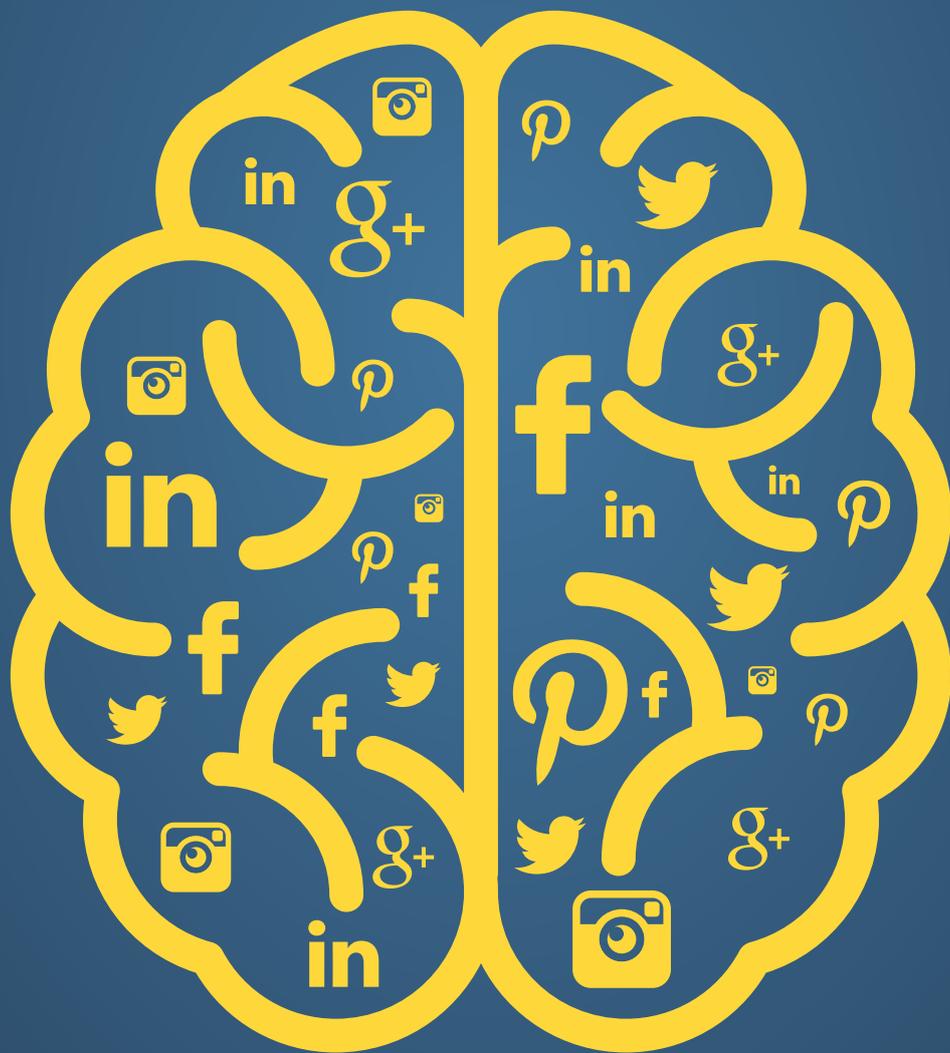


THE PSYCHOLOGY OF SOCIAL MEDIA MARKETING



Introduction

Since it's consumers who build brands, their perceptions and expectations need to be nourished with trustworthy brand experiences. Companies have turned human psychology and its impact on consumer behavior into the very foundation of brand building, and are trying to acknowledge at all times the current and potential needs of their audience. On top of that, companies are trying to identify what could determine consumers to buy their products or services once they feel or perceive the need for it.

Pinpointing the needs of your potential buyers provides you with the guidelines required for devising and deploying an effective marketing campaign, and this is exactly the part that might prove tricky. Fortunately, social networks provide plenty of information about what consumers want or hope for, and can even draw a picture of what inspires them. Of course, every step of the way needs to be correlated with behavioral psychology, since the success of social media marketing campaigns can't be assessed by relying solely on positive or negative reactions. Humans are far more complex than that, and that's definitely something to keep in mind when trying to compel and persuade them to buy a product.

When you base your social media marketing research and strategies on human psychology, everything becomes clearer. You are no longer launching campaigns in the dark but have a clear understanding of what your audience expects to receive.

Social media marketing strategies and tactics that do not take into account the rules of psychology are mere guesses and ultimately don't satisfy consumers' needs and expectations.

The aim of this eBook is to help you understand the benefits of applying psychology principles to social media while providing you with the necessary know-how on what works on every platform so that you can use psychology to convert and satisfy your community on social media. When you have a better understanding of your audience's behaviour, you are able to target your strategies and campaigns far more effectively!

Why Do We Share, Like, Favourite on Social Media?

We now live in the informational age

We share
MORE
Content

From
MORE
sources

With
MORE
people

MORE
often

MORE
quickly

Source: [The New York Times, Customer Insight Group](#)

People like to interact with content. [In a single minute](#), we send out 347,000 tweets; like 4,166,667 pieces of content on Facebook; like 1,736,111 photos on Instagram; and upload 300 hours of new video on YouTube.

Given that psychology has always been interested in finding answers to questions of why we behave the way we do, it wouldn't be wrong to also apply it to social media actions. Thus, why do people like, share and interact with online content from a psychological perspective?

