid en kwaliteit

## Authority

Using credible sources increases trust,  
which in turn boosts compliance.



# Influence tactics



Social Proof

We do what others are doing.



Scarcity

If it's scarce I need to have it. Now!



Innovation

Finding something new feels rewarding.



Loss Aversion

We want to avoid any losses.



Certainty

Removing uncertainty increases trust

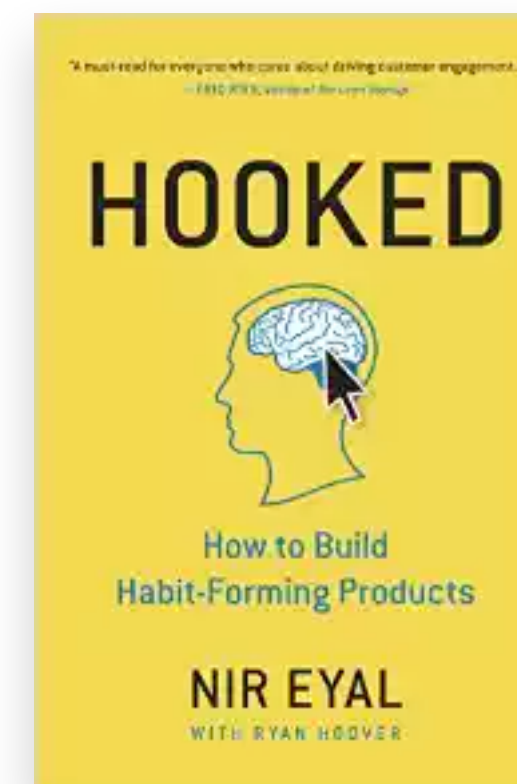
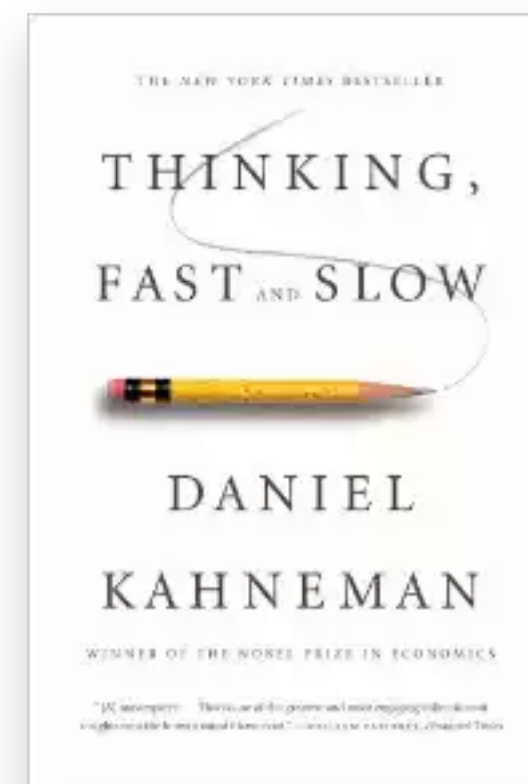
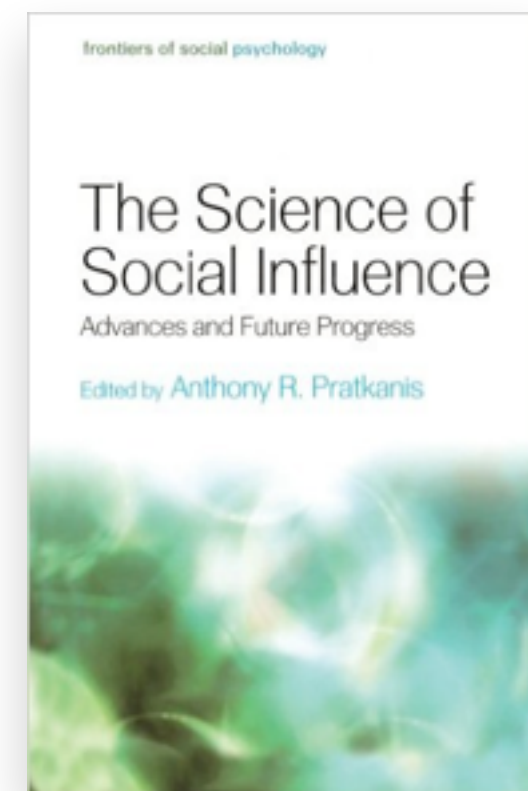


Authority

Trust me, I'm the doctor expert.

