

# The Power of Emotion:

How to Acquire More Customers by  
Understanding The Emotional  
Triggers That Make Them Buy



**GETUPLIFT**

Talia Wolf

@taliagw





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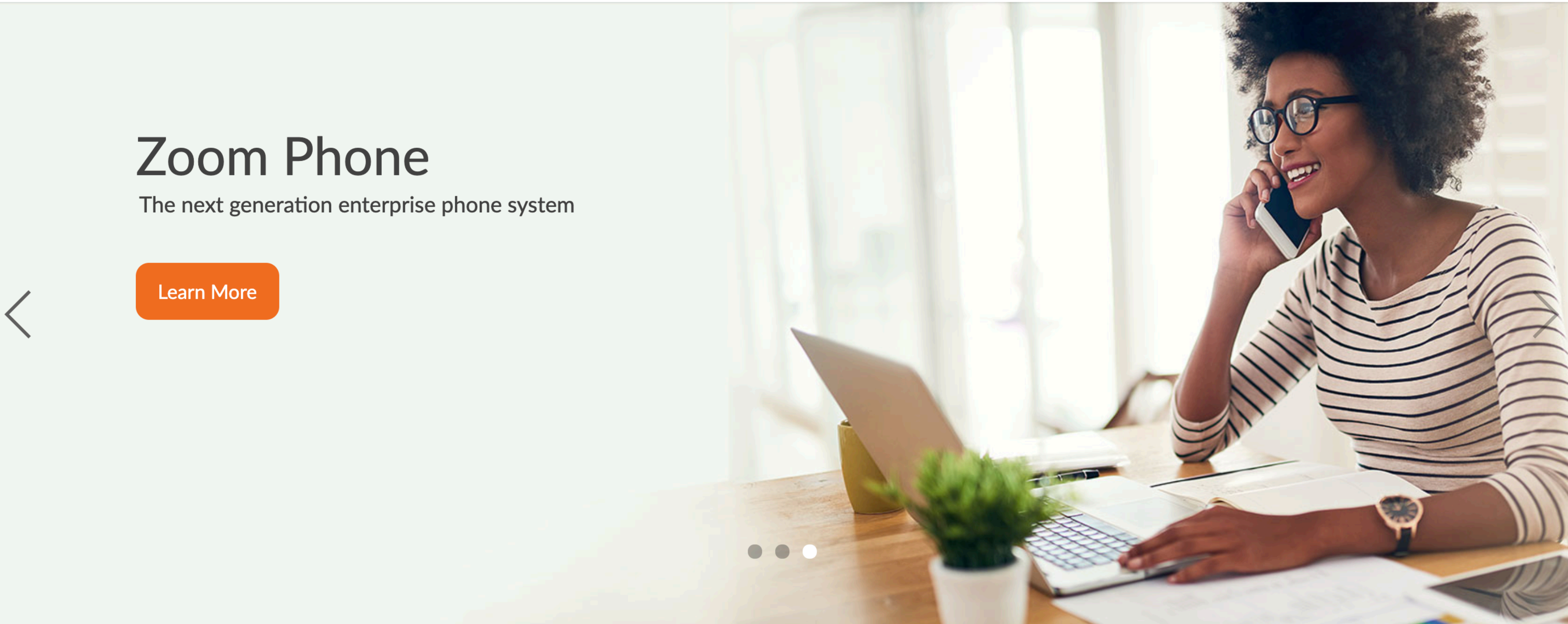
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MY ACCOUNT

# Zoom Phone

The next generation enterprise phone system

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Last Name\*

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Phone\*

Country\*

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Your Role\*

Type of Business\*

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## Grow

No limits to your imagination: your pricing, your experience, your promotions

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## Optimize


Increase conversion, customize your customer experience, test everything

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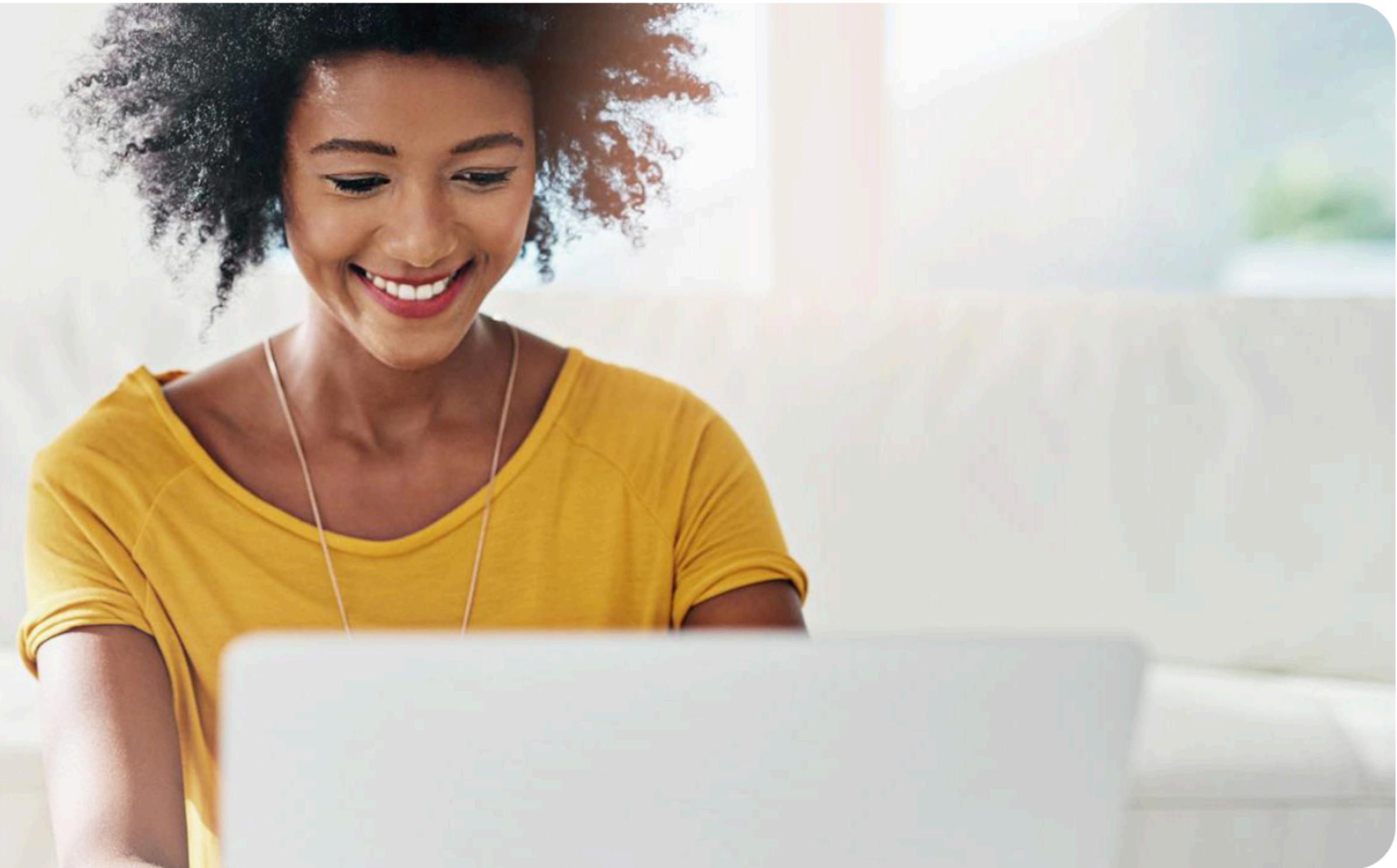
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## Talk. Chat. Collaborate.

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MADE WITH REAL STRAWBERRIES

LEWIS ROAD CREAMERY

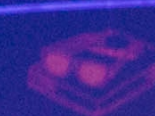
*Strawberry*

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WARRY PARKER



REVOLUTIONARY  
PRICE



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New York 11106

CHILDREN  
**SLOW**  
CROSSING



**SOFT ICE CREAM**



Soft Ice Cream



ICE CREAM  
SOLVES

*everything*

*features*

automation

**shipping**

*quality*

**economical**

fast

best

simple

benefits

advanced

**choices**

AI

SaaS

awards

easy

*Machine learning*

*cost efficient*

service

**relevant**

cheap



# The #1 soft drink in the world since 1886



Coca-Cola is the most popular and biggest-selling soft drink in history, as well as one of the most recognizable brands in the world.

Created in 1886 in Atlanta, Georgia, by Dr. John S. Pemberton, Coca-Cola was first offered as a fountain beverage at Jacob's Pharmacy by mixing Coca-Cola syrup with carbonated water.

Coca-Cola was patented in 1887, registered as a trademark in 1893 and by 1895 it was *being sold in every state and territory in the United States*.

In 1899, The Coca-Cola Company began franchised bottling operations in the United States and in 1906 bottling operations for Coca-Cola began to **expand internationally**.

## Our benefits:

- 100% more carbonated than any other drink
- Sold worldwide in stores, restaurants, and vending machines
- Just 140 Calories
- Only \$2.66

Order now

## Nutrition Facts

Serving Size: 1 Can

Amount Per Serving

Calories 140

% Daily Value

Total Fat 0g 0%

Sodium 45mg 2%

Total Carb. 39g 13%

Sugars 39g

Protein 0g

Not a significant source of fat, cal., sat. fat, trans fat, cholest., fiber, vitamin A, vitamin C, calcium and iron.

\*Percent Daily Values are based on a 2,000 calorie diet.



## Free shipping on orders over \$35

The LEGO City Great Vehicles Van and Caravan 60117 pack is ideal for children who enjoy building.



Challenges kids to use hand-eye coordination and problem-solving abilities to put the elements together.



Recommended for children ages 5-12, includes 250 pieces.



This LEGO City toy also has a dog, as well as an assortment of accessories like two sausages, a bone, mugs and a coffee machine.