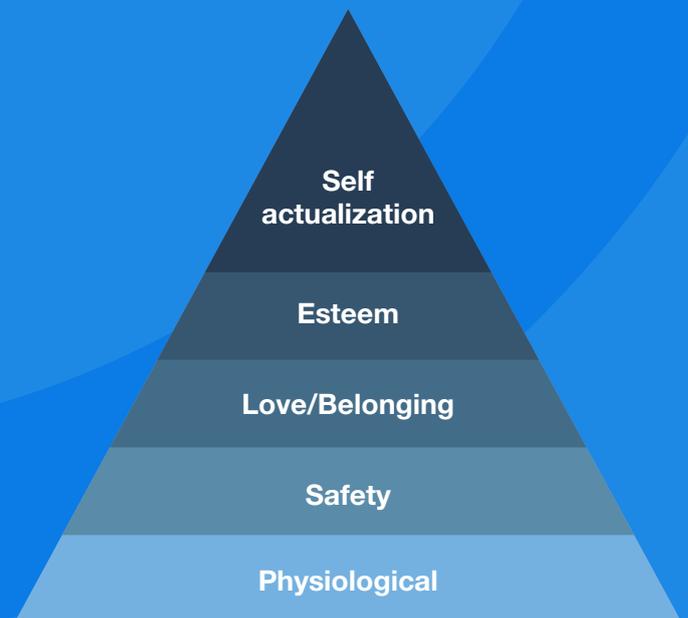
To Convey their Identity

People devote about 30–40% of all speech to [talking about themselves](#). Online, that number soars to [about 80% of social media posts](#).

Furthermore, a [study](#) conducted by The New York Times has revealed that 68% of respondents share to give people a better sense of who they are and what they care about. Thus, people might endorse a political campaign to represent their views, a funny video to convey their sense of humor, or a movie trailer to express their cinematographic taste.

Still, psychologist [Carl Rogers](#) warns, that what people share, like, retweet or favourite may not represent their true self but their ideal self. He believes that we are constantly pursuing behaviours that bring us closer to our ideal self. Therefore, the content that we share may very well represent the person that we want the world to see and not the person that we truly are.

Sharing is not new,
it's human nature



Source: [The New York Times, Customer Insight Group](#)

Nevertheless, people are known for buying and acquiring things that convey who they are (or who they want to be). In that sense, brands represent a huge part of who their consumers are.

Therefore, finding that key element that consumers can identify with is mandatory for brands' success, be it online or offline. Of course the online environment and especially social media intensifies this sense of identity and ultimately of belonging to a certain group that shares the same tastes, views, opinions, etc.

To Maintain and Enrich Relationships

The biggest reason why people share has to do with other people: [78% of people say they share because it helps them to stay connected to people.](#)

By liking, sharing or favoriting each other's posts, we maintain and add value to our relationships. There is also a reciprocity effect involved, in the sense that we feel we should give something back to people who have given to us. How many times have you liked a post because that friend always likes yours?

Social media provides an easy and convenient way to stay in touch with friends when time doesn't allow you to meet with them in person. We oftentimes share content that we see as benefiting a friend or a group of friends or that has relevance to a relationship.

The Power of Commenting

[Relevant social media conversations](#) and interactions need to be based upon a set of shared values and beliefs. Otherwise, they're meaningless conversations.

Since [85% of us](#) read other people's responses on a topic to better understand and process information, it means that comments sometimes have the power to change our minds. Otherwise put, any comment about a brand, service (and even person) anywhere online, can help readers determine whether it's good or bad. It doesn't have to be based upon facts, it just needs to appear somewhere.

That's how our brains work and it definitely poses a great deal of challenges because it's literally impossible to annihilate all negative comments out there. Thus, [it's mandatory to be engaged in the comments section on your blog and on social media and moderate conversations whenever necessary.](#)

To Get an Incentive

Yes, many people share content to receive something in return. You know those "Like & Share" contests on Facebook? That's exactly what they do. A [study](#) showed that 67% of users who "liked" a brand page on Facebook did so simply to become eligible for special offers. Therefore, you may not get a Like if you don't offer something in return.

Mind Gestalt's Laws

Gestalt psychology or gestaltism is a theory of mind of the Berlin School of experimental psychology. [According to Wikipedia](#), "Gestalt psychology tries to understand the laws of our ability to acquire and maintain meaningful perceptions in an apparently chaotic world. The central principle of Gestalt psychology is that the mind forms a global whole with self-organizing tendencies."

Gestalt psychology is based upon the principle that the mind understands external stimuli as a whole rather than the sum of their parts. The wholes are structured and organized using grouping laws.

The principle itself applies to social media marketing in the following ways:

- Law of "Prägnanz" ("conciseness"). The human brain seeks simplicity and processes simple concepts faster. Simple patterns, simple order, simple ideas. No wonder everyone in marketing is trying to follow the "less is more rule". More often than not, simple is more effective.
- Law of Continuity. Since people respond well to things that visually align, it is advisable to align elements linearly when creating visuals for a social media post or campaign. When for example the human brain sees two crossed lines, it doesn't interpret them as being two angles, but rather as what they are: two lines that cross one another.
- Law of Similarity. Items that are similar (similar colors, shapes or sizes) are perceived as a group. Use this law to help create relationships or groups in marketing materials. For example, when creating a pie-chart for an infographic, using colors to group similar items together within the chart itself will make it easier to understand.

Bottom line, if you want your content to be shared, liked, retweeted, etc. it needs to create a sense of identity, add value for consumers and, if possible, provide some sort of incentive. Content needs to be simple, concise, visually aligned and built around similarities. Although these laws seem to be common sense for some people, they are quite new to others who've always believed that the more the better, regardless of the form and sequence.

It's always good to take a step back and remember that you're creating content for people and that relying on psychology to better understand what triggers an emotional response and what doesn't might be the key to viral content!