# Want more?

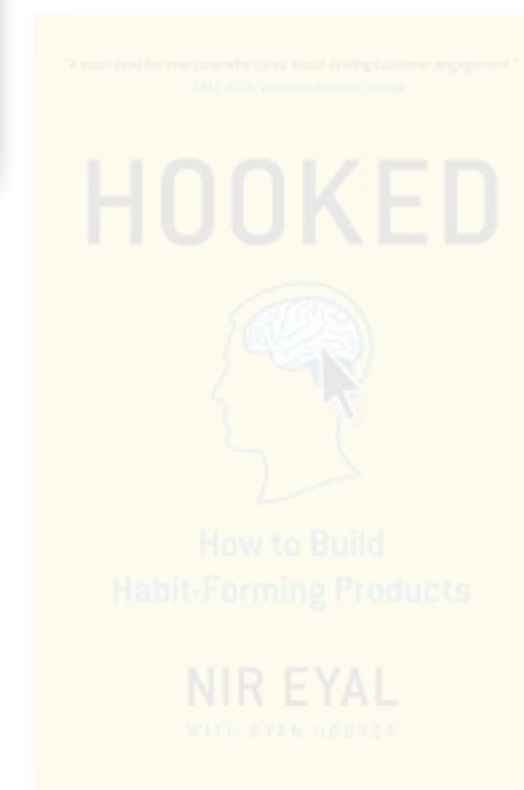
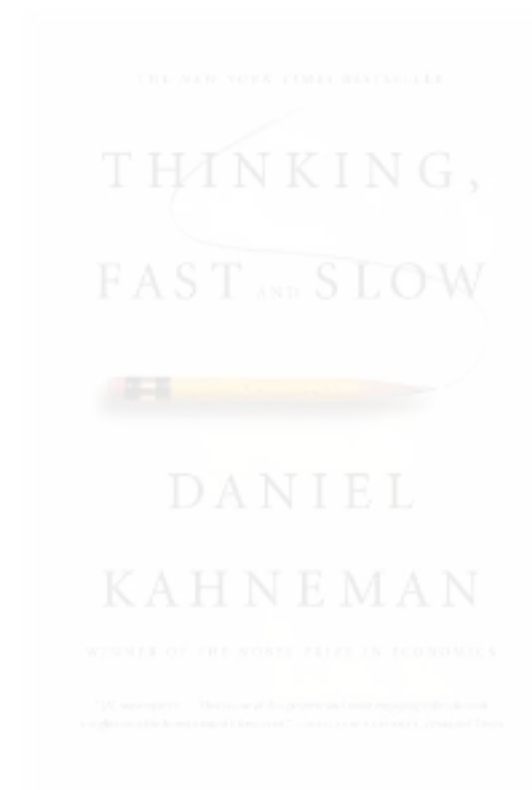
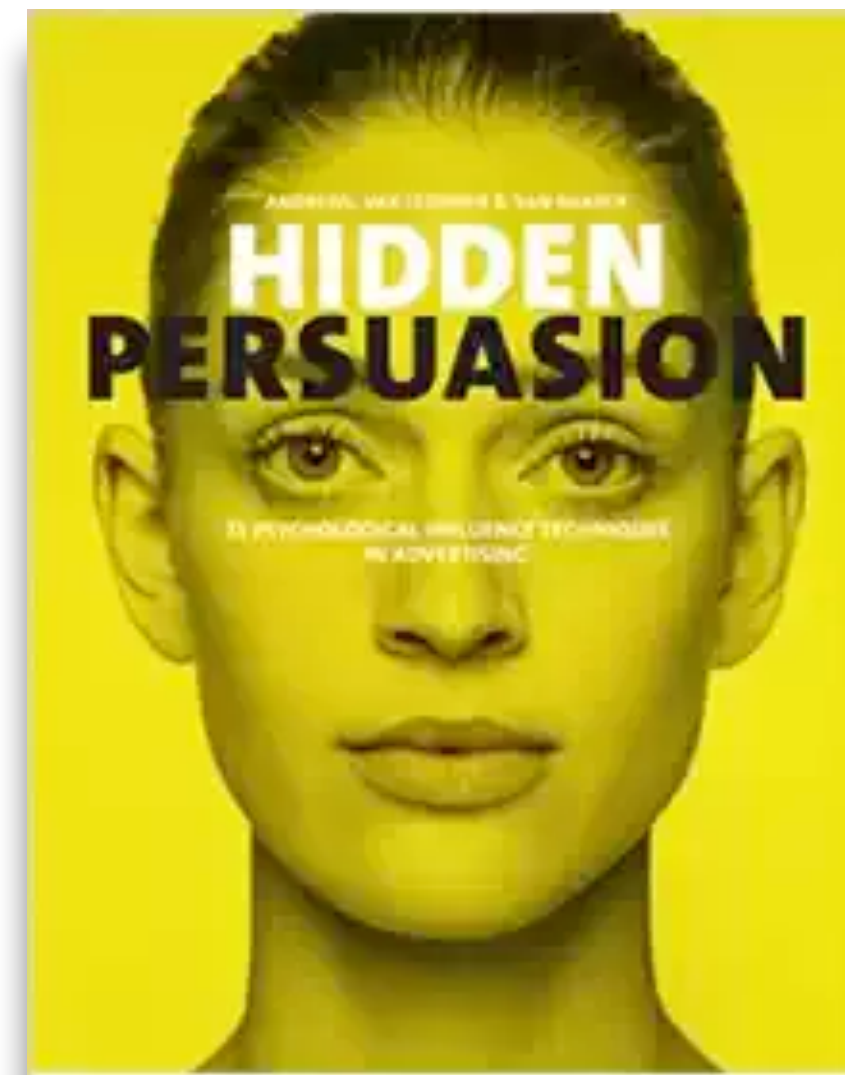
Suggested reading





