

HOW CONSUMER'S BEHAVIOR AND DIGITAL MARKETING CAN HELP YOUR BUSINESS TO GENERATE MORE SALES....

an ebook by - Delhi School Of Internet Marketing



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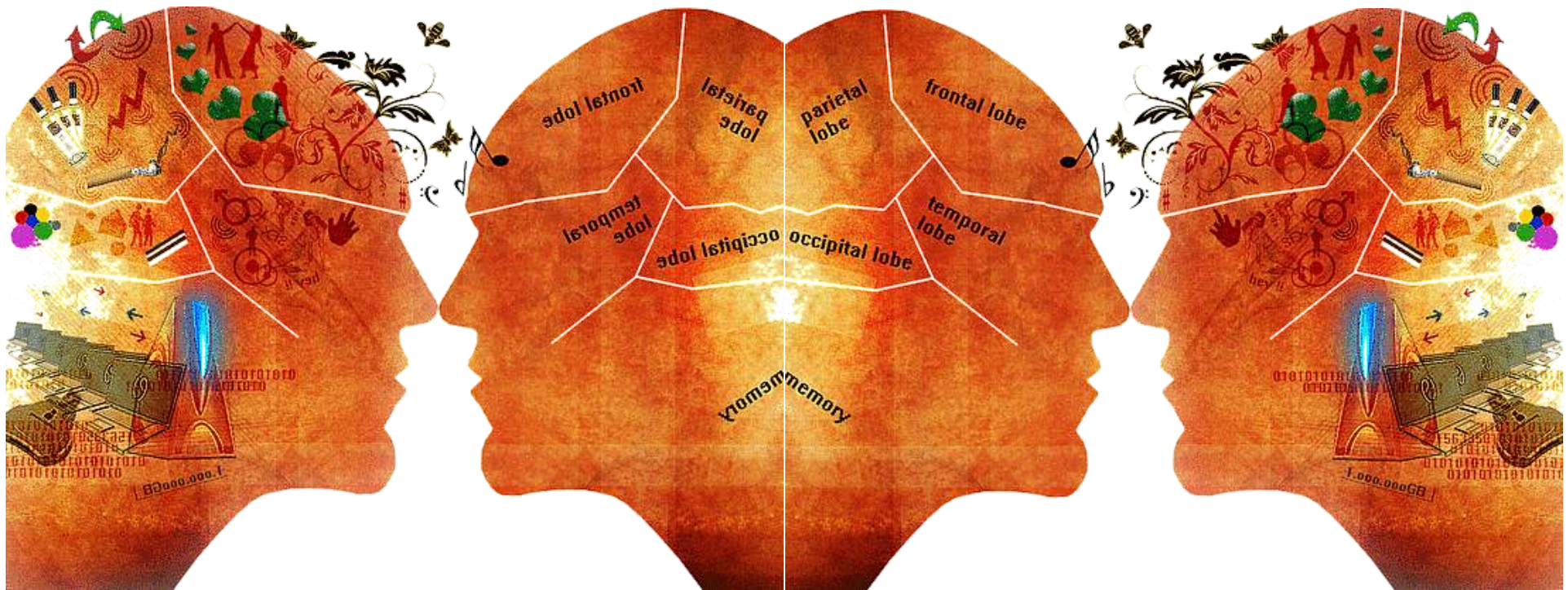
INTRODUCTION

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Hello friends, I am back and I am happy to be with you again. Today I have come with a new set of exciting information that surely helps you to understand the world around us - a place where we behave as a consumer and technology helps us to behave as a better consumer. After all to look good, decent, healthy, and fine as a Human being we start our day with a lot of consumption. In fact our body demands a lot of necessary things to survive. Let us start with an example from our normal daily routine - we love brushing our teeth in the morning when we leave our bed and instantly we become consumers for some company which deals in toothbrushes and toothpaste.

Similarly as you name a product, you will find a good number of companies who are manufacturers of the same product and they are targeting us as their buyers. And in the process of convincing a consumer to use a product, when one has multiple choices, the competition is very high. Under such situation advertisement, offers, discounts, etc are the best tools to help grab attention of consumers to buy their product.