The Psychology of Social Networks

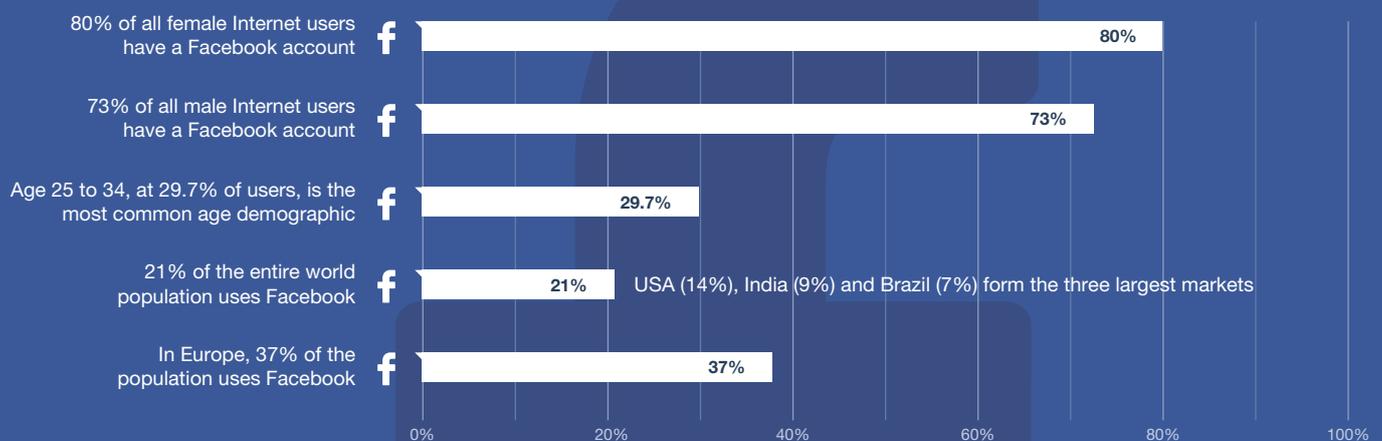
It is said that, from a psychological standpoint, there are no 2 identical individuals on this planet. Extrapolating this to social networks, although some are similar to others, there are no two identical platforms out there.

Consequently, marketers need to adjust their strategies and messages [depending on the particularities of each social network](#). Taking into account users' characteristics and behavioural patterns, psychology principles also apply differently to every platform.

Facebook – Real Identities, Real Networks

Facebook is widely used by most people online. Although many don't use other networks, they do maintain a presence on Facebook.

THE STATISTICS OF FACEBOOK:



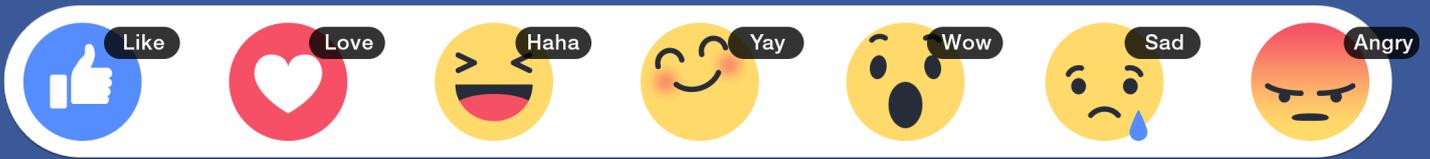
1.59 billion monthly active users

The Psychology of Facebook

One of the factors that made Facebook so popular was the decision to use the “friends” denomination for contacts. This points out to the fact that the list of people we keep in touch with on this social network typically comprises of family members, friends and acquaintances we've actually met in real life. Since there's a focus on closeness, privacy plays an essential role, and because of that, posts are shared only with friends by default.

There may be a huge difference between how people are in real life and how they appear to be on Facebook, and yet, their apparently happier lives can lead to [negative self-perception](#) in their friends who use the social network extensively.

On the other hand, there are numerous studies that attest to [Facebook's role in identity formation](#), meaning that there's often a very tight connection between the FB identity and the real-world one. For example, the hobbies and interests people have in real-life are often reflected in their social network profile.



Christopher Carpenter, an assistant professor of communication at Western Illinois University, pointed out [in another study](#) that Facebook has a dark side where narcissism is cultivated. Carpenter defined narcissism [here](#) as “a pervasive pattern of grandiosity, need for admiration and an exaggerated sense of self-importance,” fact that makes Facebook the perfect platform for average narcissists. All of the aspects mentioned above affect the interaction between users, and the way they communicate with companies on this social network.

Facebook has recently introduced Reactions, thus expanding the emotions its users can express beyond the “Like” button. The five new ways of reacting to other people’s posts (“Love,” “Wow,” “Haha,” “Sad,” and “Angry”) are unequally spread over the positive and negative spectrums.

While some feel that expressing even [more complex emotions](#) or even the inclusion of “Dislike” would be beneficial, this might in fact represent a major downside as it would push away brands and users who feel insulted by their friends’ reactions (including, but not limited to boredom, frustration, jealousy, contempt, and so on).

In terms of marketing, Facebook reactions could actually be good news because they allow marketers to get a better understanding of how their audience reacts to content.

If previously a “Like” could mean anything and reactions couldn’t be segmented in a meaningful way, Reactions, as implemented now can be a great source for marketers who want to learn more about their community and in turn produce better fitting content. Although the Newsfeed algorithm currently values all Reactions the same (1 Like = 1 Wow, etc.), this is not necessarily a bad thing, since we could assume that overall engagement might increase, given that users have more options to react than they previously had. Take for example a news article about some catastrophe. Audiences wouldn’t really “like” this one, but can now react “Sad” etc. Facebook Reactions basically help fulfill every marketer’s dream: increased engagement levels on social media posts.

