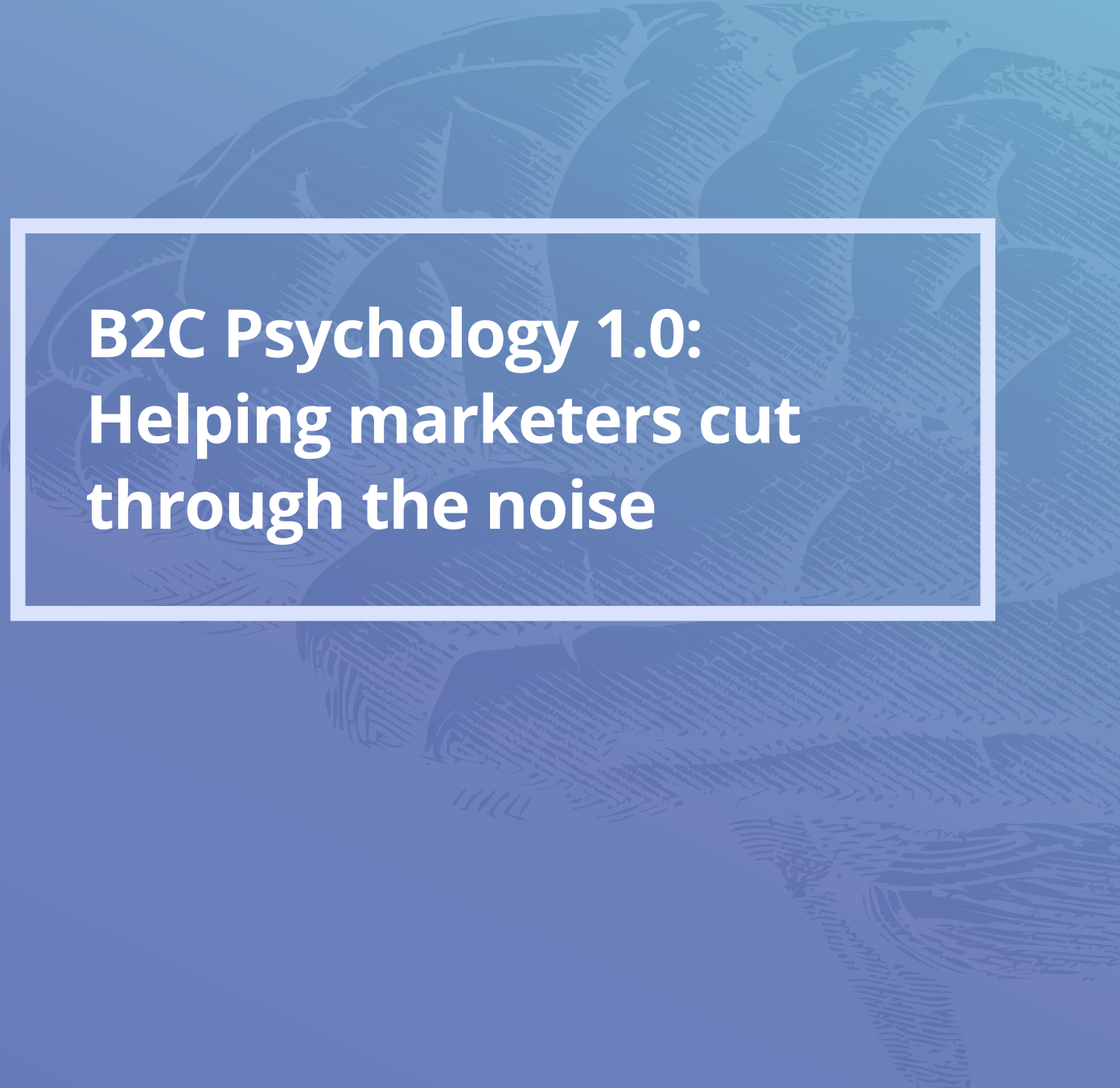




B2C Psychology 1.0: Helping marketers cut through the noise

Quikly

About this eBook

This eBook contains a packaged-up blog series on how the perception of marketing tactics like scarcity, social proof and competition are effective, featuring Consumer Psychologist **Dante Pirouz**.



ABOUT DANTE PIROUZ

Dante Pirouz spent years working for an internationally acclaimed advertising agency on Madison Avenue in New York City with large brands, like Johnson & Johnson. Eventually, she was tasked with marketing cigarettes at a time corporations that profited off tobacco products were heavily protested. This got her thinking about the ethical questions surrounding marketing and if there was a better way of advertising that could benefit both companies and consumers.

As she advanced in her career, these questions lingered. It became the driving force behind her decision to become a consumer psychologist. After earning a Ph.D., she now teaches students at Michigan State University's Eli Broad College of Business.

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Using consumer psychology to cut through the noise

In a world where there are so many ways to engage with consumers, it can seem more difficult now than ever before for marketers to cut through the noise. That's why we tapped into Pirouz's knowledge on the topic.

LET'S TALK ABOUT THE NOISE

In a **single minute on the internet**, Visual Capitalist reports there are 188 million emails sent, 3.8 million Google searches queried, 4.5 million YouTube videos viewed, and 1 million people logging into Facebook.

Due to the digital landscape, there are around 7,000 marketing technology solutions in 2019, according to the **Chief Marketing Technologist Blog by Scott Brinker**.

Despite brand efforts to engage consumers with content, Pirouz said the human brain excels at blocking out superfluous information that isn't immediately relevant. And younger people tend to be especially good at ignoring information they don't necessarily need.

Since consumers are constantly bombarded by brands, she believes the effectiveness of advertising has decreased overtime.

SO HOW CAN MARKETERS CUT THROUGH THE NOISE AND GRAB A CONSUMER'S ATTENTION?

One option is by humanizing their brand, or co-creating a more human experience between brands and consumers.

Pirouz brought up how Apple humanizes its products with personalization features and seamlessness. Because of this, the company has created super fans that evangelize its brand, referring others to use Apple too.

"When we invite a brand or product into our lives, we actually have a relationship that starts to mimic a lot of the characteristics of a personal relationship," she said.

These brands and products become an extension of a consumer's self-identity. If a person loves the brand, that means it has become an integral part of self. When marketers work to help consumers lead better lives and reach personal goals, they're able to co-create a climate that is beneficial for the buyer and their loyalty to the brand.

Fostering a deep authentic relationship on an individual level with customers is what Pirouz thinks companies should be doing to better serve their customers.

"There's a lot of great marketing leaders saying, 'Hey, we're here as a reflection of you,'" she said. "Whatever matters to you in your life, we're here to make that better.'"

Humanizing a brand is just one tactic marketers can use to cut through the noise. Alongside this tactic, Pirouz has spent her career trying to understand why people buy the things they do and the many other ways consumer psychology's use in marketing can benefit both brands and buyers.

"When we invite a brand or product into our lives, we actually have a relationship that starts to mimic a lot of the characteristics of a personal relationship."

Dante Pirouz

Scarcity marketing and the brain

A point that [Visual Capitalist's research](#) about the “internet minute” makes clear is that it can be hard to reach and mobilize target audiences. But understanding the psychology behind why consumers buy can help.

One psychological strategy that can help marketers cut through the noise is scarcity marketing.

“Scarcity is a very powerful signal for better or for worse,” Pirouz said.

Which is why she revealed what happens inside the mind of a consumer when they perceive scarcity.

THE BRAIN ON SCARCITY (PUT SIMPLY)

The perception of scarcity has a powerful effect on a person's behavior. Researchers believe it's an adaptive trait from the earliest days of mankind when a human's survival depended on their ability to perceive when vital things like food and water became scarce. Our evolutionary ancestors used scarcity cues around them to forecast what would happen next in order to survive.