This process doesn't come alone. Making an advertisement on Newspaper, Television, Banners etc is not as simple work as it sounds. Any type of advertisement comes after several kinds of surveys, research upon the user behavior of the product. This is how a company comes to know about the users, their age groups, gender, preferences etc and after doing all this company goes for an advertisement.



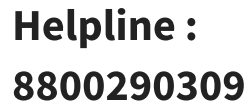


Companies spent billion dollars on advertisement every year just to add visibility before their consumers. Money was going out just in a hope that someday it would be translated into sales. After all each company earns and generates revenue only after sales. Honestly speaking spending money on advertisement and waiting for its desired result was like gambling in the rain but at that time there was no choice.

Advertisements were made and displayed so that millions of people would see and a few might turned into sales and the rest of the advertisement money went down the drain. Several such experimental advertisements came before to grab the attention of customers, some succeeded and the rest was in vain.

WHY ADVERTISEMENT
IS THE LIFE LINE OF A
PRODUCT

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Earlier an advertisement was coming on radio, newspapers, magazine and television. All people were listening, reading and watching. Company had no control over the advertisement once released. However at present companies have full control. They have report stating: who are their buyers i.e. which segment of population are the ultimate buyers of your product and what the level of their engagements is. They have tools to measure everything. They can experiment and play wisher. This new avenue started a new era that is known as a Digital Marketing ERA.





TRANSFORMATION OF ADVERTISEMENT SCENARIO

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The basic requirement and purpose of advertisement remains the same however we can say that this new avenue made a filter-like thing that helps the advertiser to reach that particular segment in which are the right people for that product and who can be consumers or future consumers for the product and services. This filter helps to save a lot of revenue of the companies. Study says that up to 61% of advertisement cost could be saved hence it is easier to keep a control over the cost of the product.

Nowadays each industry is using this technique of advertisement and providing each and every information using digital platform. Let's have a look at an example of a toy industry.



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We can think that this industry could be a smaller one: after all kids are not so much in contact with advertisement, and if we consider only our country, India, which is not considered so rich to spend rupees on things like toys



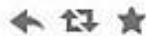
Nancy Wilsoan
@designingguide



Indian toy industry may reach Rs 13,000 cr by 2015

goo.gl/fb/rufcY : Plastopedia

2:40 PM - 20 Jan 2012



. So it is easy to think that toy industry could be small and we need to go very deep to get to know about the market and its industry. However if you are active on Twitter, you can easily get some good results. And if you wish to remain updated, you can follow any person and his or her tweets could keep you updated. The door of information is now so easy to open. Twitter allows only 140 characters so it is very easy to write and read anything. Of course for more info you can always use Google.

Take another example of course related with kids only and at this point I am recalling a very popular movie – “Toy Story” produced by Disney. This movie first came in the year 1995 and its success and popularity can easily be imagined if you look at its Facebook Fan page that has more than three crores.

Nowadays social networking platforms are doing a wonderful work in terms of information and this gives them a lot of popularity.



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In our traditional approach we also try to do the same but in the present scenario, when internet is a part of our life, things are easier, simpler and economical. Now consumers are not just confined in the malls, shops and on streets only. They are on the internet. They haggle there, love to get discounts, free coupons etc and use their debt and credit cards.



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Study says that buyers can be classified into three different types irrespective of industry. However in Economic we study the demand and the supply chain and consumers behavior. As a consumer, a buyer goes on spending till his or her budget is abruptly disturbed. This means that the demand for a product can be created by using foot-in-the-door technique. Buyers can be persuaded by giving them more information about the company as a brand and about the utility of the product. Buyers willingness can be guided by some other factors such as discounts, offers etc.

In this digital era consumer have a fair chance to get educated. One has the chance to learn a lot about the product and the brand. No company can fool anyone. There are several forms, groups and places where people broadcast their feelings and experiences.