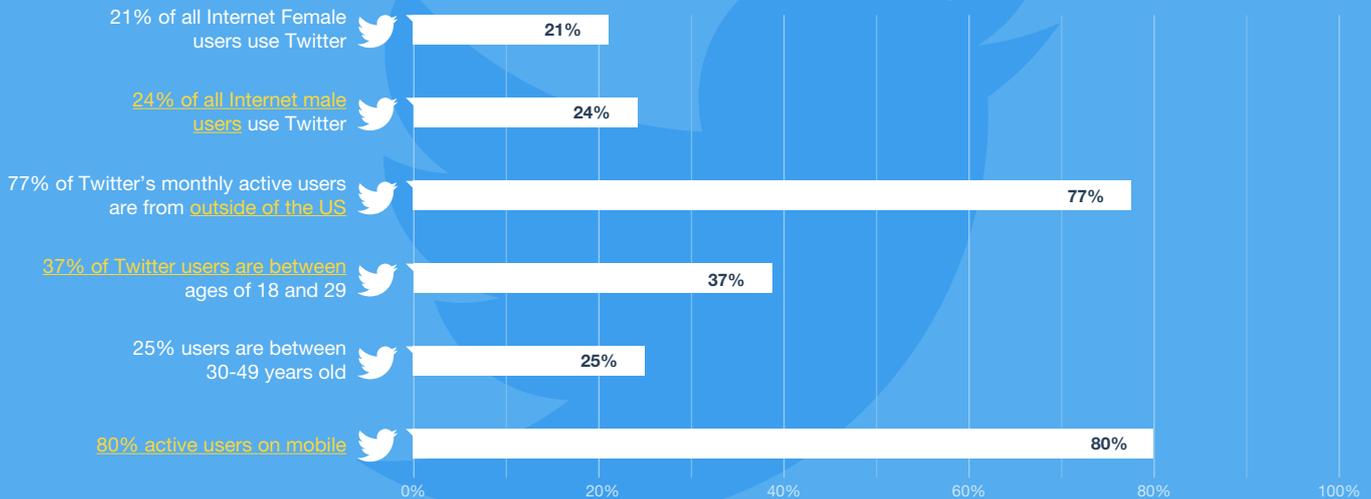
How this affects your marketing

- Brands can build up trust on Facebook by including users in the creation of their content. Thus, there’s a greater chance for users to interact with a post if there’s a real-life story in it that they can relate to. Ultimately, this will provide the audience with a feeling of importance and will feed its need for admiration.
- Facebook likes are natural reflections of a person’s favorite topics in real-life. This is something your company should keep in mind while developing a campaign strategy, as referring to these topics can help you touch the right chord with the top audience.
- Focus on inspirational stories that can help counter your audience’s possible negative self-perception issues.

Twitter – Real-Time Interactions

This social media platform is all about real-time information and interaction. Twitter's quick flowing 'info stream' attracts a younger audience that is mostly urban/semi-urban.

THE STATISTICS OF TWITTER:



There are approximately **1.3 billion registered users**

The Psychology of Twitter

Because Twitter lacks a cohesive and structured network, a profile can be anything and anyone. This makes understanding Twitter users quite challenging, or at least not as easy as in the case of Facebook users. Furthermore, in contrast to FB, all posts on Twitter are public by default. Twitter is not so much about privacy but about keeping users in the loop through real-time updates.

Studies have linked Twitter's use to narcissism and the need for self-validation. According to the self-perception theory, people develop attitudes from observing their own behaviour and drawing conclusions from it. Take for example someone who goes to work every day to perform marketing actions. He or she will act in a way that reinforces his/ her identity as a marketer. People will retweet tweets that are consistent with their perception of their self.

From a neurological perspective, Twitter's 'intermittent rewards' light up the **effort-reward loop** part of the brain. In other words, the few 'rewards' in the form of retweets, favorites, replies, or reading a funny tweet users see in their feed make the effort of going through hundreds of tweets worthwhile.

Another explanation for why people favourite/ retweet has to do with what is known as extrinsic motivation. The latter is defined as performing specific actions in order to receive some

sort of external rewards. That is why people often click on links if they are offered something in return.

Last but not least, **Hubspot explains that** the psychological theory called cognitive dissonance has a lot to do with why people favourite/ retweet. Cognitive dissonance refers to a situation when there are dissonant beliefs which lead to one's psychological discomfort. In order to restore a balance, people will alter their actions or beliefs.