Today, people process scarcity similarly. Pirouz explained that when people perceive something as rare they become hyper focused on it. That's because heightened cognitive processing kicks in, which often elicits anxiety when forecasting the future absence of said rarity.

“Researchers believe it's an adaptive trait from the earliest days of mankind when a human's survival depended on their ability to perceive when vital things like food and water became scarce.”

SCARCITY CAN BE MANIPULATED

Marketers can create a false perception of scarcity to mobilize potential customers and increase demand. An example of this, Pirouz explained, is when there's a snowstorm and shovels suddenly go up in price. It's a cue those shovels are highly desirable and there might not be enough of them.

Despite the ethical questions around a situation like this, where a segment of the population is already under stress, it does happen.

Outside of price, marketers can signal scarcity to customers with limited-time offers, special versions or editions, and by literally advertising “there are only a few left.” These cues can cause buyers to jump into the market and make a purchase after forecasting life without the product or service.

SCARCITY TO SIGNAL UNIQUENESS

Pirouz explained scarcity in marketing doesn't have to be inherently negative. "It can reflect uniqueness and differentiation, and that can be very positive for a consumer."

Utilizing scarcity to signal that something is special can be an effective way for brands to appeal to younger consumers, who resonate with this idea already.

"Generation Z consumers are 1.5 times more likely to follow a brand that provides content that boosts their own image," according to [research from Gartner](#). Unlike older generations who value fitting in, "**Gen Z consumers** are breaking that mold by creating and enjoying greater freedom to test and shape an identity that stands out."

Customers may feel like paying more, in this case, is justifiable. It can be an indicator for people with an intrinsic desire for originality that a product is well worth the investment.

"Maybe it's not an item that everyone would even be interested in because it's so uniquely designed or different," Pirouz said. "But it's perfect for that customer segment who really wants to show off and signal to others, 'I am rare. I am different. That's part of my self-concept.'"

Despite the multitude of ways people perceive and react to scarcity, Pirouz said her research suggests these cues stimulate the same areas of the brain. This is why scarcity in marketing is effective for audiences outside of Gen Z too.

Scarcity is a powerful tool for affecting consumer behavior. It's up to marketers to decide how they want to use it.

"It can reflect uniqueness and differentiation, and that can be very positive for a consumer."

Dante Pirouz

Social proof: Who we trust

Ever bought a product because your friend has it? Of course you have. And we'll tell you why.

"The most credible advertising comes straight from the people we know and trust," **Nielsen's Global Trust in Advertising Report** found in 2015. "More than eight-in-10 global respondents (83%) say they completely or somewhat trust the recommendations of friends and family."

The reason behind this statistic is simply that humans tend to be hardwired that way.

In marketing, there's a concept commonly referred to as "social proof," which **HubSpot's blog** describes as "the idea that consumers will adapt their behavior according to what other people are doing."

Pirouz said she thinks this idea goes beyond a person's desire to fit in. She believes this kind of behavior is based on who people tend to intrinsically trust, which is why referrals are so effective at driving sales growth.

WHO WE TRUST

"As human beings, we're not just going to listen to any bit of information that comes into our brains," Pirouz said.

She explained people weigh information by evaluating the validity of the source.

Most of the time, we tend to trust people we know, like friends and family. But that's not exclusively it. People also trust others who are qualified or have authority over a subject matter in some way. If expertise is important when deciphering information, an older person tends to be trusted over a younger person. If social capital is important, then vice versa.

The exception to all of this is when influencers enter the picture — largely because people feel like they know the individual.

"You may not have ever met, but because you are connected with them digitally, you have the impression that you know them," Pirouz said. "You've watched their videos. You've maybe seen them in their bathroom. So we believe consumers honestly think that they have a very good understanding of this person, even though it's just like any kind of spokesperson."

BENEFICIAL FOR BUSINESS

When people trust the source of information about a product or service, they then trust said product or service. This drives consumers' behavior to buy.

"The same percentage of global respondents that trust the opinions of friends and family says they take action on these opinions at least some of the time (83% each)," according to Nielsen.

Which is why Pirouz said positive word of mouth is so much more powerful than any type of paid media message.

"This could be potentially more efficient and cheaper in terms of the cost per impression and then the subsequent return on invest, so the actual sales lift that come from positive word of mouth," Pirouz said. "Marketers are really working hard to find ways that create that buzz to a conversation."

Whether it comes down to someone's desire to fit in or a person's ability to trust, social proof and referrals are powerful marketing tactics.

The psychology behind competing for the best bargain

The innate desire to win is a trait that comes from our earliest ancestors. Competition, like scarcity, was once a mechanism used by humans in order to survive.

Today, we don't have to rely on winning in order to live, but sometimes it still feels that way. And marketers have found that creating a competitive environment can mobilize people to make a purchase.

COMPETITIVE NATURE

Obviously competition is in our nature. That's why Pirouz's research doesn't stop at humans. She also studies the behavior of animals, like chickens and bees, to see how it overlaps with that of people.

"Competition is a big deal in the animal world," Pirouz said. "We dampen that because we have social rules that govern how we compete with one another. We don't want to go toe-to-toe all the time because we want to try to get along."

Humans have their prefrontal cortex to thank for abiding by those social rules. That's the front part of the brain, which has developed over time and is where judgment lives.

But when competition is tapped into, Pirouz said it elicits an emotional and visceral response in animals and humans alike.

"Competition is a big deal in the animal world. We dampen that because we have social rules that govern how we compete with one another. We don't want to go toe-to-toe all the time because we want to try to get along."

Dante Pirouz

THE DRIVE BEHIND COMPETITION

Making purchases is just one arena where people can compete.

As an example, let's take shopping for a big screen TV on **Black Friday** (an activity that some use like sport), where only a limited number exist at a discounted price.

"It seems a little silly to fight over a big screen TV, but I think that often for consumers, the TV is a proxy for self-identity," Pirouz said. "It could be that you want to get that price because that can demonstrate your prowess and ability to hunt for the best bargain. And you want to dominate over the best players out there. Scarcity is built into that. But on a very fundamental and behavioral level, we have all felt that very strong drive to compete with others and knock them out of the arena."

A driving force behind why someone would want to buy a product in a competitive situation, like a big screen TV on Black Friday, can vary. But it mostly comes down to an inherent belief the consumer perceives about the purchase.

"Signaling power in a social setting is very valuable," Pirouz explained. "You can then use that to get people to do things, to get people to cooperate with you, to get resources, admiration, social status."

The list went on, but the point was clear: Being a person with social capital can be beneficial; therefore, people naturally compete for it in the arena of purchases.

CREATING COMPETITION AMONG GROUPS

On top of driving sales because of what a purchase could signal, Pirouz explained how competition can motivate consumers who are resistant to change to jump into the marketplace and try something new.

"The push is always to get the early adopters to try out the product or service," she explained. "They get a lot of social capital out of being experts."

Once early adopters and influencers are on board with a new product or service, consumers in the middle of the market start jumping in.

"Often, you can get competition happening between consumer segments," Pirouz said.

The competitive nature between groups can also be traced back to the earliest days of mankind, when tribes fought for food sources.

"I guess nowadays it's a big screen TV, but it's a proxy for what our ancestors were really good at, which is why they survived," Pirouz said.

In Conclusion

People are faced with more ads and branded promotions than ever before. That's why consumer psychology tactics — like scarcity, social proof and competition — are effective in marketing strategies to cut through the noise. We hope the information provided in "B2C Psychology 1.0" helps you in your efforts to reach and mobilize consumers. And we're always here to help you reach and mobilize consumers, too.