WHO ALL ARE
YOUR BUYERS

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As we know very well, if we are going to buy or even thinking to buy any product we like to talk and ask others for their point of view. It is possible that in our neighborhood and within our reach people might not be so aware regarding a product or services to turn a desire into a demand however at present time we can definitely find some information in various forums, groups, on Facebook and twitter pages that can help us make a decision.

Understand the 3 Types of Buyers

No matter what industry you operate in, these 3 groups of people are defined by the “pain” they experience when purchasing something.

Neuroscientists have literally defined human spending patterns as a process of “spend ‘til it hurts!”, so understanding these different levels of pain points is essential to maximizing your potential sales.





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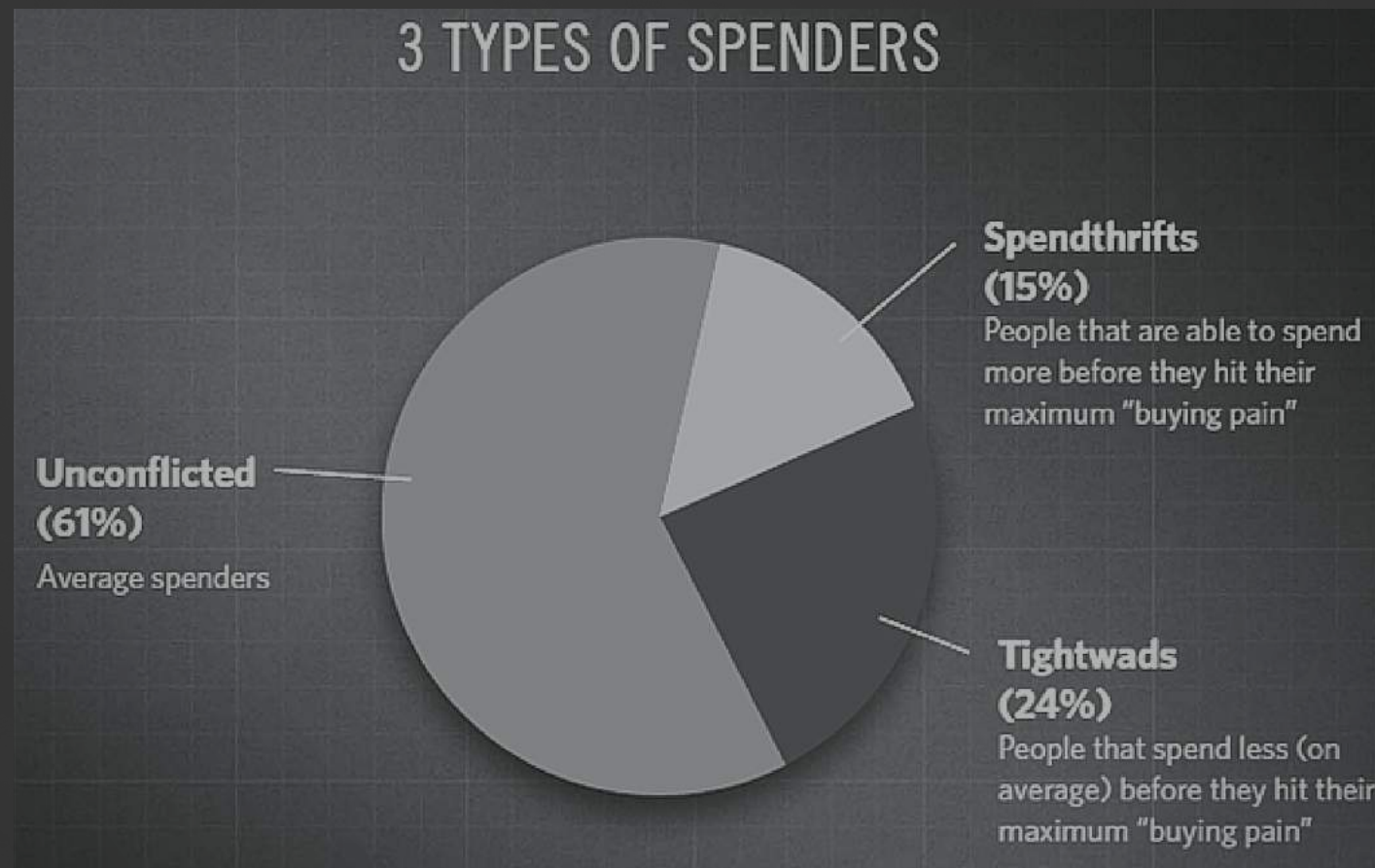


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Below given classification can give us a clear picture about the fact that there is a large number of people who find buying is not an easy process.