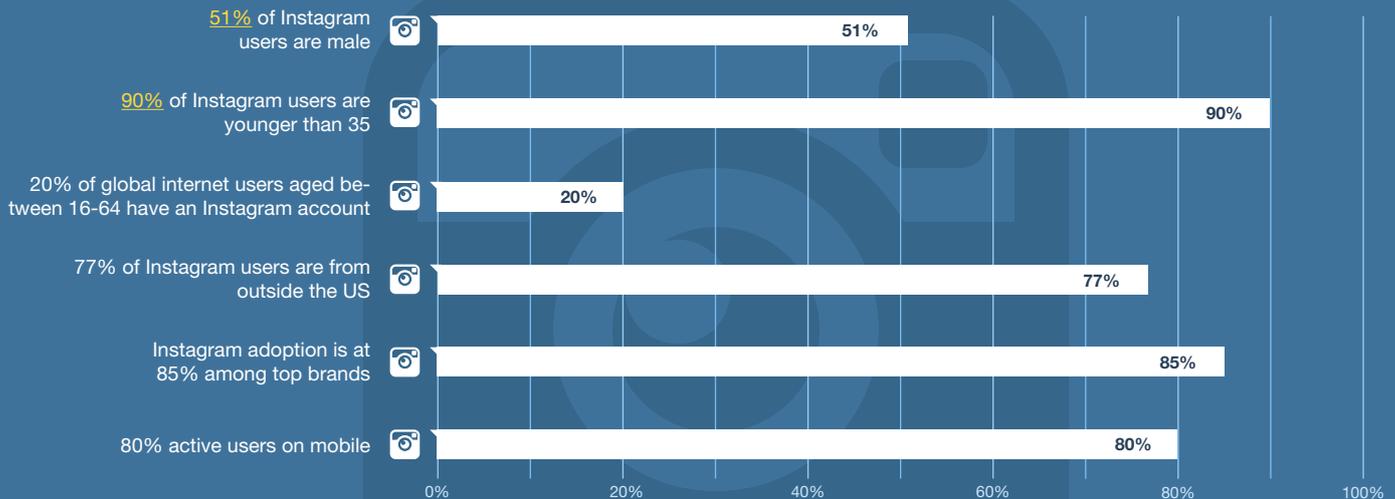
How this affects your marketing

- Don't waste your resources on trying to get any follower. On Twitter, the right type of followers, those who have something in common with the people you follow, are the valuable ones.
- Given that Twitter is known as a real-time information network, informational content ranks far better than self-promotional content.
- **According to Cornell**, using the same language as your target audience and writing news headlines that are brief and focused helps get more shares.
- Your tweets should be in line with how your buyer personas see themselves, since they are more likely to share those with their audience.
- Offer something of value to your audience in return for clicks.
- Perform a thorough analysis of your buyer personas, put down some assumptions that they might have and challenge them with smart tweets.

Instagram – King of Visual Social Interaction

Instagram is young, hot, and it's growing fast. Although the majority of its users are under 35, the platform is incredibly successful and loved by brands worldwide.

THE STATISTICS OF INSTAGRAM



Instagram's mobile ad revenue to reach [USD 2.81 billion by 2017](#).

Top brands on Instagram are seeing a [per-follower engagement rate of 4.21 percent](#)

[Instagram's per-follower engagement rate](#) for top brands is 58 times higher than on Facebook and 120 times higher than on Twitter

There are around 400 million monthly active users

The Psychology of Instagram

[Zachary McCune's study](#) on why people use Instagram reveals that user activity revolves around six major trends:

- Sharing
- Documentation
- Seeing
- Community
- Creativity
- Therapy

These emerge from people's need to exchange their images with others, to connect with people who share their interests, and to help others visualize what they're doing at a specific point in time. Ultimately, common interests can lead to the development of communities. Moreover, Instagram can have a therapeutic effect, in that it abounds in uplifting images.

Instagram has its dark side, as well, and that has already been well documented by social psychologists, journalists, and the social-media users themselves. The term "[Instagram envy](#)" has been coined to describe the reaction Instagram users have when the ones they follow show off their exorbitant lifestyles. On the upside, brands can take advantage of lifestyle envy, as it has the potential of boosting their sales.

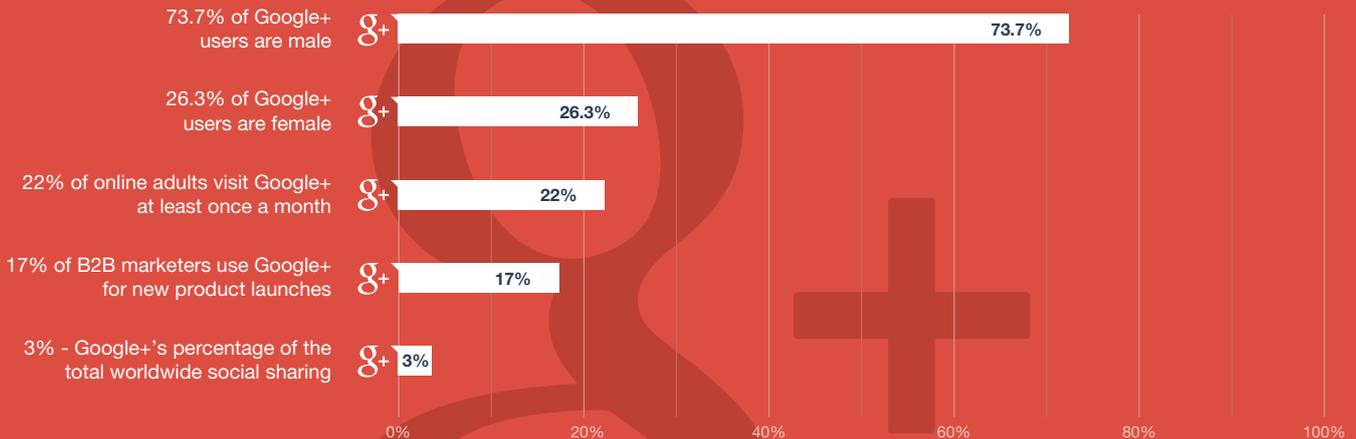
How this affects your marketing

- Include #hashtags in your posts and try to develop communities around them.
- Focus on the aspect that sets your brand apart.
- Subscribe to the [Instagram For Business blog](#) to learn about the latest developments this social network has made for its business users.
- Mention experiences that are relevant to your brand in your company's posts.
- Take note of what your top audience likes and shares, and include that in your posts.

Google+ – The Serious Network

You're probably wondering if you should still be using this social media platform. While some believe that Google+ is facing death, others are quite optimistic in their predictions.

THE STATISTICS ARE AS FOLLOWS:



7 minutes - average time spent monthly on Google+

300 million monthly active users (20 million monthly mobile users)

The Psychology of Google+

[Martin Shervington explains that](#) one of the reasons why we use Google+ to seek people and subjects that we can relate to has to do with the human need of feeling connected to people who understand us.