ABOUT THE WRITERS

Quikly's technology platform uses marketing psychology to motivate consumers, so brands can achieve their acquisition and retention goals faster, more cost effectively and with less resources.

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Green Koi is the best. Come from Chicago they have the best variety. Dave was awesome what a guy! Ravula G.

Green Koi is the best. Come from Chicago they have the best variety. Dave was awesome what a guy! Ravula G.

REAL PEOPLE REAL REVIEWS

"Very knowledgeable staff. Thank you so much. They helped me find what I was looking for. I will be back!" Kristina K.

"Green Koi is the best. Come from Chicago they have the best variety. Dave was awesome what a guy!" Ravula G.

"I have been friendly and efficient. They are. I've been numerous times and I will continue to do so. Amazing staff!" Spencer S.

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A QUICK SURVEY

Consumer and Brand Engagement



About Quikly

Motivate Consumers to Achieve Your Marketing Goals — Fast:

Our technology platform uses marketing psychology to motivate consumers, so you can achieve goals faster, more cost effectively and with less resources. We call it urgency marketing.

WHAT IS URGENCY MARKETING?

In its simplest form, urgency marketing is about crafting marketing promotions in a way that drives immediate response. It's a very effective way for brands to achieve their marketing goals in a short amount of time.

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Are consumers ready to engage with brands in 2020?

As a new decade begins, it's apparent the digital landscape has altered the way brands connect with consumers. Meaning, for marketers, there's an opportunity to reach them directly.

Putting that into numbers, Visual Capital reported that a single minute on the Internet in 2019 consisted of 188 million emails sent, 3.8 million Google searches queried, 4.5 million YouTube videos viewed, and 1 million people logged into Facebook.

Needless to say, all of that online activity is a significant amount of noise to cut through for a marketer who is trying to grab the attention of customers, both existing and new.

Which got us wondering – how are consumers responding to brand outreach on different platforms? Are consumers still engaging with brands and if so, how?

We here at Quikly conducted a survey to find out. Nearly 2,800 consumers responded and what the data showed surprised us.

We're always interested in how consumers are engaging with brands. To discover more, we sent them a survey asking how they would best describe their engagement with brands via email, SMS/text, loyalty programs, mobile app, and social media within the past year.

(Nearly 2,800 consumers responded and what the data showed surprised us.)

ENGAGING MORE WITH BRANDS IS ON THE UP

This past year, consumers said they have been engaging more with brands on all channels surveyed (email, SMS/text, loyalty programs, mobile apps, and social media).

Depending on the platform, about 50-60% of consumers said their engagement increased with brands in the past year. Compared to 33-41% of consumers who said their engagement remained consistent. Less than 9% of respondents said their engagement with brands declined on all platforms.

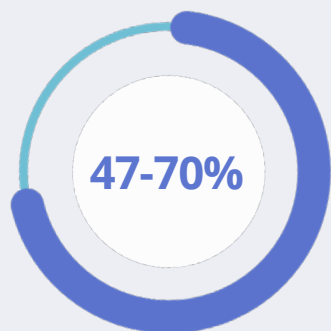


THE MORE OUTREACH, THE MORE ENGAGEMENT

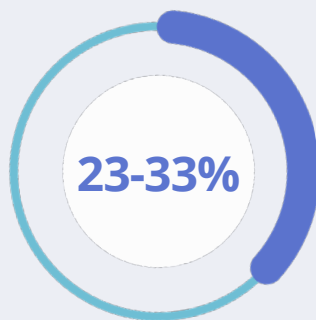
Consumers indicated they are more likely to engage with repeated outreach on every platform.

When brands continued to reach out to consumers, a range of **47-70% said they were more likely to engage**, with social media being the lowest and loyalty programs being the highest. Wherein, **23-33% responded they were just as likely to engage**. Notably, **5-18% indicated they were less likely to engage**, depending on the channel.

CONSUMER RESPONSES: PROBABILITY OF INTERACTION ACROSS ALL PLATFORMS



More Likely To Engage



Just As Likely To Engage



Less Likely To Engage

NOT OVERWHELMED

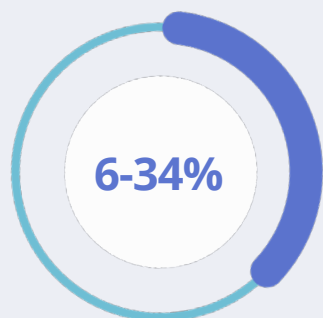
Perhaps the most shocking find is that people said they weren't overwhelmed by repeated outreach.

A range of **6-34% of respondents said they were rarely or never overwhelmed**, with email coming in lowest. Now that's not to say marketers should send communications ad nauseam since **9-24% said they were always or most of the time overwhelmed** by the amount that brands tried to reach out to them. There did show to be a solid middle ground of **31-39% indicating they were sometimes overwhelmed**.

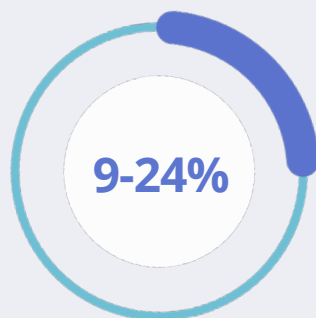
It appears they've become used to the amount of outreach, deciding when to pick when they tune in or out.

As the noise in 2020 continues, take solace in knowing consumers indicated they are still listening.

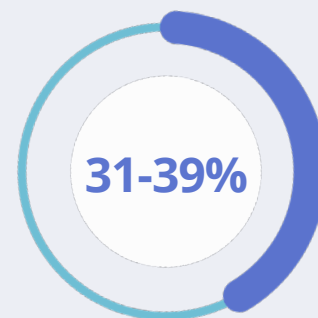
CONSUMER RESPONSES: OVERALL FEELINGS OF OUTREACH INUNDATION



Rarely Or
Never Overwhelmed



Always Or Most Of
The Time Overwhelmed



Sometimes
Overwhelmed





Is email still effective?

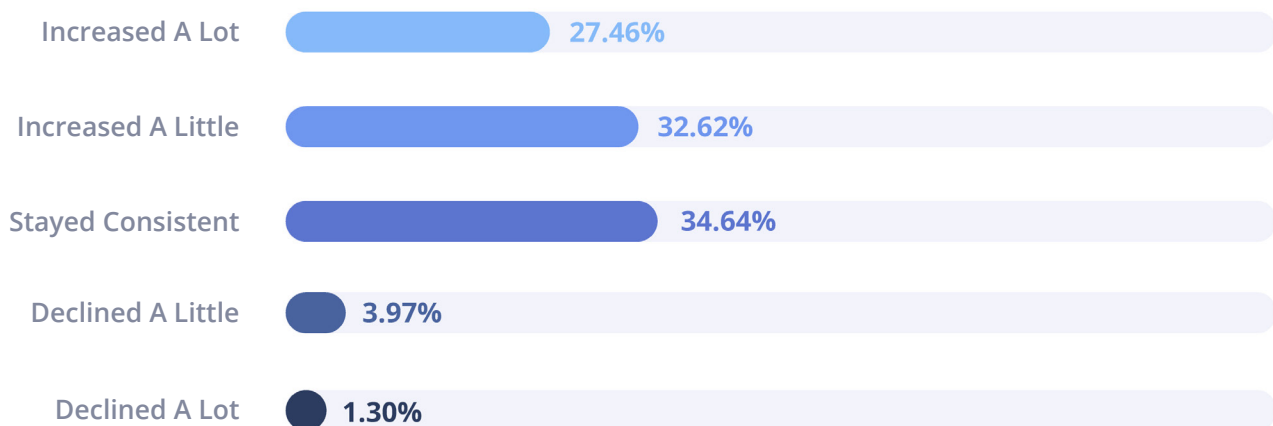
As a marketer, you're probably sending emails to a database of people on a pretty regular basis. Despite traction of click-through rates that can signal whether people are opening your emails, it might feel like the content within your efforts to promote your brand isn't actually resonating with the people receiving them. Especially if you're not seeing direct sales.