# Want more?

Suggested reading



[illegible]



# Persuasion enables Growth



Define the  
desired behaviour



Understand their  
situation



Create persuasive  
communications



Determine effect  
and adjust



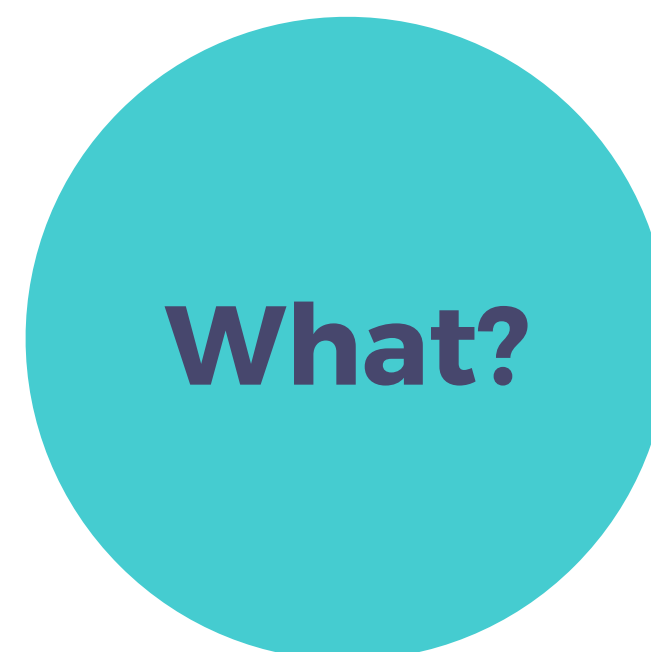


## Define the desired behaviour

Audience



Action



Location



Timing





## Define the desired behaviour

Audience

Action

Location

Timing

**Who?**

**What?**

**Where?**

**When?**

### Have visitors...

Leave their e-mail address when they are visiting your website reaching the end of your homepage.



# Understand their situation

Concerns



Barriers



Boosters







# Understand their situation

## Concerns



What do they want/need to know before they want to act?

- E-mail frequency
- Moment of receiving it
- Content of e-mail



# Understand their situation

## Barriers

What  
**Prevents  
behaviour**

What is preventing them from acting?

- Lack of trust (spam)
- Fear of sharing with 3rd parties
- Too many newsletters



# Understand their situation

## Boosters

What  
**Motivates  
behaviour**

What motivates them to act?

- Social proof (10.231 already subscribed)
- Self-persuasion (Preview option)
- Authority (Top brands using your service)

# Now you try

“For the things we have to learn  
before we can do them,  
we learn by doing them.”

Aristotle






# Optimise your homepage

- 1. Look at your company's homepage
- 2. Use the Canvas
- 3. Create persuasive communications

Time: 30 minutes

<b>Who are we targetting?</b>	<b>Persuasive communications</b> How can get them to perform the desired behaviour?	
<b>What do we want them to do?</b>		
<b>Where will we persuade them?</b>		
<b>When will we persuade them?</b>		
<b>Desired behaviour</b> Who needs to do what, where and when?		
<b>Understand their situation</b> What do they <b>need to know</b> before they want to act?	What is <b>preventing</b> them from acting?	What <b>motivates</b> them to act?