Martin sees relating as an emotional response, which means that whenever a person sees another person's name appear on Google+, they will have a thought emerge at the same time with an emotion attached. Then, one of these 3 scenarios follows:

1. If the emotion is positive, people will be likely to take the next step in the form of a +1, comment, share etc.
2. If the person doesn't relate and has a neutral stance, he won't be performing any action.
3. If the emotion is negative, a situation of 'discord' emerges. As a result, the person may uncircle someone/ make a negative comment etc.

Simply put, in the mind of the user there will be a movement of attraction, indifference or aversion depending on the situation.

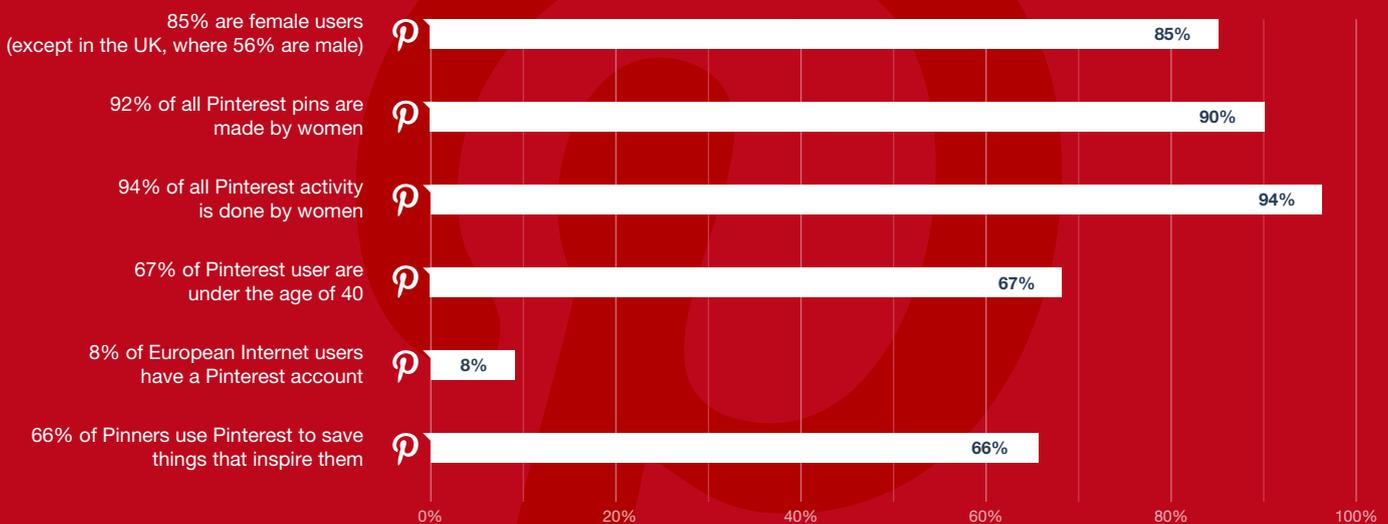
How this affects your marketing

- Use your personal page for sharing posts related to your business as people are known to connect better when they see a human face.
- Post third-party content to increase your authority.
- Analyse which posts your audience relates to and create similar content.
- While you can diversify a bit, on Google+ it's important to keep posts consistent and on-topic.

Pinterest – One Place for All Your Pins

Pinterest has proven that Facebook and Twitter are not exactly the be-all and end-all of social media marketing tools. **Pinterest pins are 100 times more spreadable than a tweet**, with the retweet average hitting only 1.4%. And, as for Facebook, the half-life of a pin is 1,600x longer than a Facebook post.

THE STATISTICS OF PINTEREST



Two-thirds of the content that people Pin comes from business' websites

176 million registered users / 100 million active users

(Source: <http://expandedramblings.com/index.php/downloads/pinterest-statistic-report>)

The Psychology of Pinterest users

"Pinterest boards are like its users' personal happiness collages," pointed out Dr. Christopher Long of Ouachita Baptist University, thus successfully capturing this social network's essence into a single sentence.

Since it's designed to focus on a user's "desire graph," Pinterest is very much unlike Facebook, which is built around the user's "interest graph." Moreover, if Facebook profiles typically depict people as they are now, Pinterest boards reflect the "ideal self," something that users would like to be or own.