[ORDER NOW](#)





**Antonio Damasio**







**EMOTIONS**



**DECISIONS**



**CONVERSIONS**

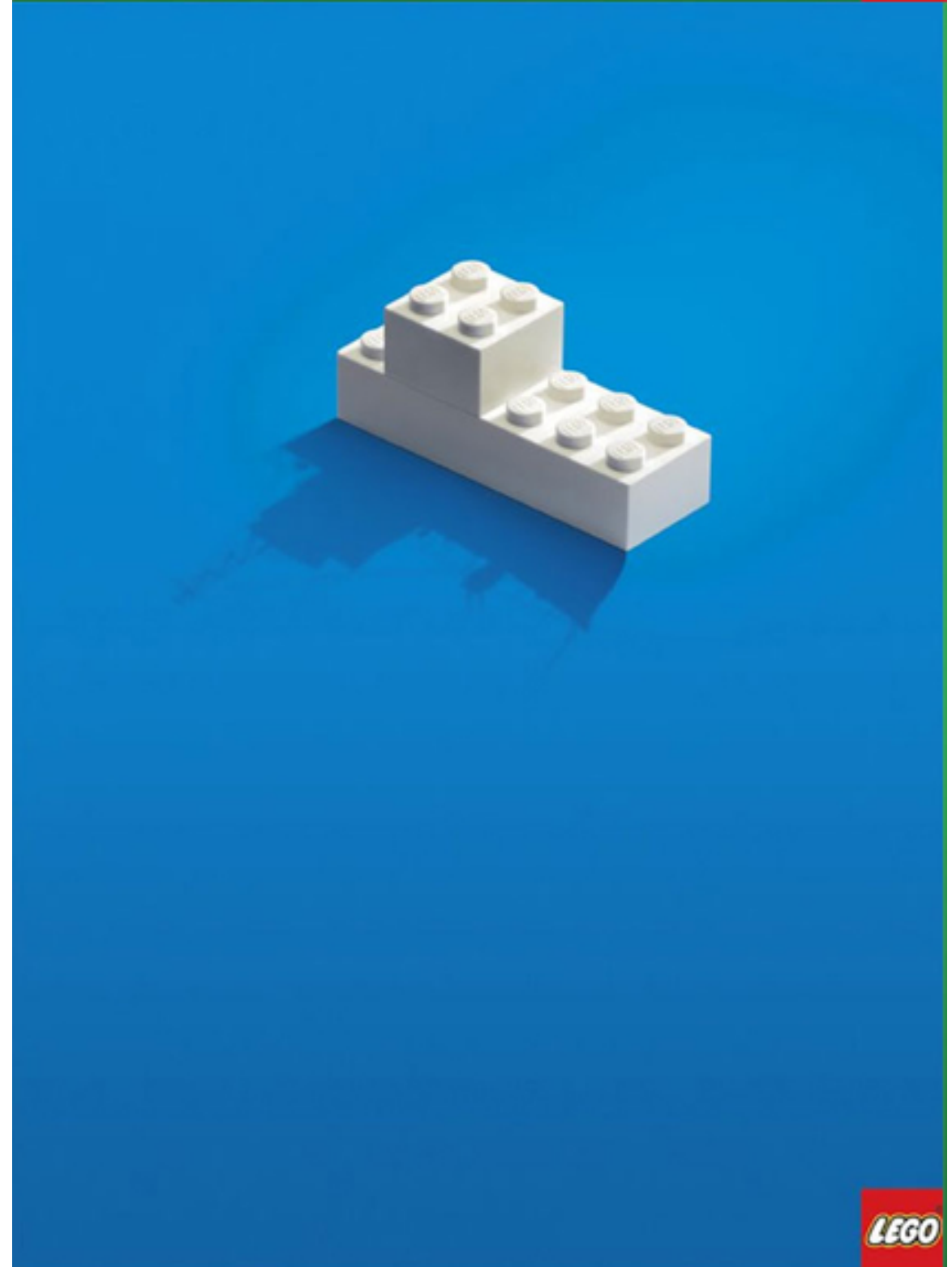
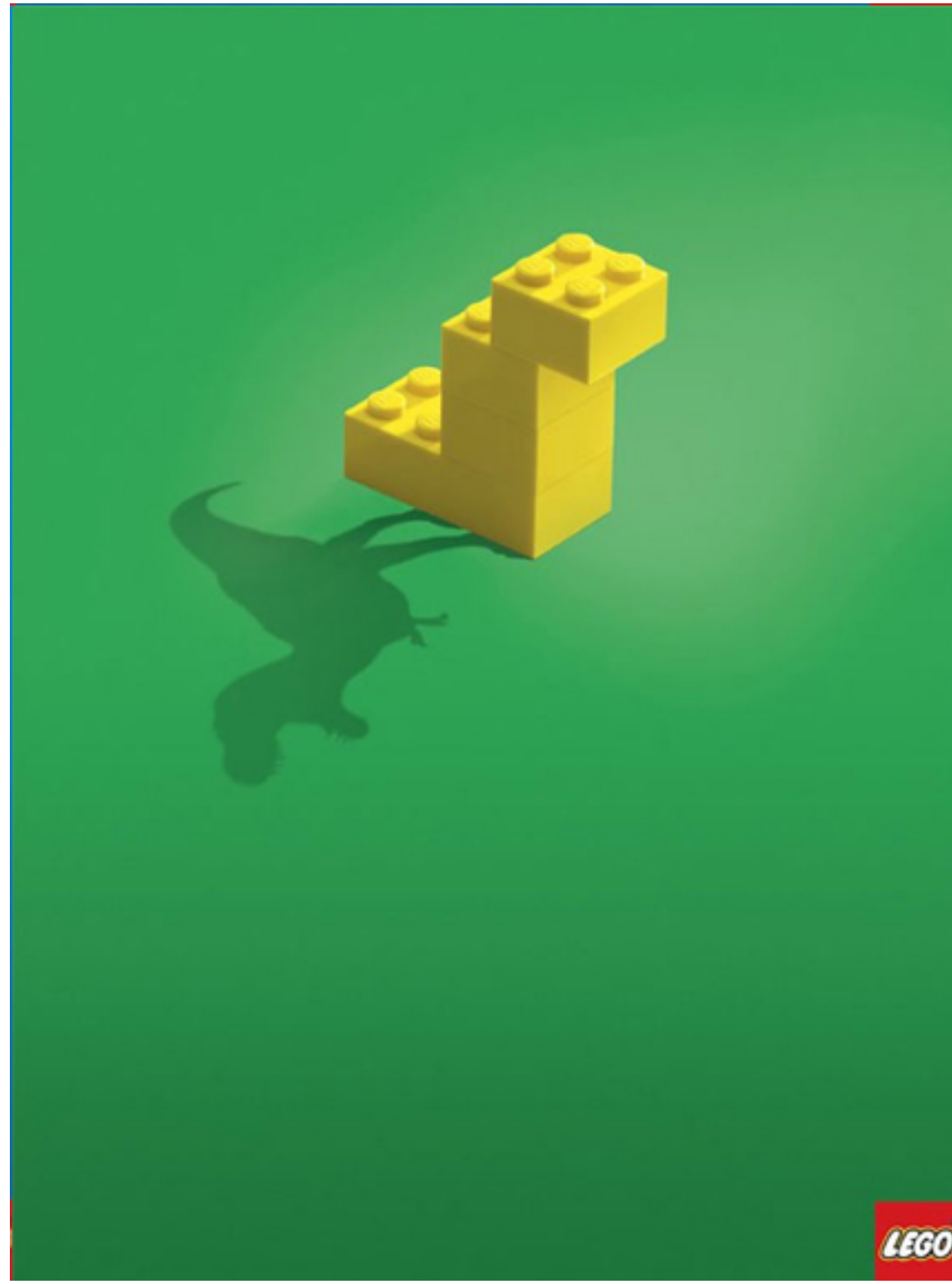
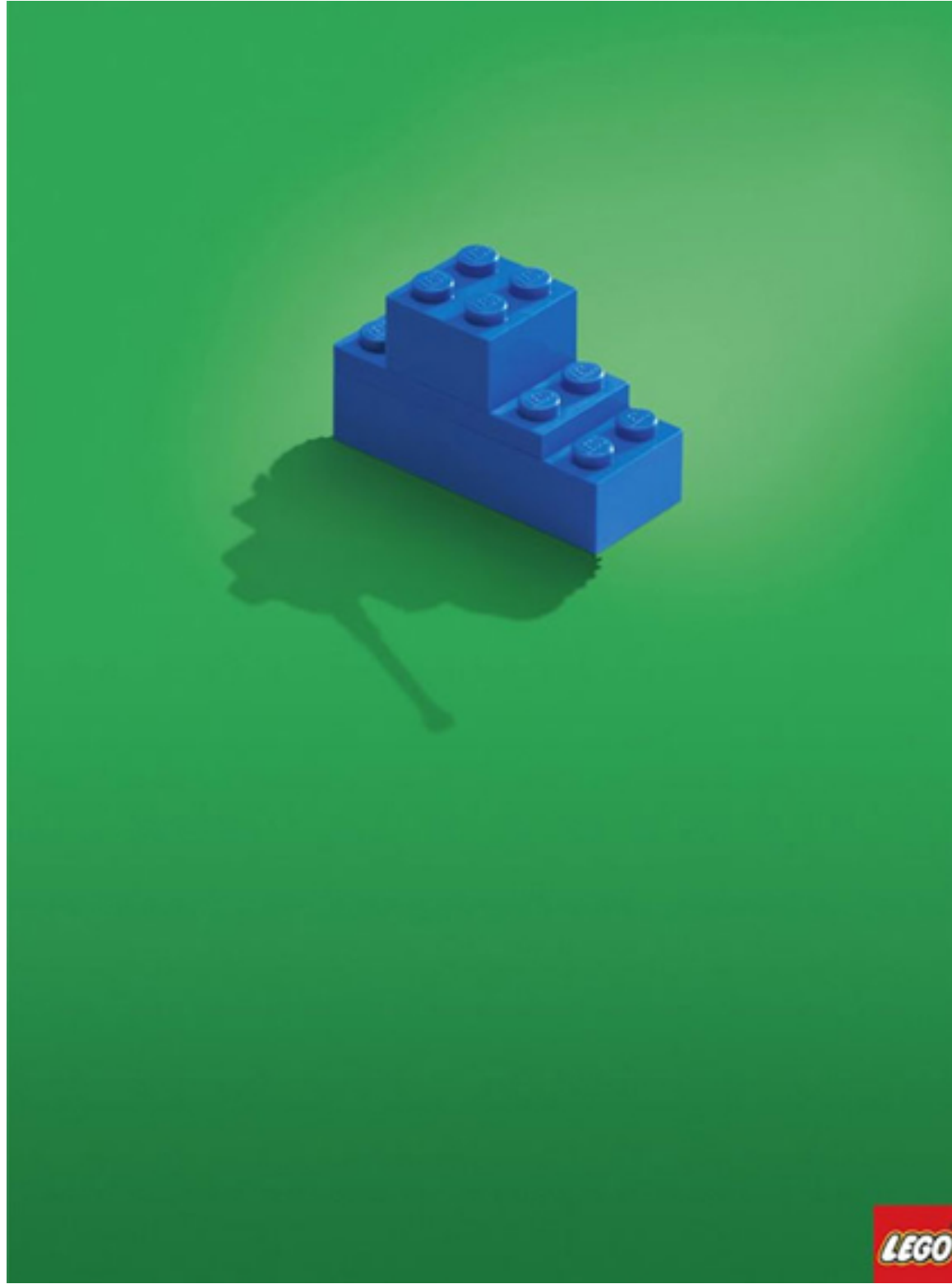