**Persuasion Optimisation Canvas** Copyright © 2016 Crobox

**How we would do it**



# Optimise Crobox homepage

## Desired behaviour



Have eCommerce directors leave their contact details to receive a demo of Crobox.



# Optimise Crobox homepage

## Desired behaviour



Have eCommerce directors leave their contact details to receive a demo of Crobox.

## Their situation



**Information needs:** why would I need Crobox? / What can I expect after leaving my details? /How much does it cost? / Who will contact me?





# Optimise Crobox homepage

## Desired behaviour



Have eCommerce directors leave their contact details to receive a demo of Crobox.

## Their situation



**Information needs:** why would I need Crobox? / What can I expect after leaving my details? /How much does it cost? / Who will contact me?

**Barriers:** I don't understand / I'm not convinced yet / I have never heard of them / I already do AB-testing



# Optimise Crobox homepage

## Desired behaviour



Have eCommerce directors leave their contact details to receive a demo of Crobox.

## Their situation



**Information needs:** why would I need Crobox? / What can I expect after leaving my details? /How much does it cost? / Who will contact me?

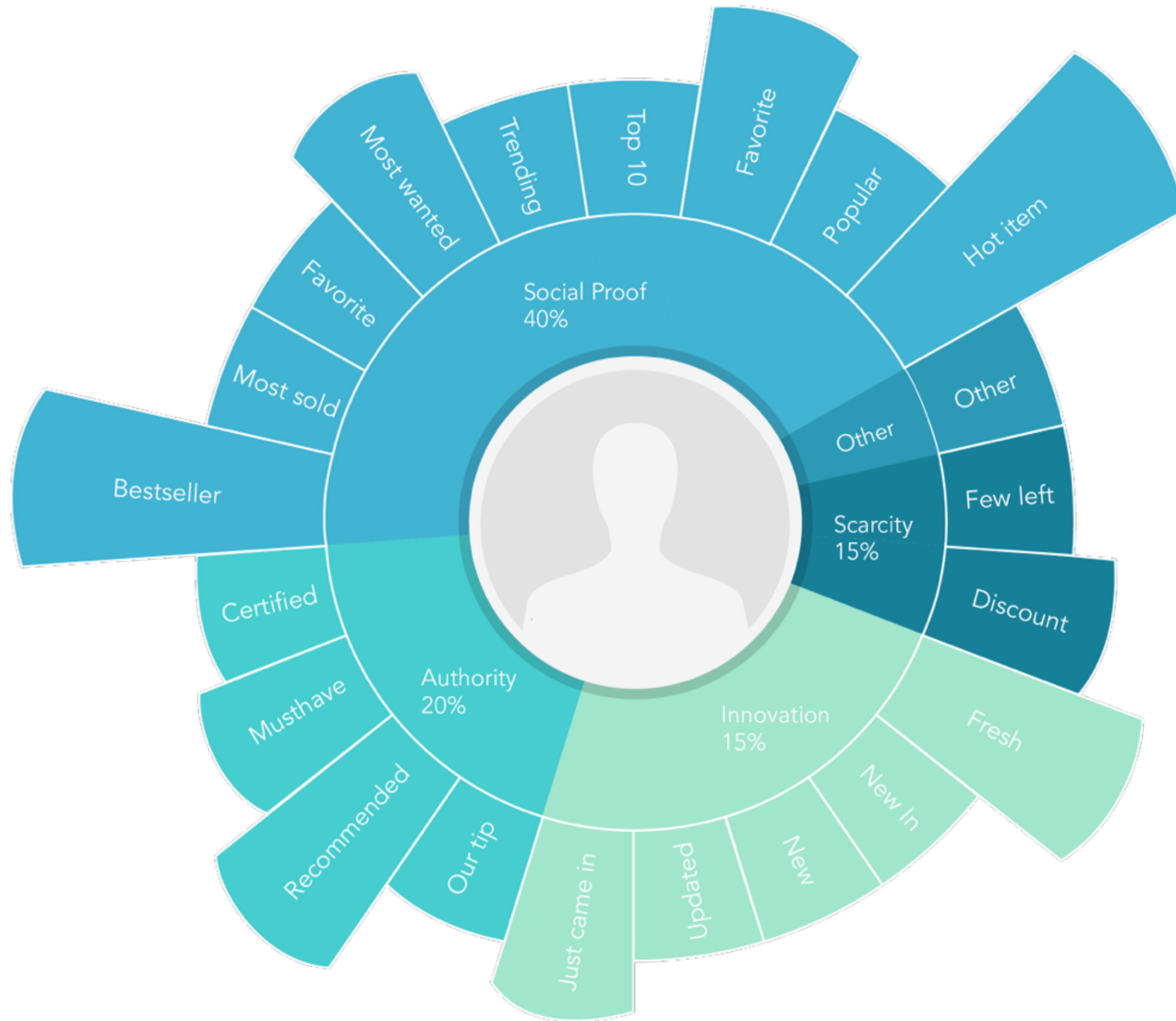
**Barriers:** I don't understand / I'm not convinced yet / I have never heard of them / I already do AB-testing