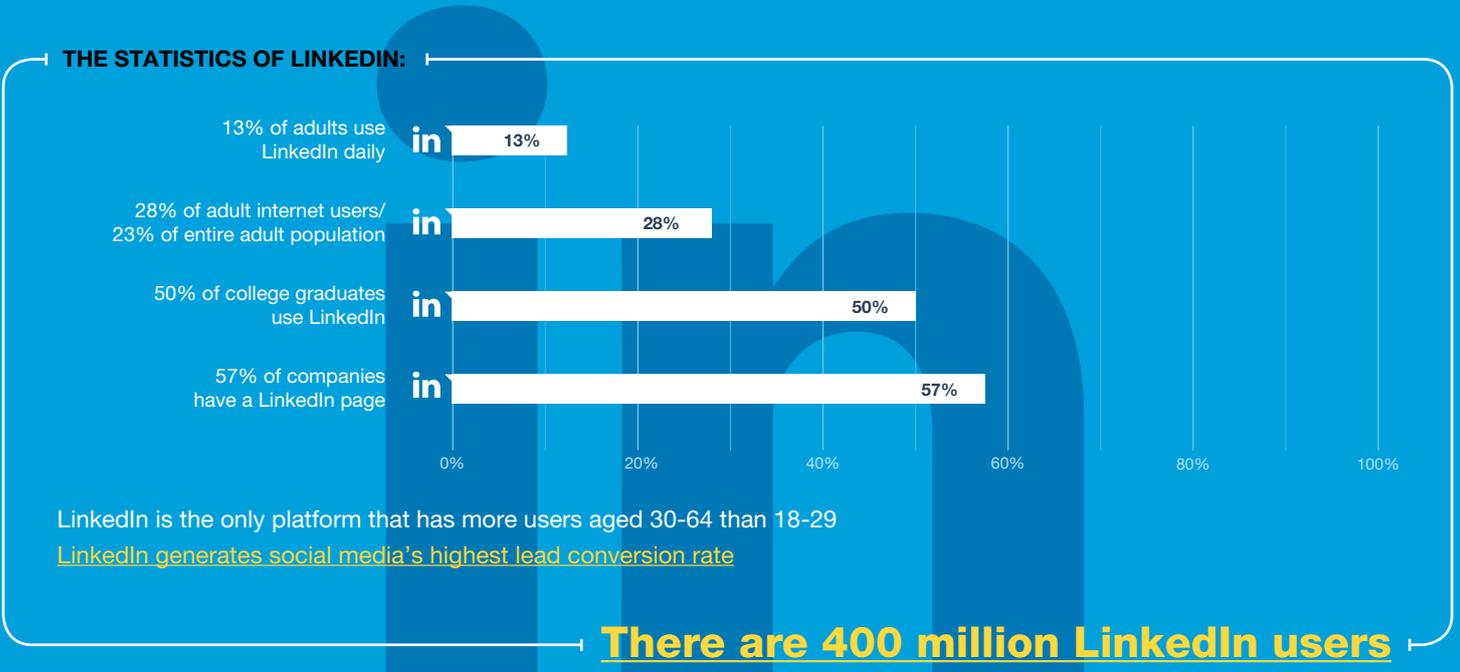
Mundane things are neglected in the majority of the cases, as it's expensive things or experiences that people focus on. There's a lot of focus on the future, and brands need to keep that in mind when building campaigns.

How this affects your marketing

- The recipe to success is to focus on the audience's "ideal self," instead of what users already are or have.
- Pick exotic images in order to feed the users' need for the extraordinary.
- Each user has a desired identity that you need to discover and build upon.

LinkedIn – A Place for Businesses

LinkedIn started out as a professional network, very different from Facebook, in the sense that it's highly B2B and it focuses on cultivating communities around certain professions and industries. This social media platform is a gold mine for B2B marketers who know what they're doing.



The Psychology of LinkedIn users

Psychologist Abraham Maslow, conducted a famous study in 1943 known as "[Maslow's Hierarchy of Needs](#)". One of those needs was the need to belong and nowadays online communities satisfy that need. LinkedIn offers thousands of communities known as Groups where you can connect with individuals in your field or experts in others.

LinkedIn is highly used as a connecting medium for users seeking to build interpersonal relationships via the platform. The only mention here is that networkers should only use LinkedIn to reconnect with past colleagues or connect with new ones met in person.

If you have 500+ connections, make sure you know all of them or start removing the people you have never met. Otherwise, you run the risk of others not wanting to connect with you because your professional network is flawed. Actually, the perception that having 500+ connections on LinkedIn means that you are well connected is false. In fact, it may very well hurt your credibility factor.

How this affects your marketing

- Mind your profile picture! It should be clear and professional to suit the network's requirements and particularities.

- Only valuable content works on LinkedIn and only if it's posted in relevant communities on a frequent basis.
- Always put the group's interests before your own.
- Don't spam and don't ask to join groups for the sake of spamming.
- Don't try to connect with people you've never met.
- Give it time...LinkedIn works if you give your audience enough time to trust you!

Each and every social media platform is very different from the rest. A different audience, with different needs and expectations. Even if the same person is on Facebook, LinkedIn and Instagram, he will expect to find very different types of content on each platform: business-related information on LinkedIn, updates from friends and family on Facebook and catchy photos on Instagram.

This is why businesses need to stop posting the same content on all platforms and start creating specific content for each social media channel. Knowing what triggers audiences' reactions on every platform is the main thing that should be taken into account when putting together an infographic, a whitepaper, an eBook and even the simplest article. Psychology rules can be used to explain human behaviour so that businesses of all sizes stop launching campaigns in the dark and start delivering content the smart way.

Psychology Principles You Need to Leverage to Boost Social Media Engagement

If brands want to interact and build meaningful relationships with their audience, they must first grasp the psychology principles that drive action.

In order for them to understand how audiences can be turned into consumers, brands invest time and money into analyzing their needs and behavioral tendencies. Many companies have already figured out that converting social media fans requires more than constant sharing; it requires a thorough understanding of what lies underneath the surface, what constitutes a motivating factor for their audiences to share, like, favourite and ultimately buy their products and services.

Focus on an Aspiration / Want

[Social media posts that include the word “want” develop a desire](#) in readers’ brains that empowers them to act according to their aspiration.



Mark Crosling
@MarkCrosling



Want to Create a Must-Read Blog (Without Going Crazy)? Check This Nimble 5-Step Plan enchantingmarketing.com/blog-plan-for-... via @HennekeD

How to Create a Must-Read Blog (Without Going Crazy!)

A Nimble 5-Step Plan for Creating a Must-Read Blog
Finding it hard to prioritize your blog activities? Feeling overwhelmed? Check this simple 5-step plan to create a must-read blog (even as a solo-biz owner)
enchantingmarketing.com

RETWEET 1 LIKES 2



Include Your Audience in What You are Doing

One way of improving your social media engagement is by including your audience in what you’re doing. Leverage every opportunity to get them to participate in whatever it is that you’re doing, while constantly implementing their feedback and suggestions.