People who are called or classified as tightwads are the people who can be called as frugal in their spending habit so it is important to have focus on them to increase the volume of your sales. In fact figure says that 24% of our population is full of people who are not easy buyers and they can't be neglected. But there are always ways to deal with these kinds of situations.

Take for example that you want to sell goods worth 10,000 rupees to a tightwad customer. It is difficult to persuade a person to spend ten thousand in one go even when one is capable to pay then it is advisable to offer him or her to go for EMI plan. So if you re-frame the value on monthly installments then the chances of getting the business is higher. Just try to give them better return on their money and business is all yours.





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Studies from Neuroeconomics expert George Loewenstein say that these conservative buyers prefer to complete their purchase in one easy, effective swoop rather than purchase multiple accessories separately.

Further Carnegie Mellon University research says that even a single word can increase the conversion rates



In an study Researchers noted the consumer behavior which can be used as an classic example: on a board of a free DVD trial there was written a shipping charge “a \$5 fee” and then after some time a small change was made and it was rewritten as “a small \$5 fee” and it was noted that there was a positive response from the consumers. The sales were increased by 20 percent from tightwads! Study found that the word “SMALL” made the big difference in the consumers’ response.

This very example illustrates that word is one of the powerful tools that directly influence the mind and till the emotions of a consumer and helps to make up the mind of a consumer for any product and service.

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HOW EMOTIONS PLAY AN IMP. ROLE IN DECISION MAKING

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As a smart businessman one has to coin such words, phrases or tools to trigger the mind of a customer with the right amount of attention. In fact mostly it is believed that the choices we make are results of a rational analysis of available alternatives. In reality, however, emotions greatly influence and, in many cases, even determine our decisions.

A neuroscience professor Antonio Damasio at the University of Southern California in his book “Descartes Error” says that emotion is a necessary ingredient to almost all decisions. When we are confronted with a decision, emotions from previous, related experiences affix values to the options we are considering. These emotions create preferences which lead to our decision.



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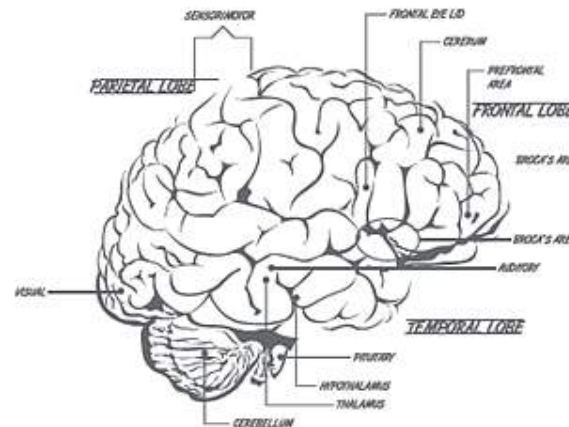
In the above given example the word SMALL did a wonder in the response of customers. Rationally there is no difference in both but emotionally it tilted the consumers' feeling and result came as 20% increase in sales. Emotion is what pushes us toward action. In response to an emotion, humans are compelled to do something and that adds gratifications.

In digital marketing where you are playing with words, video and pictures you have a larger audience watching you and commenting your work then it is really easy to get better chance to till the interest of the consumers.

Researchers find that consumers want instant gratification and when a person is thinking about buying something he or she is thinking about getting something extra right away.

Customers feel instant gratification when rewarded after doing business with you.

Your copy should remind buyers of this advantage at every turn. When a potential customer is on the verge of completing a purchase from your business, they are heavily influenced by how quickly they can receive gratification for parting with their hard-earned money.