Rest assured, consumers told us they are in fact still interested in your emails. Even though it can seem old-school and inundated, it's definitely effective.

We know this because we're always interested in how consumers are engaging with brands. To discover more, we sent them a survey asking how they would best describe their engagement with brands via email, SMS/text, loyalty programs, mobile app, and social media within the past year.

Out of all channels, people increased their brand engagement on email the most this past year, with 60% of respondents indicating an increase. About 35% of consumers said their engagement stayed consistent with the year before. Only around 5% of consumers indicated their engagement with brands decreased.

CONSUMER RESPONSES: FREQUENCY OF ENGAGEMENT WITH BRANDS VIA EMAIL



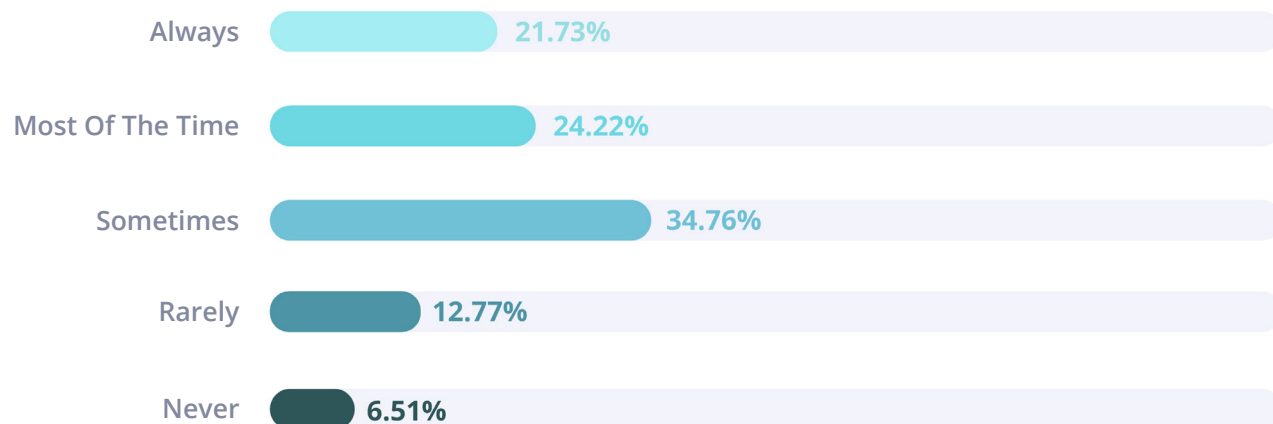
Even with these numbers, always take into consideration that too many emails can backfire on your efforts to promote your brand. It's also the channel consumers found the most overwhelming – so be careful.

Putting it into numbers, 22% of respondents said they were always overwhelmed by emails, while all other channels came in at 15% or less. Another 24% said they were overwhelmed most of the time in comparison to the other channels coming in at under 18%.



When it came to sometimes feeling overwhelmed, 35% answered as such. Some consumers, around 13% who took the survey, signaled they were rarely overwhelmed, while the remaining 7% responded never feeling that way when receiving too many emails.

CONSUMER RESPONSES: TIME FELT OVERWHELMED BY BRAND OUTREACH



If you're curious how many promotional emails to send – there's probably no magic number. Just keep it relevant and ask yourself how you'd feel about what and how much ended up in your inbox.

So, happy sending! The emails you create will be keeping your brand top of mind, ensuring consumers will come to you when they are ready to make a purchase.

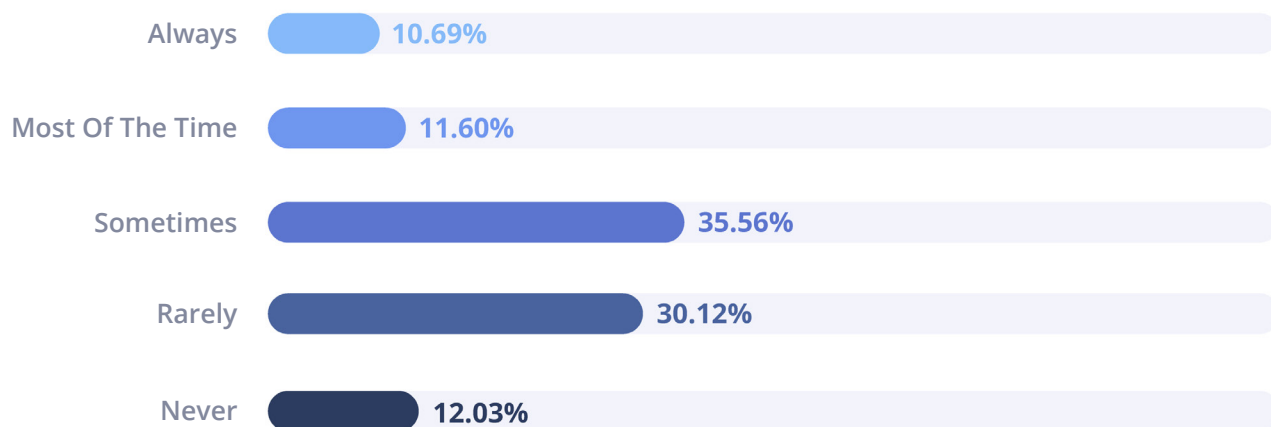


How do customers feel about your mobile app?

If you're not leveraging a mobile app that customers can frequent, we have reasons why you should consider investing, or further investing, into this platform.

One of the many useful stats we compiled is that repeated brand outreach on mobile apps overwhelmed people less than outreach via email, SMS/text, and social media.

CONSUMER RESPONSES: TIME FELT OVERWHELMED BY MOBILE APP



While these numbers depict a sense of ease toward repeated brand outreach on mobile apps, it is worth noting these numbers came in at a close second to loyalty programs. In comparison to email, which is the channel 45% of respondents said was most overwhelming.

Ask yourself this, "How do marketers get the most out of their brand's outreach via its mobile app?" In addition to the ability to make in-app purchases, marketers should look into other tactics to keep customers coming back to their devices. Brands that are thriving in this category have found a way to add value to a customer's life while also selling their product.

For example, Nike has an app that doesn't just sell shoes, it creates multiple value points: "The Nike Training Club app brings you a huge array of workouts for every fitness level—plus the Nike Performance Council's tips on training, nutrition, mindset, recovery, and sleep." On top of that, a mobile app is one of the simplest ways to have quick communication with customers. Think about how many times you interact with a push notification.



As for grabbing a quick cup of coffee, Starbucks provides a store locator in their app as an added necessary accouterment to the order option that will hopefully have a customer's coffee ready before they get there.

One part pizza company and one part technology company, we can't forget about Domino's - a company that paved the way for customers to track their pizza deliveries both online and on their phones. Again, creating constant and added value to the mobile app experience.

In conclusion, all of these brands have retained customers by adding value to their lives in addition to a seamless user experience. This is something for your brand to plug into if it hasn't already.