Hugo Barra
3 hrs · 🌐

#MiLaunch - Are you ready for Mi (and me)?? Only 30 minutes to go before #Mi5 goes live at #MWC16 here in Barcelona. I can't wait to get started and finally show you Mi 5 in all its glory (this photo was snapped using Mi 5, btw) 😊

Make sure to watch it live: bit.ly/mi5livestream and follow our Facebook event at Mi and Twitter @xiaomi to get live updates.

Let's do this!!!!!!



1.1K Likes 87 Comments 62 Shares

“Why?” Provide Explanations

As you probably remember from your childhood, children love listening to explanations. The same applies to adults. The word “why” is one of those trigger words you can use in your own social media marketing messages. When you use “why” readers immediately want to search for the answer to a question.

2016 [10 Reasons Why 2016 Is Shaping Up to be a Great Year for Women....Financially Speaking](#) [Share](#)

Here are 10 reasons why 2016 can be a great year to be a woman....financially speaking. 1) We women control \$5 trillion in... opportunities for a broader range of women who might not want to work full-time or in a traditional workplace, for any range of reasons...

January 11, 2016 • 12,564 Views

Sallie Krawcheck [Influencer](#)
CEO and Co-Founder of Ellevest
89 posts • 1,138,185 followers • [Follow](#)

Reciprocity Triggers Loyalty

Since people oftentimes feel obliged to help someone who has previously helped them, reciprocity works really well on social platform like Twitter and Facebook. Before asking for anything from their audience, companies must make sure that they have established a two-way communication. Fans may be more likely to respond to a company’s request if it previously helped him or her solve a specific problem.

InsideOut Today @InsideOut_Today · 3m
We would like to get ur input about #OCCEgypt Meetup
Please help us by completing the Survey [svy.mk/1XM9pYZ](#)



The image shows a survey titled 'OCCEGYPT EGYPT ONLINE CONTENT CREATORS SERIES' with a Meetup logo. To the right is an advertisement for HelixWare, a video hosting platform, listing features like video monetization, publishing automation, security, and WordPress readiness. Below the text are two photos of people at a meetup event.

1 1

Create Problem-Solving Content

In a world where everybody wants to get value, if your content solves the problems of the readers, they’re likely to share it with their audience. Always create your social media messages [so that they convey a sense of giving](#). You can do this either by providing a solution or by saying something that resonates with the readers. When you share something valuable to the community, they will thank you for it. Plus, helping others is always a kind thing to do!

Susanne Ejsted Isaksson
Head of Software Marketing General Western Europe and Germany

How To Tell Your Brand Story On Social Media
Maybe not break through - but a good check list



Forbes [How To Tell Your Brand Story On Social Media](#)
Socializing your brand story is critical for digital marketing success.

[Like](#) [Comment](#) | 4

Urgency Drives Immediate Action

People are more likely to complete an action without giving it much thought when they feel they may be missing out on something valuable if they don’t react quickly. Facebook, for example, [recommends](#) adding urgency to the copy using the prompts like “free shipping, this weekend only,” “12 hour flash sale,” and “two days left” to drive engagement.

Penny Pinchin' Mom
January 15 · 🌐 [Like Page](#)

Look at what is coming up this weekend! One of those RARE Amazon Prime membership deals!

This is for new members only. If you've been wanting to get one, this is the time to buy!!



The image shows a close-up of an Amazon Prime membership card with the text 'amazon Prime' and 'amazon.com/tryprime' repeated. Below the card, it says 'KINDLE BOOKS TO BORROW FOR FREE' and 'MEMBER \$123 TRY IT FREE'.

Rare Discount on Amazon Prime Annual Membership
Find out how you can score a RARE discount on an Amazon Prime Annual Membership -- just \$73!! The regular price is \$99!! This doesn't happen often!

PENNYPINCHINMOM.COM | BY PENNY PINCHIN' MOM

[Like](#) [Comment](#) [Share](#)

193 people like this. [Top Comments](#)

396 shares [70 comments](#)

Curiosity Makes People Inquisitive

People are more likely to want to find out more if they see a gap between what they know and what you promise they can learn. An [experiment by fMRI](#) found that that people's brain activities increase when faced with a question that triggers their curiosity, which makes them more engaged with a specific topic.


Wall Street Journal



Want to be paid to live closer to work? Facebook and other companies are offering rent subsidies on.wsj.com/1UkeEPg



Companies Pay Workers to Live Close to the Office
 Companies are offering rent subsidies, house-hunting services and down-payment help for employees willing to live close to the office. And, managers say, these ...
[wsj.com](https://www.wsj.com)

RETWEETS 47 LIKES 41



Conclusions

It's high time you stopped launching social media campaigns in the dark. Of course it's always important to test and try things in order to know what works and what doesn't but documented testing is way better than taking mere guesses. That is why marketers who leverage psychology to build a solid foundation for their campaigns, have more chances of success.

Since you can't be on all social media platforms at the same time, closely analyse the psychology of each network to decide upon the best approach. Remember, social media users behave very differently depending on the channel that they're on. This is why knowing the particularities of every social media platform is compulsory work for marketers.

Leverage psychology principles to understand why audiences behave in a particular way and how you can use that to your benefits. When in doubt, think about yourself...how would you react if you saw...? The answer might provide a clue to whether you're on the right path or still wandering in the dark.

Last but not least, choose 5 to 10 solid psychology principles and put them somewhere in sight. Use those principles every time you're planning a new social media campaign. Treat humans for what they are: human beings. With that thought in mind, cut through the clutter and deliver value. It works every time!

Any questions left?

We would love to hear from you!

Get in touch

Contact us office@swat.io or call +43 (1)942 48 91