**Boosters:** social proof (# demo-requests) / authority (prices won) / show benefit Crobox vs AB-testing

**“The longer you listen,  
the sweeter the pitch”**

Jake Green - Revolver

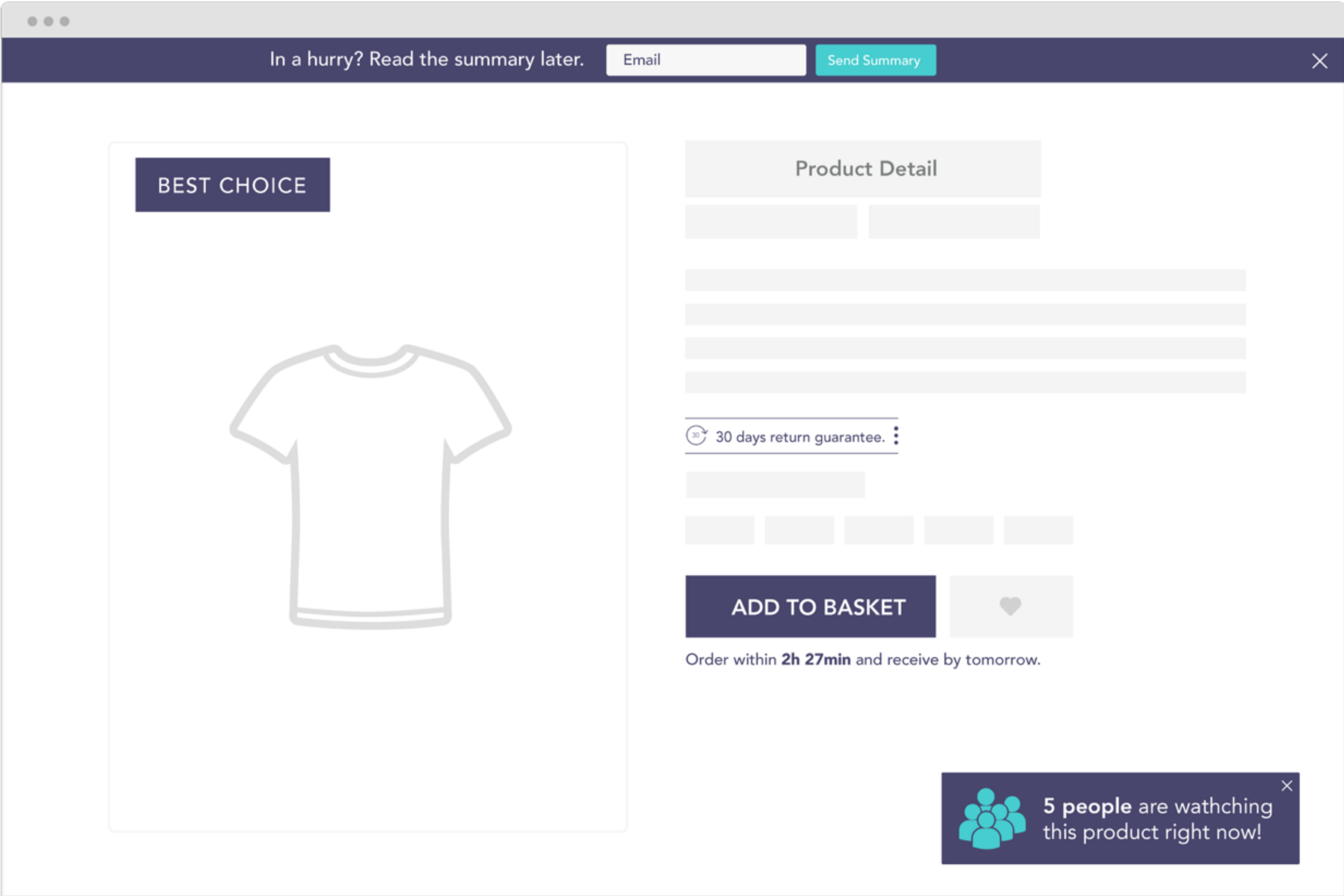




## Persuasion Profiling

We know what works to drive the next action.