**REVENUE**

No matter what  
you're selling,  
what people really  
care about  
isn't the what,

**IT'S THE WHY**







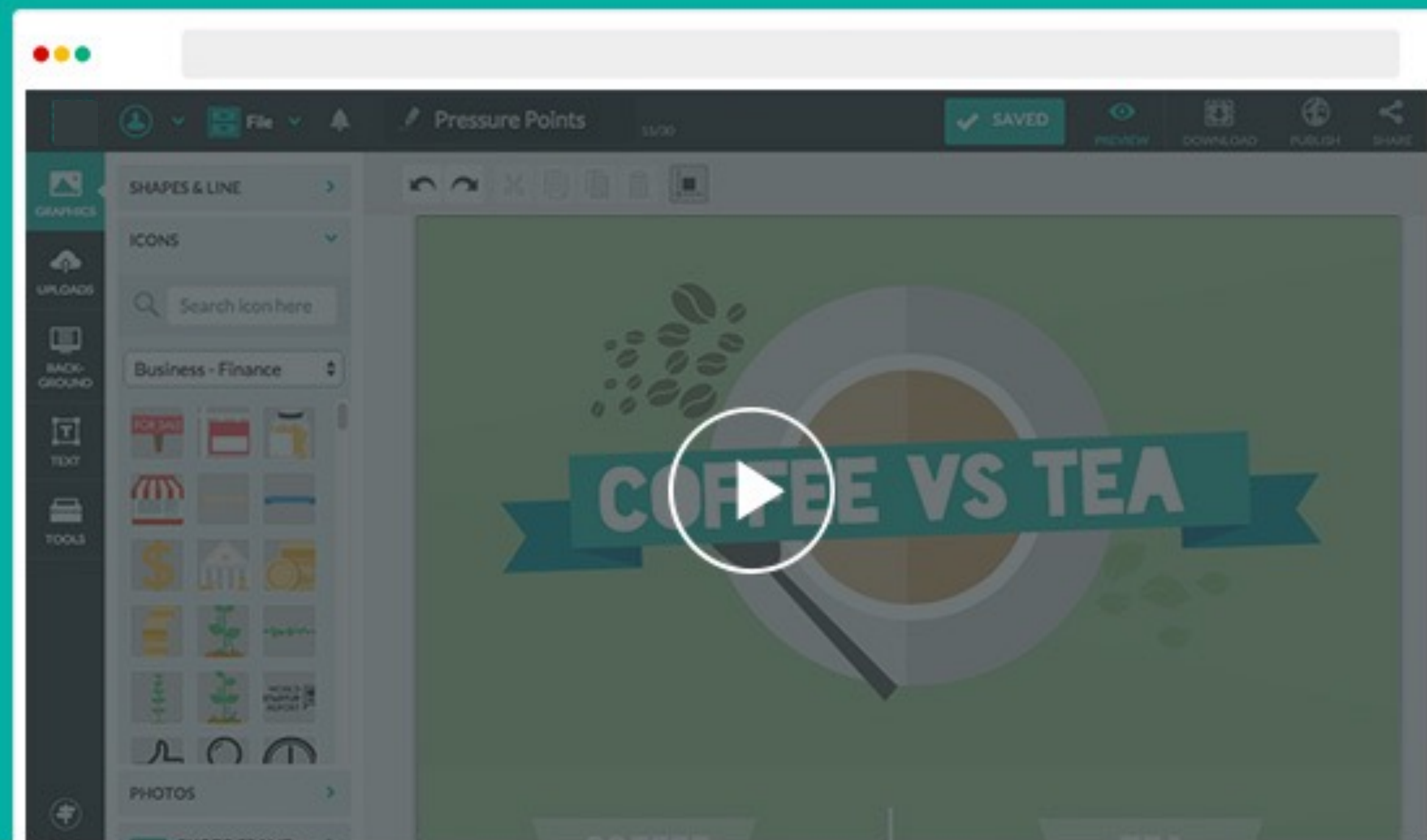
*always*





# Easy-To-Use Infographic Creator

Discover how non-designers are creating beautiful infographics in as little as 10 minutes



- ✔ Point and click editor makes it easy, even for non-designers
- ✔ Choose from over 400 templates, icons and graphics
- ✔ Use our extensive image library or upload your own
- ✔ Unlimited customisation to make your infographic unique
- ✔ Create professional infographics, reports, marketing materials
- ✔ Publish your creation online or print out in glorious high resolution