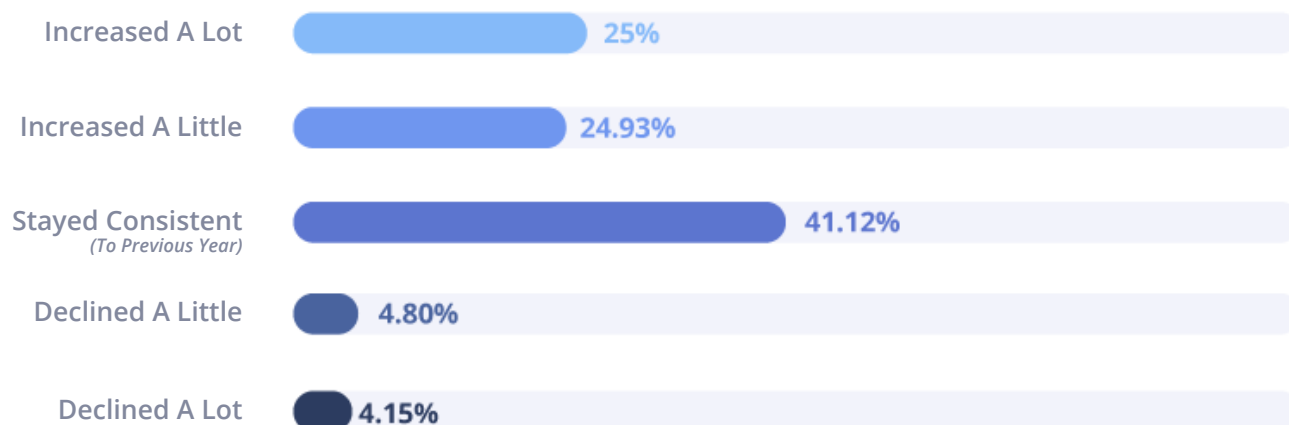
How social is social media?

If you're spending a significant amount of money on social media ads that are inundating your consumers' news feeds and timelines, we have a reason you may want to optimize this strategy.

One of the questions we asked was how consumers would best describe their engagement with brands who sent them communications via email, SMS/text, loyalty programs, mobile app, and social media within the past year.

Interestingly enough, out of all of the platforms, social media was the worst-performing platform for consumer engagement compared to the other channels.

CONSUMER RESPONSES: FREQUENCY OF ENGAGEMENT WITH BRANDS VIA SOCIAL



Comparatively, loyalty programs scored the highest with consumer engagement. Email came in second and SMS/text was a close third, followed by mobile app.

Taking all of that into consideration, social media ranked the highest among consumers for consistent engagement with brands to the previous year, as stated in the above chart. It also saw the highest number of consumers indicate their engagement declined over the year.

Many factors need to be taken into consideration when communicating with customers and social media is the forerunner of landscapes seeing a decline in engagement, trust, and overall use. Thus, going to show if you're trying to grab the attention of consumers, social media might not be the most efficient or effective way to do it right now. If anything, the numbers show that customers seem to be more interested in engaging with brands on other platforms.

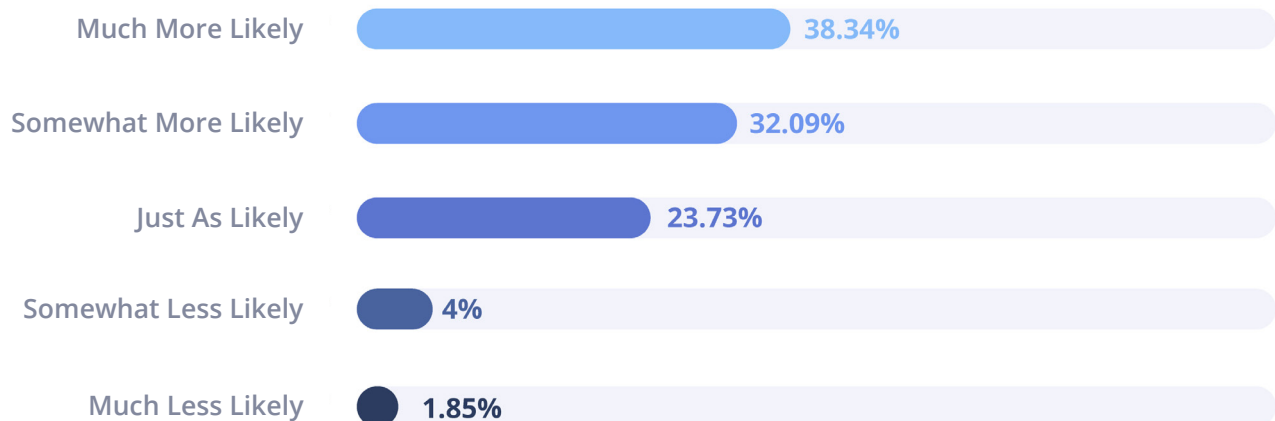


What's the case for loyalty programs?

The case for strengthening your brand's loyalty program just became A LOT stronger.

One of the things we asked about was the likelihood that customers would engage with a brand's repeated outreach on email, SMS/text, loyalty programs, mobile apps and social media. Out of all of those platforms, loyalty programs scored the highest among consumers' likeliness to engage.

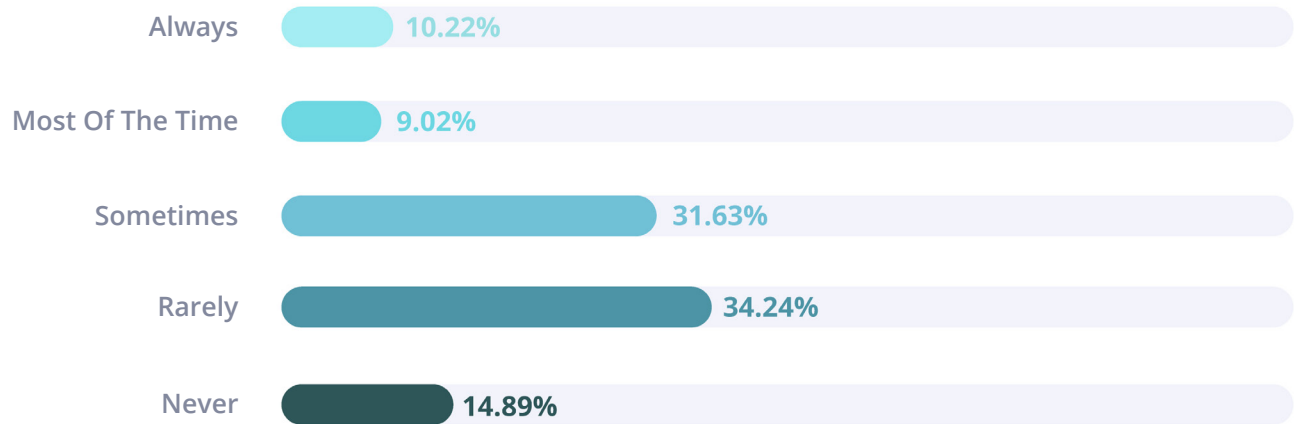
CONSUMER RESPONSES: LIKELINESS OF ENGAGEMENT WITH REPEATED BRAND OUTREACH



Comparatively, social media came in last with about 23% of respondents stating they were much more likely to engage with that platform (vs. 38% for loyalty programs) — while 25% of consumers indicated they were only somewhat more likely (against 32% for loyalty programs).

That's not the only reason you should consider investing, or further investing, in actively using an engaging loyalty program. Consumers expressed they felt less overwhelmed by said brand outreach than any other channel.

CONSUMER RESPONSES: TIME FELT OVERWHELMED BY BRANDS' LOYALTY PROGRAMS



In comparison, around 22% of consumers said they were always overwhelmed by email while 24% of them indicated they were overwhelmed most of the time. Loyalty programs rang in at half and less than half of those numbers respectively.

