

HOW MARKETERS CAN REWIRE THE HUMAN DECISION-MAKING MACHINE



The human brain is essentially a complex but emotional decision-making machine. However, once you learn how a machine works, you can bend it to your will. At B2BNXT on 12 March, Jon Clarke, CEO, Cyance, and Andrew Court, Senior Marketing Director, Oracle, joined author and human behaviourist Phil Barden to explore the connections that fire between the brain's synapses and how this influences what we buy. Here's what we learnt:

“ There are no excuses anymore. We've got to adapt and evolve. Give customers better experiences than ever before, and you'll get more loyal customers. ”

Jon Clarke, CEO, Cyance

A BLUEPRINT FOR THE BUYER'S BRAIN

In his hit psychology book, *"Thinking, Fast and Slow"*, Daniel Kahneman theorises that the brain uses two different thinking processes.

SYSTEM 1

Deals with perception and intuition
Always on
Works on problems while you're asleep
Processes data at 11 million bit/s



SYSTEM 2

Overrides autopilot processes
Used when something needs to be learnt
Limited capabilities
40-50 bit/s – slower than dial-up internet

“ When faced with a hundred choices, people either go for the cheapest option or the brand they know. They often just give up. ”

Phil Barden, author and MD, Decode Marketing

THE PATH OF LEAST RESISTANCE

Brains are lazy and always take the easiest route.
Your brain:

LIKES

Saving energy for survival



DISLIKES

Wasting energy on choosing between brands

Picking your favourite brand requires less processing power. It's literally a **no-brainer**.

A BALANCING ACT

A customer will buy your product when **reward** outweighs **pain**.

REWARD

Does it help me accomplish my goals?



PAIN

How much does this cost in money and time?

Customers **will not** buy if they think your product:

- Is too expensive or time consuming
- Won't reward them by helping them accomplish their goals

Your job as a marketer is to convince them otherwise.

You can make a sale by:

Increasing the sense of **reward** and/or reducing the feeling of **pain**

Reward can come from:

SUPERIORITY • GREATNESS • SECURITY • CARING FOR OURSELVES AND OTHERS
WARMTH • EXCITEMENT • ADVENTURE • ZEST FOR LIFE

EMOTIONS: THE ULTIMATE FEEDBACK SYSTEM

Our emotions essentially form a feedback system that tells us whether we're accomplishing our goals.

While they don't necessarily drive decision-making, they do support it by causing:

- Increased attention span
- Sharpened senses
- Increased memory encoding/recall
- Associative links with brands

But remember:

B2B buyers have different goals from B2C buyers, but B2B buyers are **NOT** more rational.

“ A buyer doesn't take a B2C brain out at work and put a B2B brain in. ”

Phil Barden, author and MD, Decode Marketing

B2B buyers are typically:

MOTIVATED BY

Security
Protection
Reassurance of them as individuals



NOT MOTIVATED BY

Novelty
Change
Excitement

But what works for some won't work for others.

Some buyers try to make a name for themselves within their organisation by risking something different and innovative.

We're all different, you see?

HUMANS, TECHNOLOGY, AND THE NEW ROLE OF THE MARKETER

“ We use lots of data to guide us, but we also rely on personal relationships. Customers are effectively betting their lives on a decision, so it's about trust. ”

Andrew Court, Senior Marketing Director, Oracle

As marketers, we must obtain a deeper understanding of who our customers are as individuals. By combining data insights with knowledge of human behaviour, we can learn the motivations of individual customers. Then we can plan our campaigns and activities to the way their decision-making processes work, and tip the balance in our favour.

But how do we do that in practical terms?

If you'd like to attend a workshop on how to use data insights to create head-turning marketing campaigns, please email caroline.lotinga@moi-global.com or call her on **01932 826600** to find out more.

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