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**Optimization  
ideas**



Reduce loading time



**Optimization  
ideas**

Reduce loading time

Change call to action buttons



# Optimization ideas

Reduce loading time

Change call to action buttons

Reduce steps in form or funnel



# Optimization ideas

Reduce loading time

Change call to action buttons

Reduce steps in form or funnel

Change the headline



# Optimization ideas

Reduce loading time

Change call to action buttons

Reduce steps in form or funnel

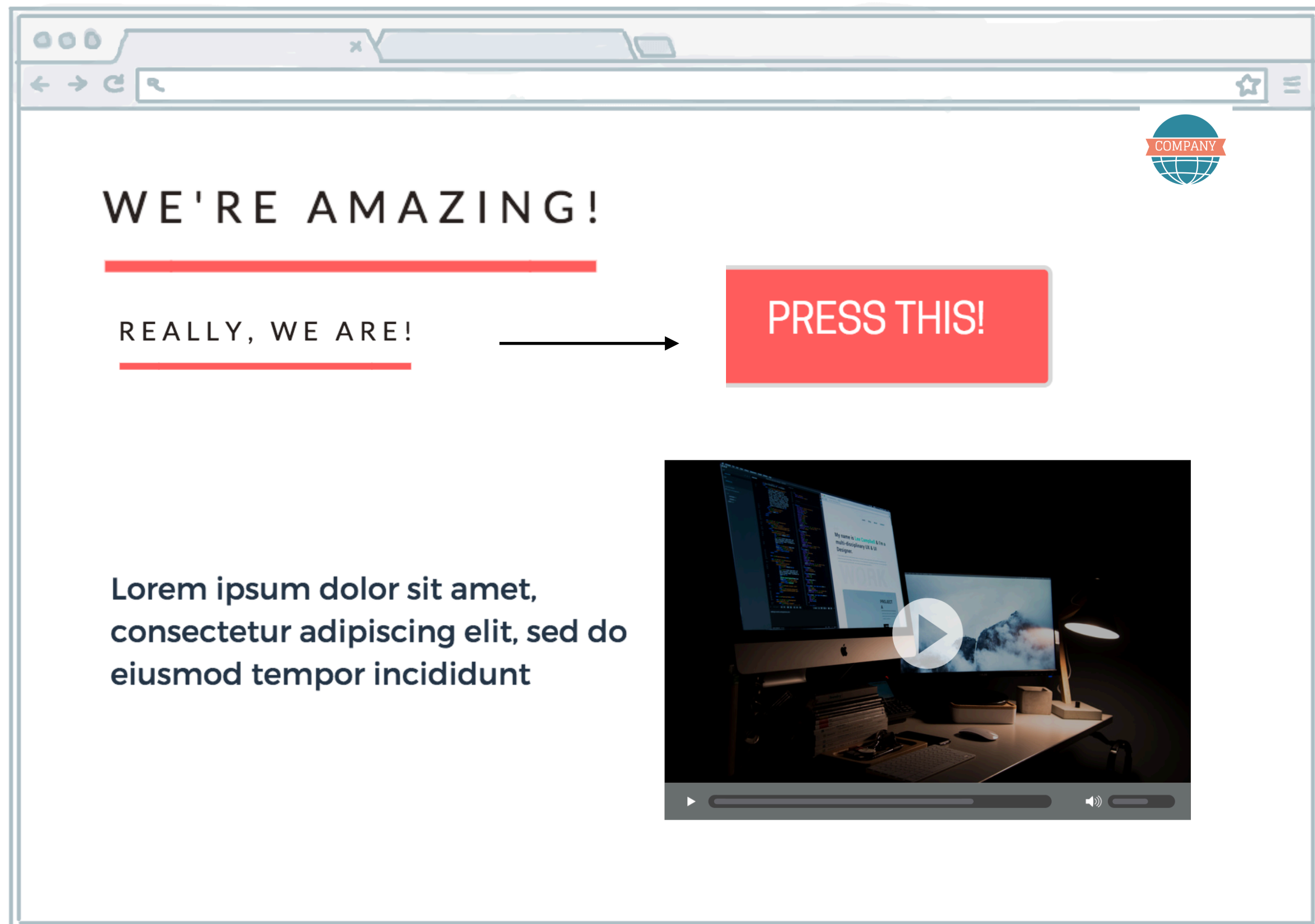
Change the headline

Add an exit pop up

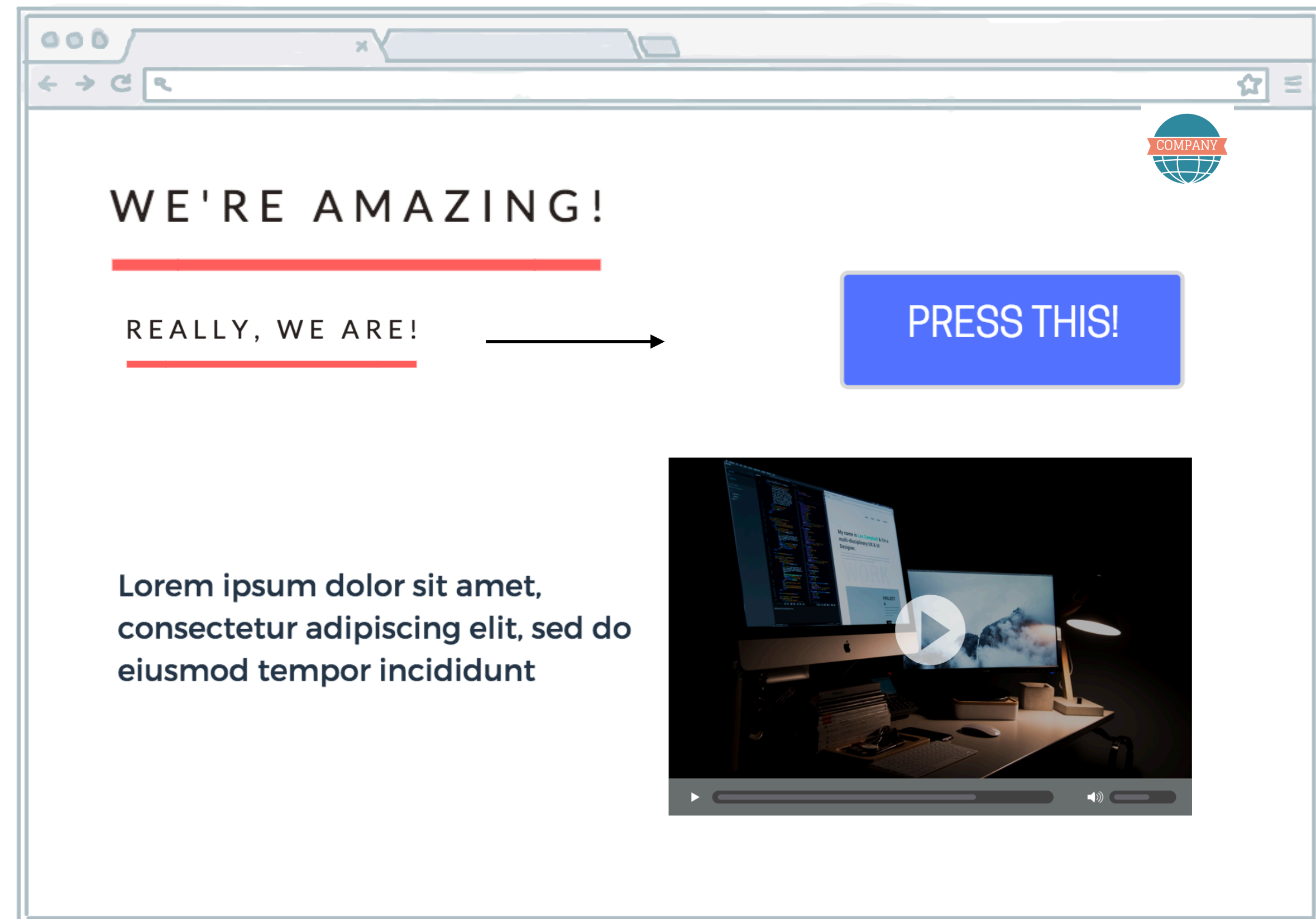


# Optimization ideas

## CONTROL



## VAR 1



Conversion optimization isn't about  
changing elements on a page,

**IT'S ABOUT SOLVING PEOPLE'S PROBLEMS**





**Optimizing with emotion**

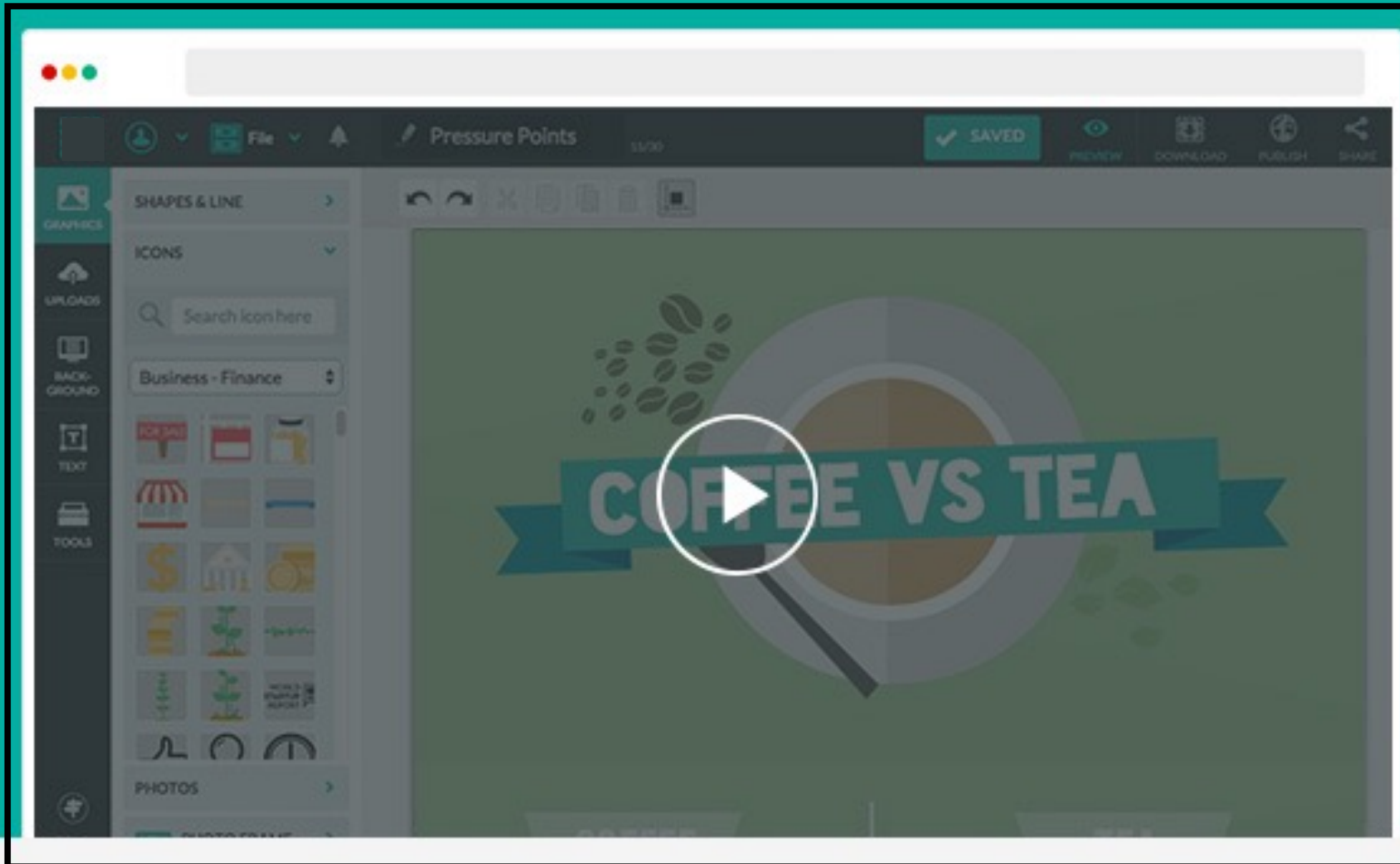


# Easy-To-Use Infographic Creator

About the product

Discover how non-designers are creating beautiful infographics in as little as 10 minutes

How to use



Features & benefits




- ✔ Point and click editor makes it easy, even for non-designers
- ✔ Choose from over 400 templates, icons and graphics
- ✔ Use our extensive image library or upload your own
- ✔ Unlimited customisation to make your infographic unique
- ✔ Create professional infographics, reports, marketing materials
- ✔ Publish your creation online or print out in glorious high resolution

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**Core  
questions  
about your  
customer**



What pain does my customer  
feel before finding a solution?


**Core  
questions  
about your  
customer**



What pain does my customer feel before finding a solution?

What are the emotional triggers that drive her decision-making?

# **Core questions about your customer**




What pain does my customer feel before finding a solution?

What are the emotional triggers that drive her decision-making?

What are her hesitations and concerns?

# **Core questions about your customer**

# Core questions about your customer




What pain does my customer feel before finding a solution?

What are the emotional triggers that drive her decision-making?

What are her hesitations and concerns?

What does she want to feel after finding a solution?