Take into consideration these findings from 2,800 active consumers and your own marketing experiences when it comes to email, mobile app, social media, and loyalty engagement. Try to balance what is already working for you and the information compiled when updating your communication strategy.

We hope this series on brand outreach has brought you better insight going forward for your consumer interaction efforts.

Call Quikly

Compiling informative and strategic surveys isn't the only thing Quikly does to make consumer relationships more valuable and efficient. Our marketing technology taps into consumer psychology to drive the behaviors you need to motivate:

- Consistent and sustainable engagement
- Loyal customers' continued advocacy
- Meaningful reciprocal interactions

Find out how top retail and restaurant brands like JOANN, McDonald's and Domino's use Quikly to drive these results and more. Schedule a 15-min demo with one of our consumer engagement experts.



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WHY YOU SHOULD REALLY DIAL IN YOUR SMS Marketing

Channels like email and social media are becoming more and more saturated. So what's the next big thing for marketers? Data makes a strong case for SMS.

OPEN RATE VS RESPONSE RATE

Brands typically see a 98% open rate and 45% response rate with SMS.
Source: Smart Mail Box

98%

OPEN RATE

45%

RESPONSE RATE

READ

45% CLICK-THROUGH RATE

SMS has an unparalleled CTR compared to all other digital communications.
Source: Text Request

Get your offer! **LINK**

LINK

9 OUT OF 10 CONSUMERS

Prefer to interact with brands via messaging over any other means.
Source: Twilio

TEXT COMMUNICATIONS

85%

OF CONSUMERS

Want their text message communication with brands to be two-way conversations.
Source: Twilio

80% OF CELL USERS

Expect text message marketing prompts to help them in making buying decisions.
Source: Experian Text

80%

75% OF PEOPLE

Have stated they'd be happy to receive an offer via SMS.
Source: Digital Marketing Magazine

75%

CONVERSION IS 40%

More likely when a consumer chooses to opt-in for SMS marketing.
Source: Text Better

40%

90 SECONDS

Is the average amount of time it takes for consumers to respond to a text.
Source: Veeva

ESTIMATED 49 MILLION CONSUMERS

Will opt-in to SMS advertising by 2020.
Source: Business 2 Community

2020

Now that you're aware of the value of SMS marketing, find out how you can maximize it join us for this special event:

Quikly | vibes

Why You're Not Seeing ROI Out of Your
SMS Marketing (And How to Fix It)

June 19, 2019 | 1:30 p.m. ET | 12:30 p.m. CT

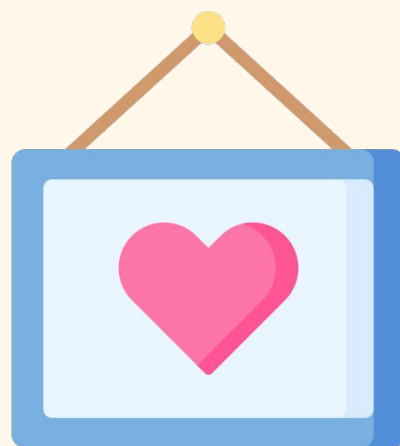
FREE WEBINAR



GivingTuesday 2022 Webpage Copy Edits and Creative Direction

The legend to follow for creative direction:

- If you see a yellow speech bubble, this is the copy edit to be made for the corresponding current (in the order as they are seen in each image on each page).
- When **text is bolded**, that's how it will show on the page
- When text is underlined, that means there will be a link
 - An asterisk (*) at the bottom will be the footnote for which link to use
- "Text in quotes" will be the copy edits
 - Any text before or after will be instructions
- If you see the below picture icon, the instructions next to it will correspond with what the suggested supporting image might be



This document is to be utilized as a compliment to the Senior Copywriter Homework Assignment and the Providing a Pastor His Path to Prosperity: A Givelify Interactive Map



📌 The biggest day of giving

Reach the world’s most generous community with Givelify’s GivingTuesday resource hub.

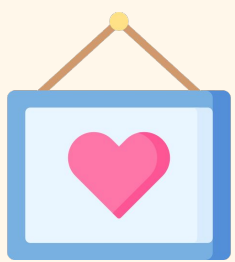
📌 [Get Toolkit](#) ➔



“The biggest day of giving can forever positively impact the lives of others”



Button CTA: “Get the Free Toolkit”

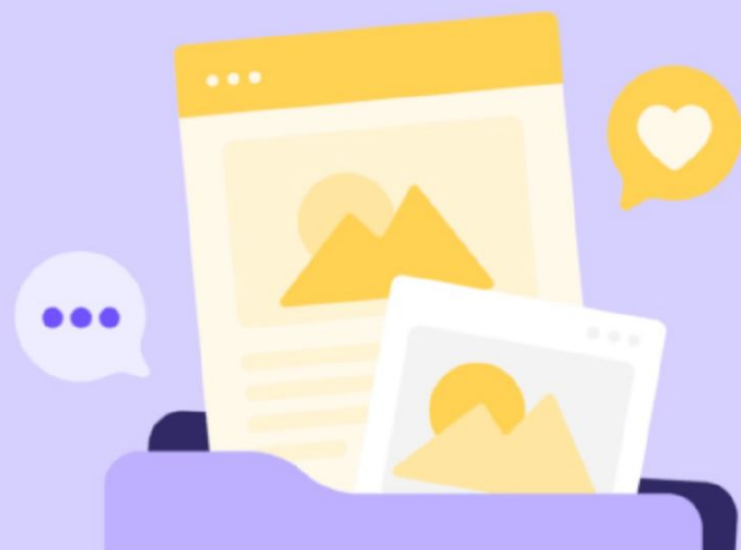


- Since we’re working with a lot of white space we can show a small , yet diverse, collage of who Givelify benefits most; Pastor, veteran, dog, child, and person with disability
- Icon that symbolizes no need to spend money to get donations ex: ~~\$\$\$~~ = \$\$\$



The 2021 GivingTuesday Toolkit

GivingTuesday is a global generosity movement unleashing the power of people and organizations to transform their communities and the world. As a GivingTuesday giving platform partner, Givelify is excited to bring you tools and resources so we can continue to do more good together. Download the GivingTuesday toolkit for churches and nonprofits to launch your successful giving campaign and inspire generosity across your community.



Header:

“Your FREE 2022 Toolkit is Here!”

Subheader:

↓ *Curious about what's inside?* ↓

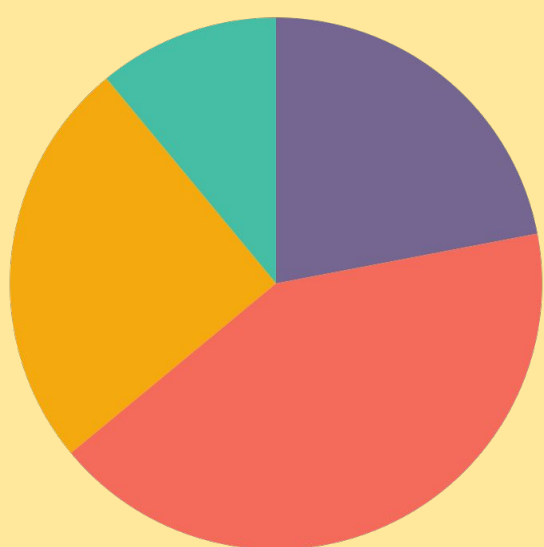


“Givelify has put together the most efficient and supporter-friendly way to maximize GivingTuesday for your faith-based or nonprofit organization. Givelify is a GivingTuesday platform partner that makes it equally fast and easy for you to gain the much-deserved support and following for extremely important local and global providers of good such as you and yours. Download this very helpful GivingTuesday toolkit and put the power into the people’s hands as you launch your successful giving campaign and inspire generosity across your community”.

