

The Psychology Of Personalized Marketing

THE COCKTAIL PARTY EFFECT

Ever wonder why you can hear a conversation across a crowded room? It's your brain's ability to pick up on things you're interested in and tune out everything else. The psychological principle is called The Cocktail Party Effect. It's not a new concept, but this selective attention explains why personalization is so powerful.

TRADE SHOWS ARE LIKE ONE BIG COCKTAIL PARTY

Getting heard in all the hubbub of a trade show is always challenging. However, you can use the brain research behind The Cocktail Party Effect to break through. Technology now makes it possible to deliver highly personalized experiences pre-, at- and post-show.



Brain Research Shows Our Brains Decide What Information to Pay Attention To

pre-show

BE A NAME DROPPER

Our brain's ability to home in on a single message and filter out all the other hubbub is often triggered when people hear or see their name. This can easily be achieved in personalized pre-show communications using:

- Targeted landing pages
- Email message personalization
- Triggered email and mobile marketing campaigns

This first line of communication should not just use names, but strive to identify:

- Who they are
- What they're interested in
- Where they've been
- Where they're going

personalization value equation

$$\text{Value}^* = \frac{\text{Relevance + Timeliness}}{\text{Loss of Privacy}} \text{ Trust}$$

*To the customer

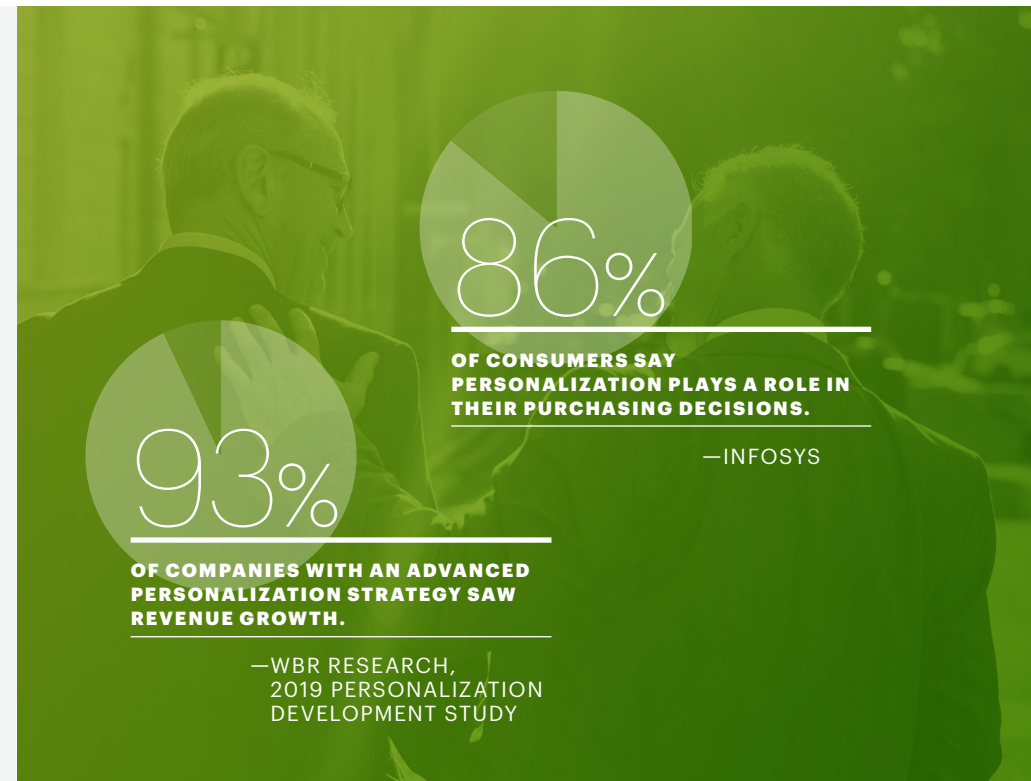
at-show

PIQUE CURIOSITY WITH KEY CAREABOUTS

At-show, geofencing technology can be used to continuously reach out in a personal way as prospects move around the convention center. These concise communications should use the prospect's biggest...

- Challenges
- Fears
- Goals
- Aspirations

...to drive them to your booth.



post-show

PROVIDE PERTINENT CONTENT

The data captured with this same technology can be used to personalize post-show communications.

A TOAST TO PERSONALIZATION

Providing highly personalized experiences can really impress customers and prospects, especially if you follow these words of advice from McKinsey & Company.

- Provide relevant information prospects may not have thought of themselves
- Share the value in a way that's meaningful to them
- Be sure to infuse empathy into your communications
- Make sure you're not being creepy by adhering to the personalization value equation
- Listen carefully to feedback

69%

OF COMPANIES RATE PERSONALIZING THE CUSTOMER EXPERIENCE — IN ALL MARKETING CHANNELS — AS A TOP PRIORITY.

—FORRESTER RESEARCH



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