Several Magnetic Resonance Imaging (MRI) studies, including one on nicotine addiction, have shown that our frontal cortex is **highly** active when we think about "waiting" for something.

On the other hand, our mid-brain is the one that lights up when we think about receiving something right away (and that's the one we want to fire up!).



In this present time of ecommerce it is really difficult to hold a costumer with one brand. Researches on consumer behaviors draw the attention of companies to satiate this behavior of consumers by thinking about the branch of Brand Loyalty Program

This program helps in knowing the purchasing habits and helps in making a waterproof future business strategy.

You know in the early 1980s, American Airlines decided to raise its customer base by giving flyers something extra special. The airline made the first frequent flyer programs that allowed travelers to accrue miles for future flights — as long as they kept flying with American Airlines, of course.

THE PSYCHOLOGY OF LOYALTY PROGRAM

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The program was soon viral and widely accepted as a customer loyalty program in the country, and it set up an example for several others for what customers expect from airlines.

And nowadays offering something back to your best customers has become a competitive necessity in certain industries. Under customer Loyalty Programs company can offer anything. It doesn't mean a huge discount only or a holiday package but it can also be a free coffee, car wash or sandwich. The whole purpose of this is to just sweeten the deal and increase the future revenue by adding instant gratification in the mind of the customer.



Chris Cottle, vice president of marketing and products at Allegiance says: **"They want to protect the customer relationship. It's so easy for customers who are price-sensitive to slip away or go to a competitor. One of the ways you can make your customer relationship stick is through a well-planned and well-executed reward program."**



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Donovan Neale-May, executive director of the Chief Marketing Officer Council says that a business that deals with customers on an infrequent basis might not be able to pull in enough return visits to warrant offering a discount or other loyalty bonus, but return traffic isn't the only purpose of a loyalty program. A tax attorney, for example, can use a rewards program or loyalty discount to encourage customers to refer more clients, however in some cases referral may be more relevant than loyalty.



Bob Konsewicz, a strategic consultant for Maritz Loyalty, which has worked with AT&T, Bank of America and want to design it for your best customers." General Motors, says: "When you design those programs, you really "

All above given points of view about Loyalty program tell us clearly that every company has to deal with this kind of consumers' behavior and in this digital era companies find a solution such as they ask to fill an opting form to download an eBook that can give good and relevant information about the company and product. Of course there are several such small things that can instantly reward the customers.



TRANSFORMATION OF A CUSTOMER IN TO A LOYAL CUSTOMER

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“*Customer Service is not about telling people how awesome you are it's about creating stories that do the talking for you .*”

In fact customers are the same whatever be the time, but to appreciate their actions companies now use new technology and methods. However they can't forget doing their best to set example of customers' service. Let me start with a small example that really makes a loyal customer for a brand.



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Of course I can give you several such examples which you will really love to know but to keep the book small I am using only one example. You know, in today's life it is very usual that we miss to eat our food on time to meet the urgency of the work. The same thing happened with Peter Shankman (an author, entrepreneur, speaker about Customer Service, Social Media, PR, marketing and advertising.). He was hungry right before he boarded his flight. So he tweeted rather jokingly to Morton's Steakhouse to meet him at the airport with a porterhouse steak when he landed. He had no idea about what was going to happen next. To his surprise his food was there on the airport.



Peter Shankman knows a thing or two about customer service. As an author, consultant and speaker on the topic, it's safe to say his standards are high.

While at an airport, Shankman realized that if he didn't grab a bite to eat he'd be stuck riding the plane back on an empty stomach. Not one for fast food, Shankman took a shot in the dark and jokingly tweeted to one of his favorite restaurants, Morton's, asking them if they would *deliver* him a steak!