# **3 steps for optimizing with emotion**

STEP #1

# Meaningful Customer Research



The company...

The users...



# **MY FAVORITE SURVEY QUESTIONS**

# MY FAVORITE SURVEY QUESTIONS

What was going on in your life/day  
that made you search for this  
solution?

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What was going on in your life/day  
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When you weren't using [solution],  
how did you solve this problem?

# MY FAVORITE SURVEY QUESTIONS

What was going on in your life/day that made you search for this solution?

When you weren't using [solution], how did you solve this problem?

If you couldn't use <solution> anymore, what would you miss most?

# MY FAVORITE SURVEY QUESTIONS

What was going on in your life/day that made you search for this solution?

When you weren't using [solution], how did you solve this problem?

If you couldn't use <solution> anymore, what would you miss most?

What's the #1 thing you'd mention to a friend if you wanted to convince them to give [solution] a try?

**Keep asking  
why until  
there's no  
whys left**

What persuaded you to sign  
up?

**Keep asking  
why until  
there's no  
whys left**



What persuaded you to sign up?

"You had the most features..."

**Keep asking  
why until  
there's no  
whys left**

**What persuaded you to sign up?**

"You had the most features..."

"I needed something different than everything else"

**Keep asking  
why until  
there's no  
whys left**

**What persuaded you to sign up?**

"You had the most features..."

"I needed something different than everything else"

"I wanted to create something memorable"

**Keep asking  
why until  
there's no  
whys left**

**What persuaded you to sign up?**

"You had the most features..."

"I needed something different than everything else"

"I wanted to create something memorable"

"I needed to stand out / to be appreciated by my peers & managers"

**Keep asking  
why until  
there's no  
whys left**

# MAKE IMPRESSIVE INFOGRAPHICS

Create beautiful infographics in less than 10 minutes



**24% increase in registrations**

**76% increase in creation of presentations and infographics**



Surveys

Interviews

Competitor research

User Testing

STEP #1

# Meaningful Customer Research

STEP #2

**Adding  
emotion to  
your copy**

# SOCIAL MEDIA MARKETING WORLD

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**Discover the best social media marketing techniques from  
the world's top experts**



## Designed for you: the marketing professional...

If you're struggling to keep up with the ever-changing nature of social media marketing, this event is for you. You'll be amazed how many people you connect with who are just like you.

Need more direction and guidance so you can move forward with confidence? You're not alone. Thousands of people experience these struggles daily and they've found a place that changed everything for them.

### This could be you:

- Imagine keeping up with important trends and **knowing exactly how to successfully implement the latest techniques.**
- Imagine getting **10X ROI** every time you launch a campaign, create an ad, or start working on a new platform.
- Imagine **having all the wisdom you need to support every marketing decision** you make.
- Imagine **forming relationships with people who become like family**—your always-available, go-to group of peers who you can ask any question or present any new idea.
- Imagine having **complete confidence** with every strategy and tactic you present to your boss, colleagues, or clients.
- Imagine **connecting with people who speak your language**, understand your challenges, and get you.
- Imagine **knowing you are up-to-date** with everything that matters, and never having to worry about missing crucial information.

**This is why we exist:** We give marketers like you the ability to get all the information you need in one place, personally connect with the top experts in the world, form lifetime relationships that'll

**41% uplift in signups**

*I found my tribe... The people who speak my language and understand my challenges, Shelley*

**15.93% increase in sales and revenue**

# Live chat software

Connect with your website visitors in real time to convert new leads, close more deals, and provide better support to your customers.

# Show, don't tell

Your customer's expectations are changing - exceed them with the power of co-browse and live chat

STEP #2


**Adding  
emotion to  
your copy**



Value > benefits

STEP #2

**Adding  
emotion to  
your copy**




Value > benefits

Tell the customer's story

STEP #2

**Adding  
emotion to  
your copy**



Value > benefits

Tell the customer's story

Lead with clarity and empathy

STEP #2

**Adding  
emotion to  
your copy**



Value > benefits

Tell the customer's story

Lead with clarity and empathy

Choose your words wisely

STEP #2

**Adding  
emotion to  
your copy**



STEP #3

# Designing for feelings

Stop following  
design **trends**




# Being yourself makes all the difference


Join more than 14 million people who use  
to grow their businesses on  
their terms.


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# Design anything. Publish anywhere.

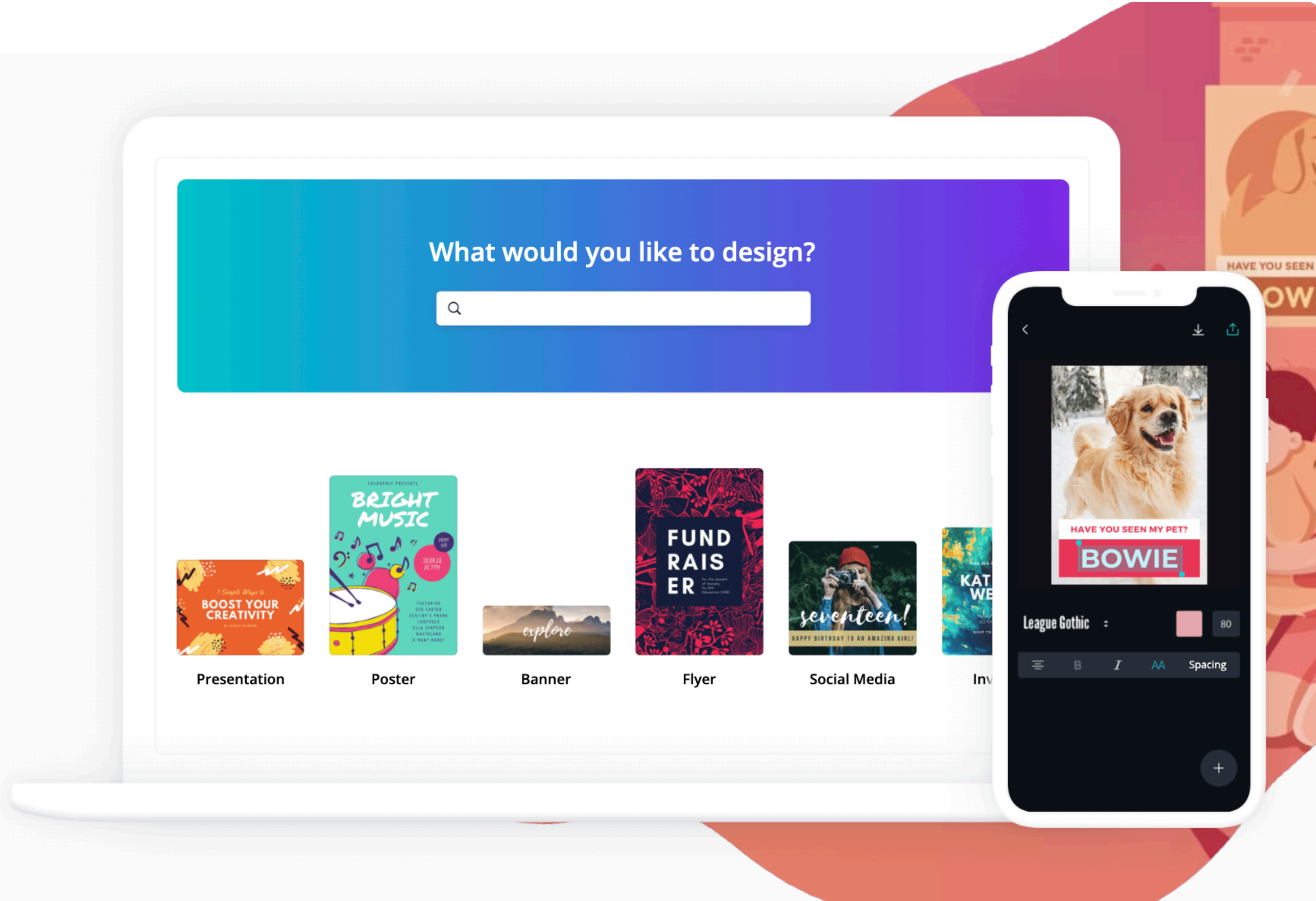
Create an account, it's free.  is loved by beginners and experts, teams and individuals.

 Sign up with Facebook

 Sign up with Google

Sign up with email

Already signed up? [Log in](#)

