

Marketing Psychology

Duration: 16 Hours

Course Overview:

This outlines the core value and takeaways that participants will directly experience the world-class marketing strategies and techniques to increase your marketing influence, convert more visitors into leads, drive more sales, and ultimately grow your business.

Course Outline:

Module 1: Foundations of Marketing Psychology

- Define Self-Leadership: What it is and why it matters
- What is marketing psychology?
- The human brain and decision-making
- Key cognitive biases marketers must understand
- Emotions vs. logic in buying behavior

Module 2: The Psychology of Attention

- Selective attention & information overload
- The science of “hooks”
- Pattern interruption and curiosity triggers
- Psychology of visuals, colors, and fonts

Module 3: Persuasion Principles in Action

- Reciprocity
- Commitment & Consistency
- Social Proof
- Authority
- Liking
- Scarcity
- Unity

Module 4: Buyer Behavior & Decision Triggers

- Behavioral economics: Anchoring, framing, decoy effect
- Loss aversion & urgency
- Status, identity, and emotional storytelling
- Mapping the buyer’s journey with psychology

Module 5: Building Trust and Connection

- Neuromarketing insights: Mirror neurons, trust cues

- Authenticity, vulnerability, and brand transparency
- Humanizing your brand voice

Module 6: Pricing Psychology & Conversion Science

- Bandura's Social Learning Theory
- Anchoring and pricing tiers
- Charm pricing and price framing
- Free vs. paid psychology
- CTA and UX principles for behavioral conversion

Module 7: Storytelling That Converts

- The psychology of storytelling: Brain science behind narratives
- Hero's journey in marketing
- Emotionally resonant brand stories