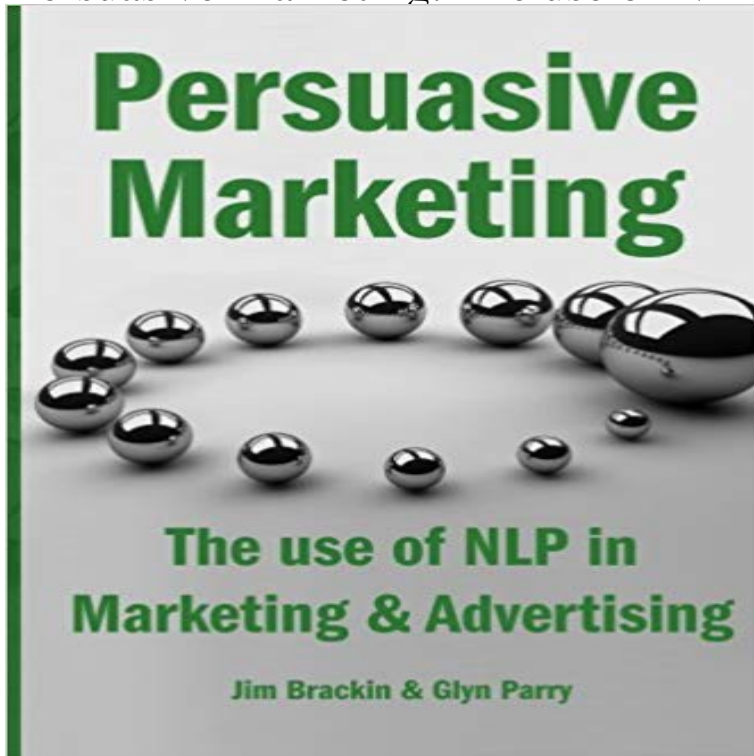


Persuasive Marketing: The use of NLP in Advertising & Marketing



Persuasive Marketing an introduction to the use of NLP in Marketing & Advertising. Why do some advertising campaigns work and others fall flat? Behavioural Psychology demonstrates that we process marketing and advertising messages in the same way that we process interpersonal communication. This is because humans have built-in fixed action patterns that produce consistent, predictable responses. These fixed action patterns are unconscious hard-wired shortcuts that help us make decisions, behave or act more efficiently. Many of these fixed action patterns are well known in Neuro Linguistic Programming (NLP) and are used for creating rapid behavioural change. Perhaps its not suprising that these exact same patterns are used in marketing and advertising to increase acquisition, improve loyalty and reduce attrition. In effect these patterns make your audience more likely to behave in predictable ways. These patterns can be easily identified, measured and charted. This enables the effect of any form of advertising or marketing communication to be predicted. Persuasive Marketing will introduce you to these patterns and how to use them effectively.

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