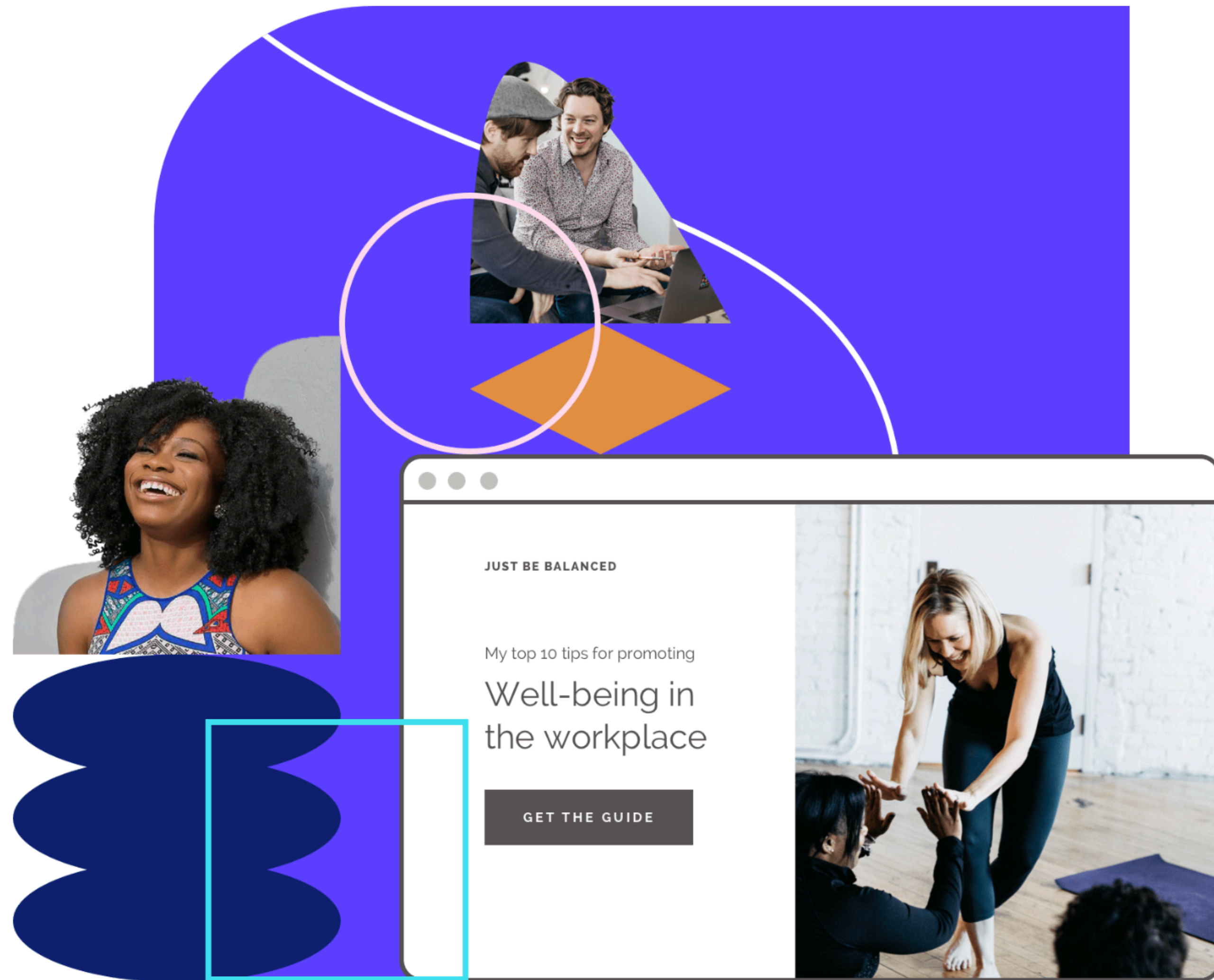


# Turn Clicks into Customers

helps small businesses connect with an audience, collect leads, and close sales. Easily build websites, landing pages, pop-ups, alert bars, and beyond.

[Start a Free Trial](#)

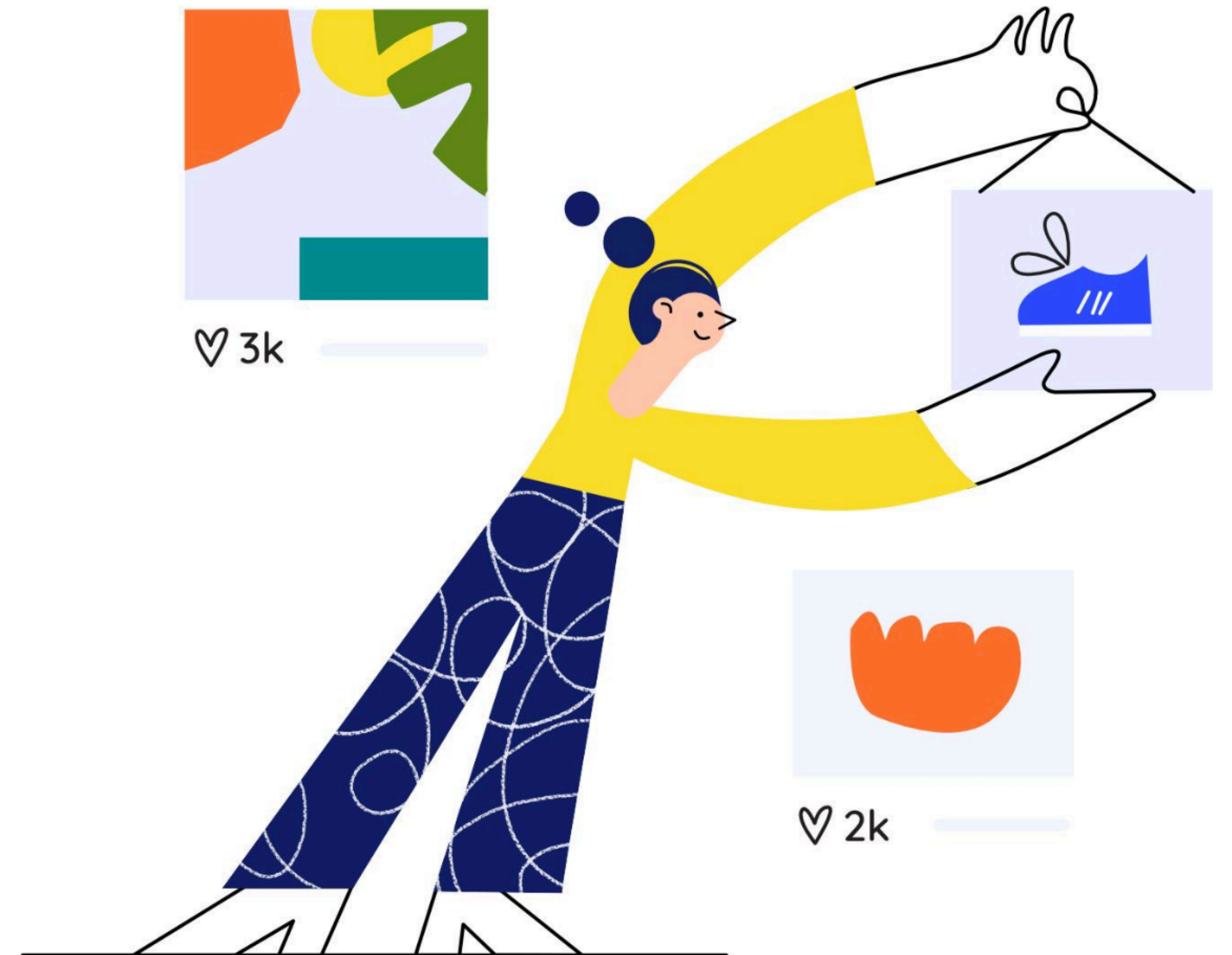
[▶ Watch it Work](#)



# Build your audience and grow your brand on social media

Plan, collaborate, and publish thumb-stopping content that drives meaningful engagement and growth for your brand.

Get started now



# A user-friendly web analytics and heatmap platform.

Instapage is free to use as long as you want. Set it up in just 1 minute.

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Over 10,000 companies improve their business using Pledge.

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## What Pledge can do for you

Friendly interface, real time data, responsive analytics, support and more.



# A user-friendly web analytics and heatmap platform

is free to use as long as you want. Set it up in just 1 minute

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TED

YAMAHA

What can do for you

responsive website support and more...

**57% increase in signups**

**80% increase in implementation**



Use visuals that  
support your

**EMOTIONAL  
MESSAGE**



# Join the millions talking on Skype

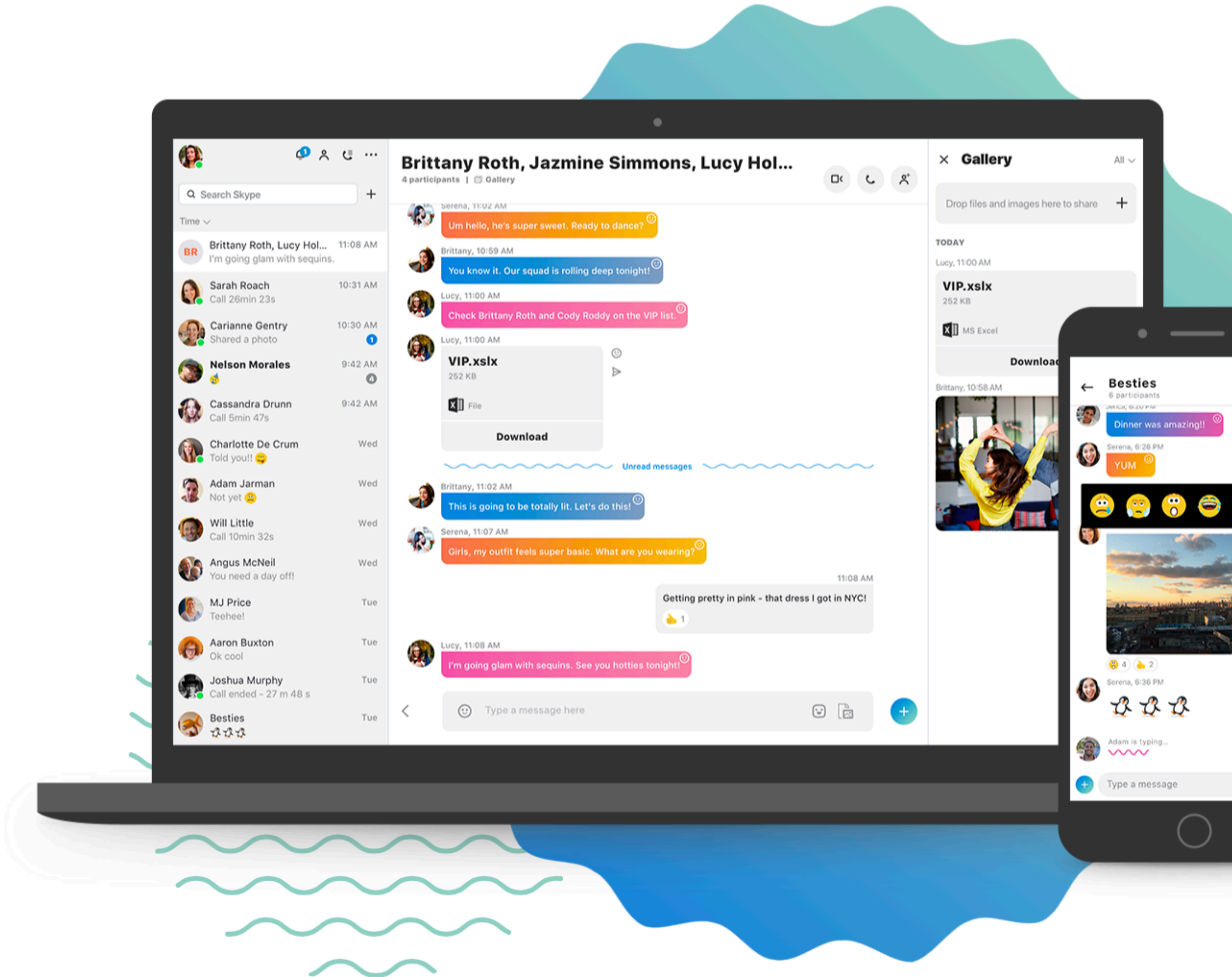
Talk. Chat. Collaborate.

