

# THE IMPLEMENTATION OF PSYCHOLOGICAL TECHNIQUES IN MARKETING

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**Annotation.** The implementation of psychological techniques in marketing is presented in the paper. Special attention is paid to the following marketing tools: a portfolio, subscribers' engagement, TikTok account, a discount system, and others. The authors stated the effectiveness of psychological techniques implementation in marketing in the example of their small business project.

**Keywords.** Digital marketing; psychological techniques; social media marketing; portfolio; photo shooting.

With an understanding of the psychology of marketing comes an understanding of the main marketing phenomena such as customer loyalty to the company, willingness to pay, customers' satisfaction, and methods of persuading them to buy. With a limited budget, expertise of psychological technicians is especially important, as it can positively effect company's promotion without any additional investments. The objective of our research is to study the implementation of psychological techniques in marketing for small business development and to prove its effectiveness in our example.

Psychology in marketing accounts for creating awareness and interest for a company, product, or service and leads to a desire to engage buyers to own its goods, use its services, or the complex of them.

Social media marketing, or SMM, is a form of internet marketing that involves creating and sharing content on social media networks to achieve marketing and branding goals. With no doubt, the use of such platforms as Instagram or TikTok is beneficial to any business growth. Working on the project, we decided to create commercial accounts on Instagram and TikTok offering some photograph services. To get the above-mentioned advantages we referred to some marketing tools.

1. Portfolios are a great way to demonstrate the competencies. Attractive works make their photograph trustworthy. A consumer gets certainty in further partnership since they observe the photographer's portfolio. In our case, an Instagram feed has become a portfolio. To gain experience and get attractive shots we asked 5 groupmates to become models.

2. Subscribers' engagement is one of the most important components of effective promotion. It reflects how many potential customers trust you and how interesting you are to them. To improve this factor interactive works well. For example, an optical shop Zenni Optical started a campaign "You have been framed" and proved that tests, games, and surveys are the best tools for consumer involvement in 2015. The idea was to ask people questions related to their interests: what their favorite age is, fashion, lifestyle, face shape. People willingly passed surveys and tests, thereby increasing the number of views, likes, and comments on store publications. Consequently, the poll brought more than \$1 million and 29 thousand potential clients [4]. By conducting interactive tests in Stories for subscribers, we achieved spectacular results: the outreach of Stories increased by 84.4%. In addition, we get relevant information about the audience's preferences, that we can use in the future.

3. As far as TikTok does not require payment for promotion, we signed up an account. We filmed backstage videos that were uploaded further. Dr. James McQuivey estimates that video content is 10 times more likely to interact than any other material [1]. This, in turn, makes it possible to significantly increase the transition to Instagram. Our most successful video reached 20 000 views in a day. The link to the Instagram account was attached in the description. Therefore, more than 120 people followed our Instagram account, 9 people enlisted to photoshoots. However, due to the pandemic, 4 clients declined their photoshoots.

4. People tend to feel unique when they get a special offer. We proposed a discount for our customers, so it seemed more personalized. In this case, the possibility of a transaction is increasing. Our target audience is females aged 18–24. Potentially most of them are students. Therefore, we set a loyal price for students – a 20% discount.

5. Building relationships with newsletter subscribers is important. Thus, every Instagram post went with an article. There a client could find the answers to such questions as "Why is our service unique?", "Why should you buy our photoshoot?", "Why should you buy now?" The implementation of articles, checklists, recommendations contributes to consumers' motivation. In marketing it is called lead nurturing – the process of educating a potential client, introducing him to your products and services, and unobtrusively leading him to purchase. A successful lead nurturing program focuses marketing and communication efforts on listening to the needs of prospects and providing the information and answers they need to build trust and increase brand awareness [2, 3].

6. Clients and models leave feedback on our service. In addition, our team collaborated with a microblogger who not only left feedback but also posted it on his profile. There are two global reasons why feedback is important in business. First, thanks to them, we can fix bugs and improve our service to 100% satisfy clients' needs. Second, reading reviews of others, people begin to trust us because they understand that other people do. Psychologist Robert Cialdini calls this phenomenon "social proof" [5].

To summarize, during a month we have managed to attract 120 potential clients due to the implementation of psychological techniques in marketing. The number of 120 new clients can be regarded as an indicator of high efficiency of the implementation of these techniques.

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