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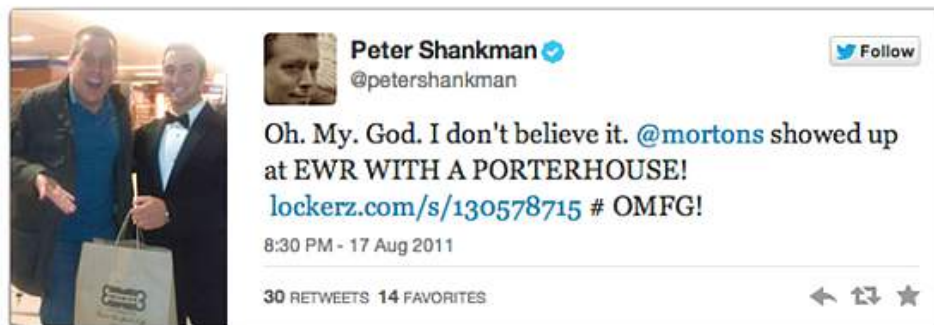
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If such thing ever happens to anyone definitely the customer will never forget such experience and remain loyal to the brand.

To Shankman's utter disbelief, one of Morton's staff drove 23 miles to the airport to greet him with a full meal:



"He proceeds to tell me that he'd heard I was hungry, and inside is a 24 oz. Porterhouse steak, an order of Colossal Shrimp, a side of potatoes, one of Morton's famous round things of bread, two napkins, and silverware."

—Peter Shankman

As you read about this story where a hungry man places an order to a restaurant and an order is delivered ...! don't you think that social media platform is playing a very big role and without that this story of customer service was incomplete? In fact in this present time no story or relationship is complete without the presence or use of social media platform. Here restaurant owner receives the order by twitter and delivers the order. Hunger man gets the food and restaurant owner becomes an example for customer service. This is business.

Suppose if the order was not delivered on time, don't you think that the hungry client could have twitted more with all bad impression.



True! In today's life Social media is the need and out of 100 nearly 99% internet users are available on social media platform. If we go back in the history of internet we can see that the desire to communicate was always there but the early platforms were technologically intensive and required some expertise to handle it but with the pace of development of the technology the platforms got more user friendly and this gave an impetus to the social media and people no more remain in a silent expectation.

Social media made a social change. It helped people to be more interactive, more social and made more connections with a highly responsive audience who love to take active part in conversation, share its point of view. This gave a power to the masses. It enables them to raise their voices and ask others to join them.

DECISION MAKING
VIA ONLINE CHANNEL

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No matter if the problem is at domestic front, commercial, judiciary, national or international, everything is open before them and one is free to say what one has to say. This power of sharing made the social media more powerful. People realize that it is a tool that can influence the decision making and each individual gets an equal opportunity to be social influencer. decision making and each individual gets an equal opportunity to be social influencer. We can say that at this stage, politicians, corporate houses, media companies and public figures get more strength. They can reach to masses without borderline. They can influence the masses. Advance tools such as podcast where your fans can listen to you directly at the time of their convenience. Youtube videos can be directly added to the social media sites and that makes things easier.

In other words, social media is a tool in the hand of its users. However it is not like “one hat fits all” kind of a solution. Yes, there are certain aspects of handling that apply to everyone however this general aspect of handling is only like a tip or the best guidelines or best practices prevailing in the market otherwise SOCIAL MEDIA MANAGEMENT is a slow learning process and it is no wonder that it is a process that requires patience, planning, in depth analysis, and experience.

Study says that consumers are now heavily on web researching purchases and consumers use social media platforms like Facebook, Twitter, Youtube, and community forums to convey their feelings – positive or negative – about product and services. It is also found that customers go for a purchase while keeping the star mark and review comments about a product in mind.



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A study found that Facebook is the most popular place where people love the most to share their experience about any product and services they are using. If we talk about sharing of experience about product and services then consumers find Facebook as the most favorable place for social sharing



55% of consumer share their feeling in facebook, 22% of Twitter, 14% in internet, 5% on Instagram, 3% on LinkedIn and 1% of any other sites.

Honestly speaking, these figures clearly indicate that social media platform has played an important role in spreading awareness in consumers and in their rights.

This new behavior of sharing of experiences socially has finally made companies more alert about their brand and consumers satisfaction. One unsatisfied customer can lead into a bunch of several unsatisfied customers so companies started a Customer Loyalty Programme. And the new definition of loyalty: a loyal customer is one who is delighted with your services and, therefore, talks about his or her experience on social channels.