As we continue improving the accessibility of Skype, we currently recommend VoiceOver users [download Classic Skype](#).

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**Download Skype**

[See system requirements.](#)



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**BIG BROTHER CCTV**

**HIGH DEFINITION CCTV CAMERAS**





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# Every Angle Covered

Watch Video 

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## #1 Solution for Commission Calculation

eliminates the need for spreadsheet based manual calculations and makes incentive programs easy to manage and error free.

### Increase Accuracy and Maximize Profits

- ✓ Integrate Cross-Department Workflow
- ✓ Improve Accuracy of Payouts
- ✓ Eliminate Manual Calculations

### Gain Insight and Empower Growth

- ✓ Forecasts and Analysis
- ✓ Reports and Analytics
- ✓ What-If Analysis



## Learn How [ ] Can Help Your Business

\*  \*

\*

\*

\*

[Schedule A Demo](#)

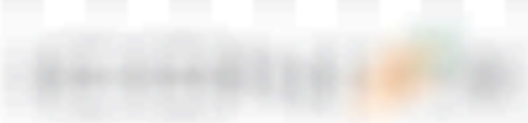
### Clients Say:



"...pleased to be leveraging the benefits of [ ]. The Iconixx Team has earned our confidence..."

### Seen at:





1-877-426-6499

# Lead Your Team to Success

#1 Solution for Commission Calculation

**Sales™** - helps you track and reward the very best of your sales team

**Schedule a Demo:**

[Learn More](#)


**97% increase in leads**

Remember and follow the  
basic UX rules

STEP #3

**Designing  
for feelings**





Remember and follow the  
basic UX rules

Image supports emotional strategy and copy

STEP #3

# Designing for feelings


Remember and follow the  
basic UX rules

Image supports emotional strategy and copy

People can see themselves or who they aspire to be

STEP #3

# Designing for feelings



Remember and follow the  
basic UX rules

Image supports emotional strategy and copy

People can see themselves or who they aspire to be

Emotion is consistent throughout the page


STEP #3

# Designing for feelings



RECAP


**3 steps to  
optimizing  
with emotion**



Run meaningful customer  
research

RECAP

**3 steps to  
optimizing  
with emotion**




Run meaningful customer  
research

Add emotion to your copy

RECAP

**3 steps to  
optimizing  
with emotion**



Run meaningful customer  
research

Add emotion to your copy

Design for their feelings

RECAP

**3 steps to  
optimizing  
with emotion**



**3 Emotion-based tests you  
can run this month**



<https://getuplift.co/ctaconf>



TEST #1

**Aspiration**

**vs.**

**Relatable**



# FALL PREVIEW

OUR MOST SENSUAL LINGERIE EVER

[SHOP THE COLLECTION >](#)



TODAY'S OFFERS

the  
be.come  
project  
BY BETHANY C. MEYERS





# Confident by Design

Modern Mesh in cups AA-I and bands 30-48.

[Shop Bras](#)

[Find My Fit](#)

TEST #2

**Pain vs.  
emotional  
outcome**

# We've been expecting you.

All growing businesses run into the same fundamental problems. Hair on fire, buried under email, stuff everywhere. The good news? [Basecamp solves them.](#) Try Basecamp free for 30 days:

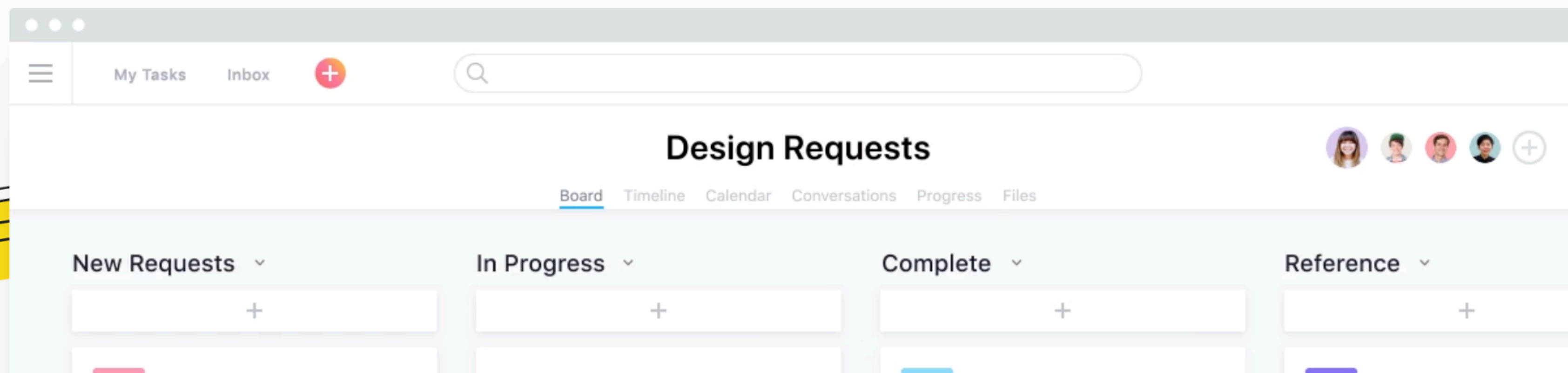


**Start a free 30 day trial**



# Make more time for the work that matters most

Asana is the work management platform teams use to stay focused on the goals, projects, and daily tasks that grow business.

[Try for free](#)





Sign in

GET STARTED

# Slack is where work happens

Slack is a collaboration hub, where the right people and the right information come together, helping everyone get work done.

GET STARTED



TEST #3

**Product-  
focused vs.  
customer-  
focused**



# By far the easiest free website builder

Create a website using ready-made styles and layouts.

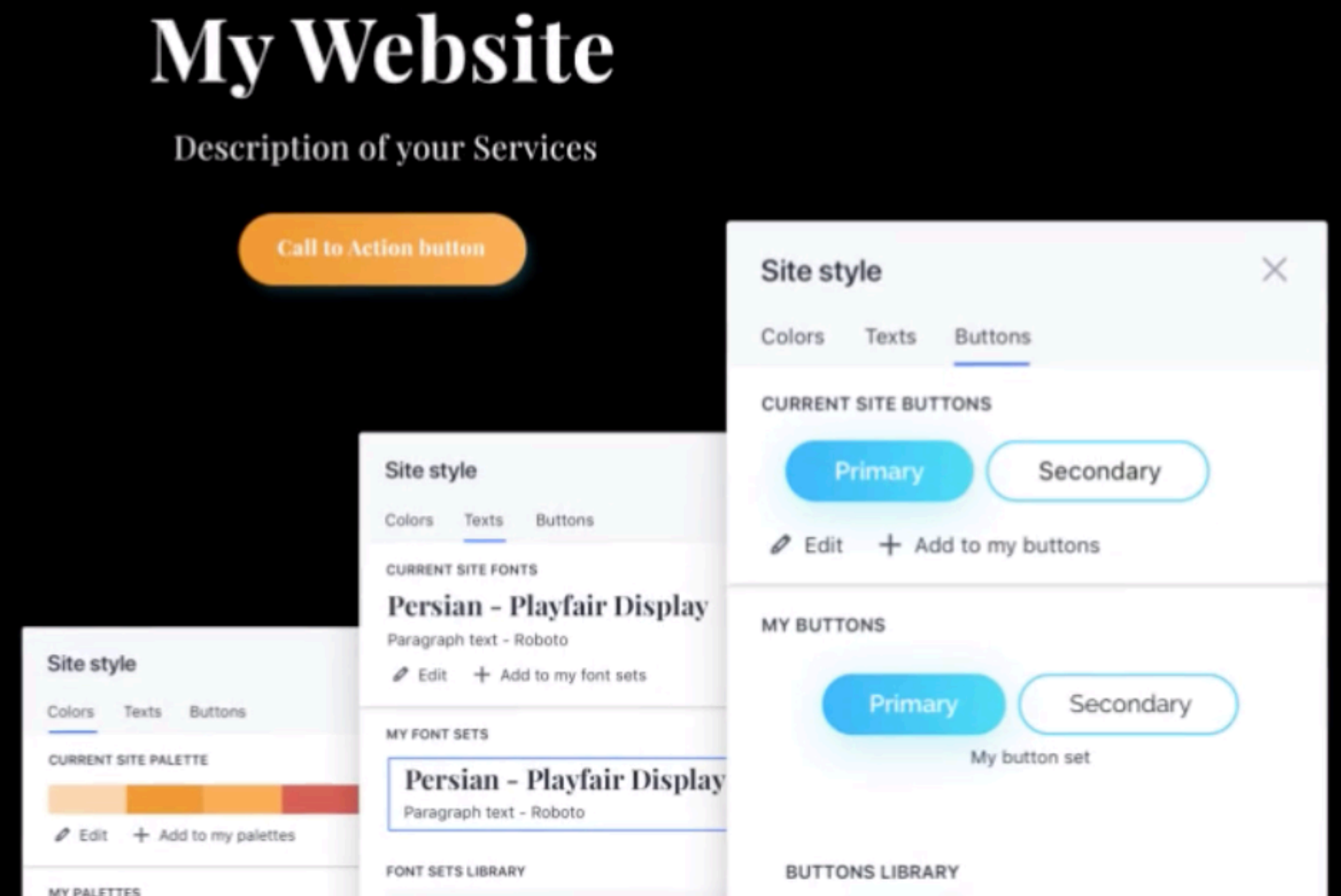
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# Next generation website builder

Build sites with new technology

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# Grow your business with an AI-built website

Human-assisted AI builds your website in 60 seconds without the premium price tag.