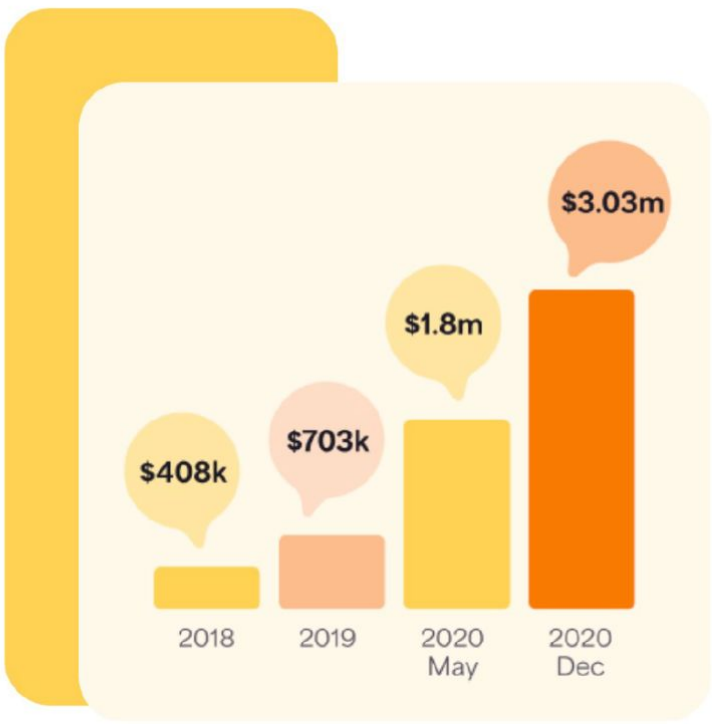


A prime spot to add statistical examples and Givelify member testimonials of what the resources in the toolkit have done for them and how signing up has accelerated donations:

- Images of members with real quotes
- Graphs showing upticks and jumps in giving (before and after numbers)



givelify



IMPACT

GivingTuesday on Givelify by the numbers

Each year, generous givers on Givelify go above and beyond and surpass their generosity from the previous years. They are truly making a difference! Since 2018, they have given nearly **\$6,000,000** during GivingTuesday to benefit their favorite organizations and the causes close to their hearts.



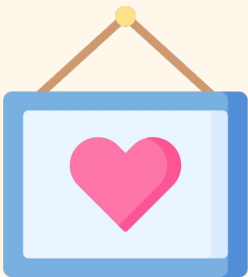
Header: “**BE THE IMPACT**”



Subheader: “**GivingTuesday X Givelify: The numbers**”

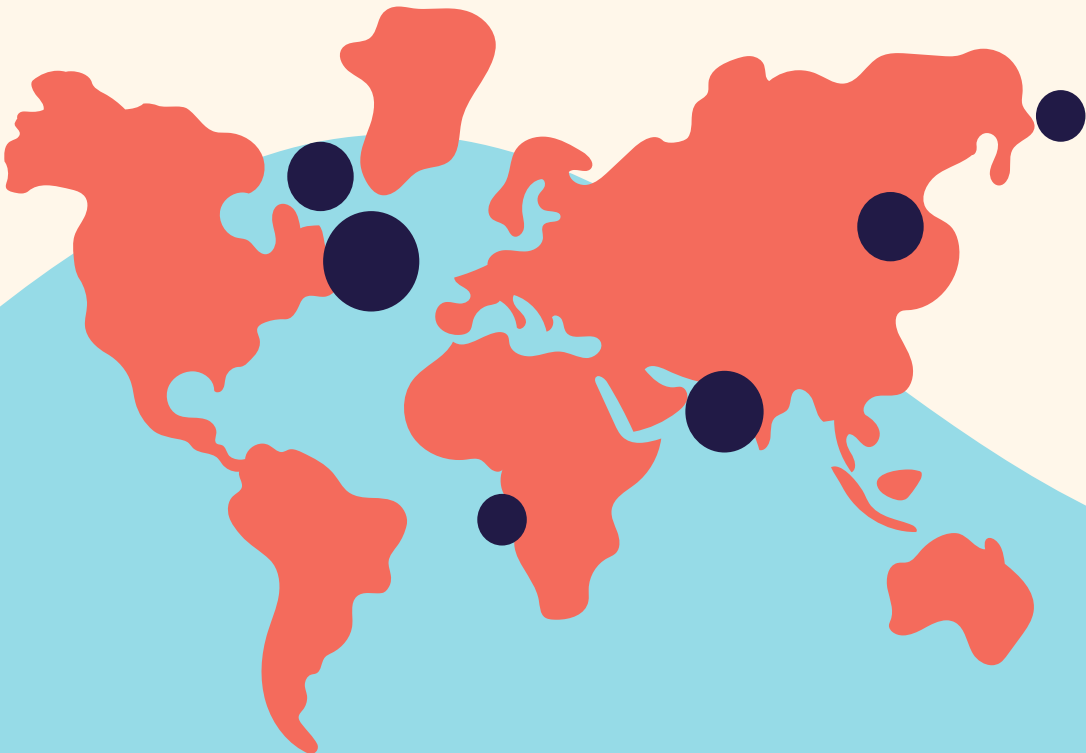


“Every year, generous givers on Givelify go above and beyond and surpass their generosity from the previous years (yours could as well and more easily too). They are truly making a difference! In just **THREE** years, we’ve helped GivingTuesday raise **\$6,000,000** to benefit communities just like yours.”



We can A/B test two types of imagery for this section:

- A large group of celebratory happy people OR
- A few images of situations being helped; unhoused human, food bank handing out goods, someone in physical rehab (using a walker), and then a silhouette of a human with a “?”





Let's make this your most successful GivingTuesday yet! Your free toolkit includes:



Pre-written emails and social media posts to motivate your donors



Tips to make the most of your Givelify features



Resources to plan your campaign and get the word out

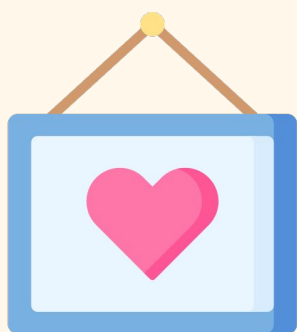


Header: **“We make it as simple as possible to have the most successful GivingTuesday every year via what's inside YOUR free toolkit:”**

“- We take the work out of the outreach footwork (and you don't even have to foot the bill) by supplying you with meaningful motivational content for emails, social posts, and text messages

- We've compiled the most sought after tips so you don't have to spend time asking questions vs. being ready to receive donations from your supporters
- The invaluable resources contained within will help you plan and execute seamlessly“

[*https://www.givelify.com/blog/givelify-givingtuesday-tips-2020/](https://www.givelify.com/blog/givelify-givingtuesday-tips-2020/)



This would be a great spot to show real life examples of:

- An email sent to donors
- Pre-written social posts
- SMS message with donation link





RESOURCE

We collaborated with GivingTuesday to bring you the best tips for the big day!

Watch this video to learn how you can supercharge generosity just in time for **November 30**. You'll hear proven best practices from global leaders to help you activate more supporters this GivingTuesday and beyond.



HEADER: **"WE'LL BE YOUR ULTIMATE RESOURCE"**



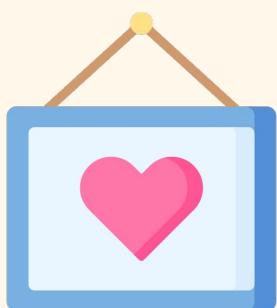
"GivingTuesday knows donations, and you know your supporters. It's time to unite and contribute more toward something even bigger than us!"