We personalise tactics automatically based on this persuasion profile.





# Persuasion in a box



Basket



Margin



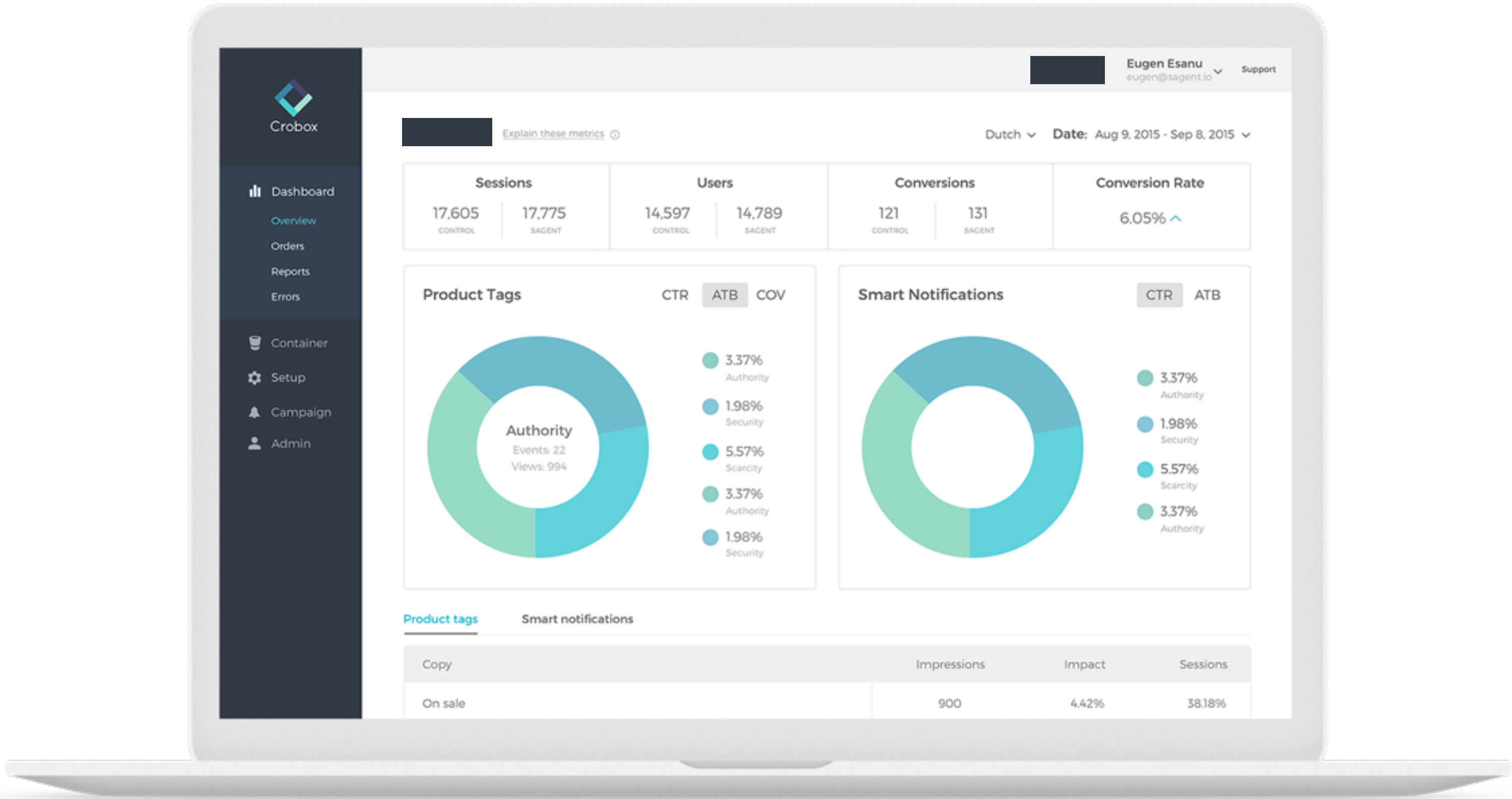
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Checkout



RPS





## Customers who love Crobox



Thank you

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