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Actually social media is not as easy and small thing as what our general perception is. In fact it encompasses everything. It can help you to do everything right from lead generation, advertisement to social sharing of your thoughts/ photo/ videos. It can help you in generating of traffic on website and blog. It helps with Google ranking of any website or webpage. You can also interconnect your one platform with other social media platforms.

Interconnecting your social media with one another always helps in various ways. For example to add your Facebook Fan page with your twitter page means that whatever you post on your Facebook Fan page will automatically be posted on your twitter page. This activity will help you to get more Fan followers on both social media platforms.

People generally use different types of social media for different reasons. LinkedIn is mostly used by professional whereas Facebook is used by general masses. Facebook is about interacting with people you know, staying in touch, posting status updates and looking at pictures whereas, Twitter also has this element and further it allows you do it with complete strangers. As your time passes with Twitter and once it gets a sense of who you are and what types of things you are interested in, it will suggest other Twitter users, who have similar kind of interest, for you to follow. You can say that twitter takes bits and pieces of information that you provide, and based on it twitter gives you the most relevant experience.

As twitter suggests you to other twitter users that means you can get more like-minded people in your circle which can help you in several ways and one of the best things is that it can help you to make your blog popular. You will be popular or known name in your niche of your interest.

DECISION MAKING VIA BLOGGING

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Blogging is one of the very strong ways to tell others about your ideas. Nowadays several people are writing blog professionally and it further also adds weight to your valet. So it is now considered as a separate profession. People like Neil Patel suggest people to post at least twice a week. There are companies whose websites ask “Hire us” for maintaining your blogs.

If we go into the History of blogging then we can find that Blogging started as an online journal in the late 1990's where people shared their interests, hobbies and thoughts online. Telling your feelings, emotions and thoughts were the main aim of the blogging. However, companies started using this tool as promoting the thoughts of their leaders and experts. Soon blogs were considered as an important part of companies' online presence. And as search engine started giving importance to the creation of unique content to improve brands and businesses, online visibility blogging gained more importance.



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Content made a special place for itself. No matter what is your business, your content matters a lot. When we talk about a business and its content marketing then we are counting each and every word. We know every brand has a story to tell. Content marketing is all about storytelling. It is the unique story of your brand. In fact this story catches the attention of the consumers. You can understand more clearly if I tell you that the customers who love their brands love to read everything. They love to receive their Emails, newsletters, any updates, tips in fact everything including the subject line of the emails. And you will love to know that even these small things matter for a brand and all these come under content marketing.

Every company focuses greatly on content, because it is the first things that introduces or speaks about the company. Every company wants to keep most of the information on their website or keep their website linked with others so customer doesn't need to Google a lot to get all the information. All these efforts companies do because it is clear to them that there is absolutely no benefit of having a website if they fail to engage their users on their website. After all this helps in generating leads.

These days companies complete their website first then launch their business. It is so important that if there is delay with the website it means there is time in the launch of the business. In fact your website is your personality. It is the true reflection of your business and how you operate. As people will read and know about your company they will surely be connected with you and this will generate lead for the company which is the ultimate goal of a website.



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Blogging is one of the best parts of Content marketing. Your quality content is a big social influencer that definitely gets help from social media. The main aims for blogging are :-

- Blogging aims to inspire action; the action is geared toward solving the readers' problems.
- With blogging, you want to become a trusted resource. A welcome friend in your readers' inbox.
- Blogging is about building relationships.
- Blogs are to help people with unique content hoping to give solution to people who are searching the internet for information.

A blog is one of the first places which internet users visit frequently. Indeed there are several places where a customer likes to go such as company's website, Social media page, Articles, e-books, User Guides/ technical Manuscripts, Reference Materials, Press Releases, Product Descriptions, White Paper, Tutorials/ Demonstrations, FAQs, Podcasts, Videos, Printable Items, Downloadable software, Commercials, Calendar, coupons/ Deals, Online store, Help desk.



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