"This quick video will teach you how to simplify the ways you can boost benevolence ahead of November 29th. Enjoy quick tips and best practices for leaders like yourself who have benefited from GivingTuesday and every day so you can:

- Achieve your fundraising goals
- Inspire and connect via your story
- Enable the easiest contribution platform
- Share the best reasons and ways to give"

*<https://www.givelify.com/blog/giving-tuesday-tips/>



Add app screenshots to emulate ease of use:

- Find your place to give screen (1)
- Select your gift screen (2)
- This gift is for screen (3)



Good Information

Positive image

Influence

Receive donations in time for GivingTuesday by signing up today.

See how Givelify can help increase your mobile and online donations.



Get Started Now

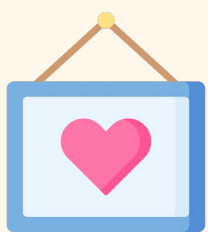


Header: “Take the first step by just signing up today and you'll have already prepared yourself to receive donations this GivingTuesday.”



“Discover how Givelify will help increase your mobile and online ways of giving.”

[*https://www.givelify.com/blog/givingtuesday-2020-reflects-new-giving-trends/](https://www.givelify.com/blog/givingtuesday-2020-reflects-new-giving-trends/)



Let's decide if it's more visual appealing to show

- A snippet of what the sign-up form looks like OR
- Math on the board with important numbers such as “Your organization will receive 97% of all dollars from donations”



What is GivingTuesday?

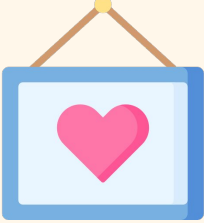
GivingTuesday is a global generosity movement that unleashes the power of people and organizations to transform their communities and their world. It was created in 2012 as a simple idea: a day that encourages people to do good.

This is a great time for places of worship and nonprofits to inspire generosity and giving among a generous community of donors.

Q: “So What Exactly is GivingTuesday?”

A: “Created in 2012 as a simple idea: GivingTuesday is a day that encourages people to do good. The HUGE impact felt the Tuesday after Thanksgiving is a global generosity movement that unleashes the power of people and organizations to transform their communities and world.

NOW is the best time for places of worship and nonprofits to get up-to-speed and inspire kindness and giving among an ever-expanding charitable community of donors.”

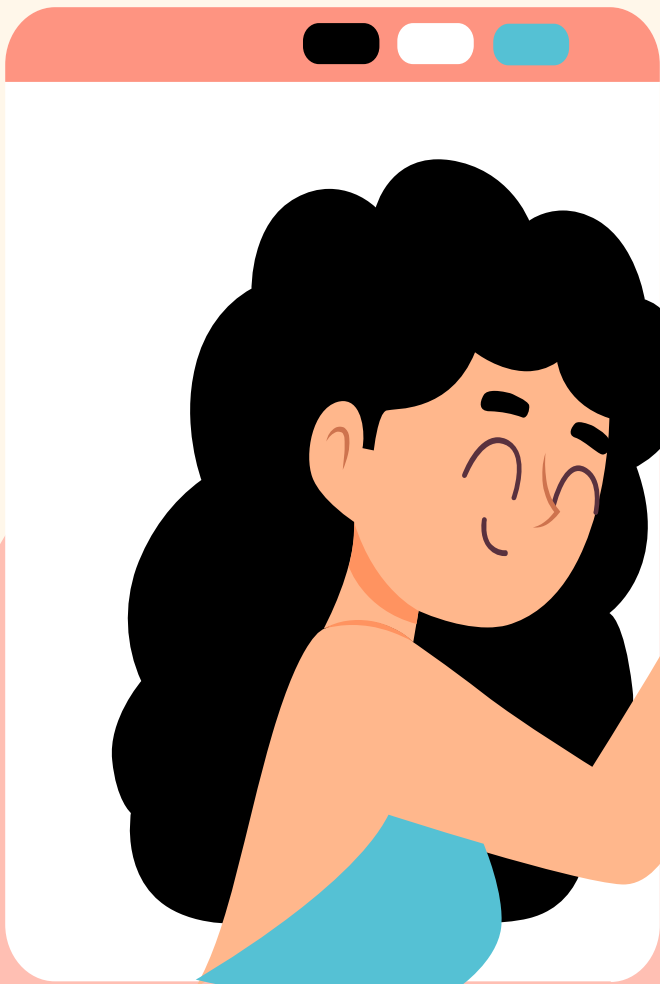
- 
- Let’s show the first 9 years of GivingTuesday in visuals:
- A pic of the people who started GT in 2012, then
 - How large they, and we, have grown since then

2012

2016

2019

2022



🗨️ When is GivingTuesday?



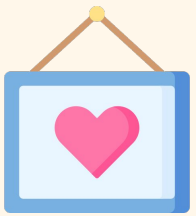
🗨️ GivingTuesday is held annually the Tuesday after Thanksgiving, and this year it's on November 30, 2021.



Q: **“Got it! But why GivingTuesday?”**



A: “Every year, It's one of the most beautifully reciprocal days that continues to make a larger difference. It's a simple and smooth process for anyone who wants to create a better place, near and far. Just by joining the growing movement, your influence will give tens of thousands of organizations the ability to do just that.”



Here we can showcase the “flow” of why people give:

1. Somebody of significance (Pastor John; black congregation leader) with a speech bubble “Give what you can, when you can, from wherever you are)
2. Volunteers building homes, a rescued animal and their new family, and someone being handy clean clothes to replace their dirty garb
3. A BUNCH of diverse people smiling looking at their phone, laptop, and tablets - one of the screens visibly shows the Givelify app



Who can participate?



Everyone! There are no costs to participating in GivingTuesday.

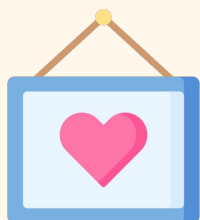


Q: “That's great! Who is able to participate?”



A: “Anyone who wants to continue to make an impact on the world! Everyone that wishes to do more good, band together, and keep being a part of something larger than all of us. This can be many places of worship or to your favorite nonprofits - no matter where you, or they, may be. Basically, whatever and whoever directly affects your heart!

Giving feels good, offers a piece of who you are, and provides betterment for our world that needs it so much.”



This can be a most simple icon-based visual using the outline of these organizations and each symbol is a different color (similar to emojis):

- A church
- A school
- A disaster relief helmet
- A dog, cat, and bunny under a roof
- Two bags of groceries
- A baby being swaddled



How can my place of worship or nonprofit participate in GivingTuesday?



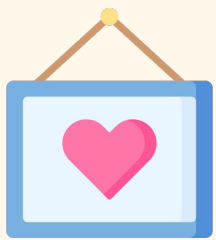
There are many ways you can participate in GivingTuesday. [Download Givelify's GivingTuesday toolkit](#) to get free templates and resources to get started. Make sure your organization can receive online and mobile donations for this digital giving event.



Q: “**Sign me up! What can MY place of worship or nonprofit do to be a part of GivingTuesday?**”



A: “Start by downloading Givelify's FREE GivingTuesday toolkit to get your templates and resources and you'll be ready to get started. Just be sure that your organization is currently able to receive online and mobile donations for this digital giving event.”



A beautiful time to show off a lot of happy people working together:

- A nice amicable handshake
- A lovingly embraced group hug
- Two pairs of people high-fiving



**Can't wait to make tons of compelling, convincing,
and world-changing content with y'all!**