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No credit card required

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THE WALL STREET JOURNAL

VentureBeat

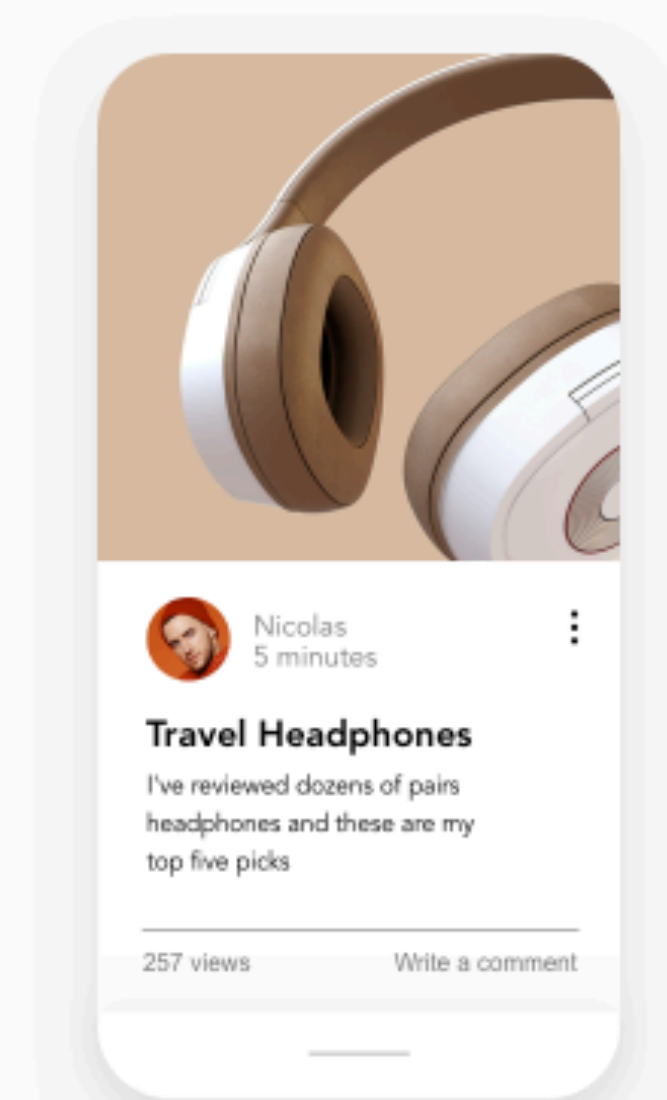
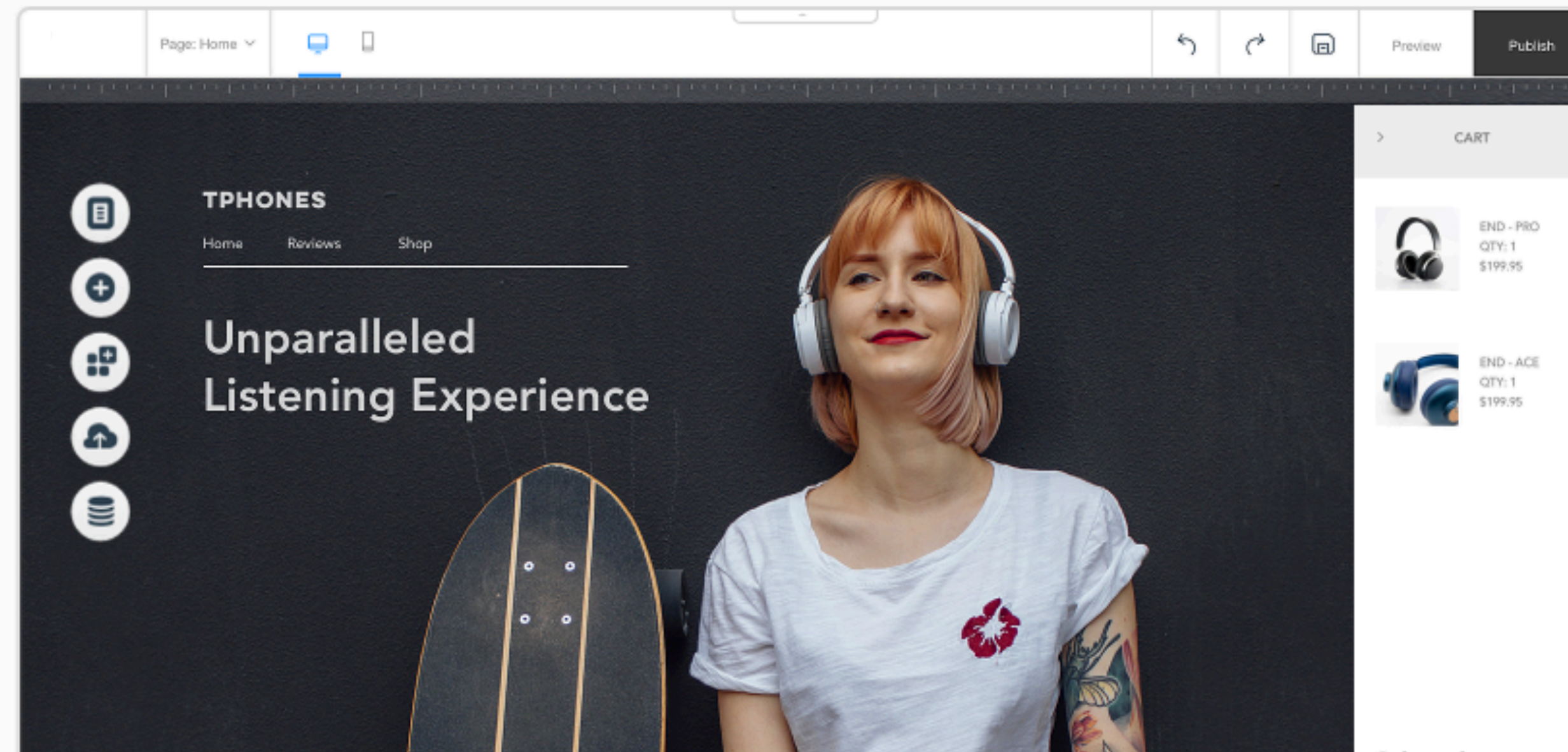
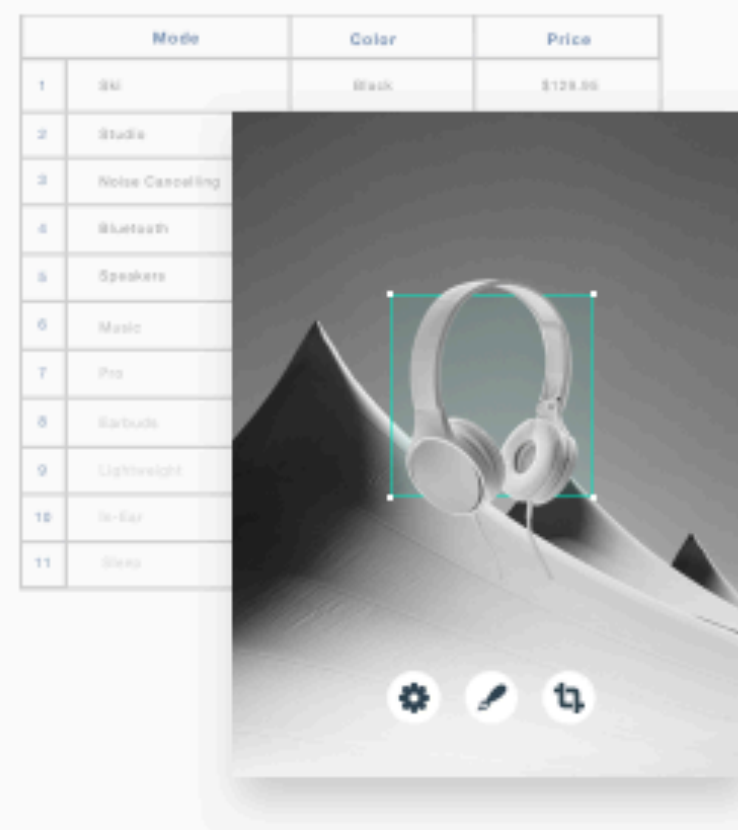
O'REILLY®



# Create a Website You're Proud Of

Discover the platform that gives you the freedom to create, design,  
manage and develop your web presence exactly the way you want.

Get Started



I did it myself  
*you can*  
*do it too*

**Create your website in 5 steps.**

START FOR FREE



More **Tests?** More **Builds?** More **Devices?**  
Simply accomplish more with Test Case Management.

# Test Management Tool

**Turn your data into QA Intelligence**

FREE TRIAL

Read more





[Free Trial](#)[Demo](#)[Log in](#)[PRODUCT](#)[INTEGRATIONS](#)[SOLUTIONS](#)[QA LEARNING CENTER](#)[CUSTOMERS](#)[PRICING](#)[BLOG](#)[HELP](#)

TEST MANAGEMENT TOOL

# Keep what's working. Streamline what isn't.

Gain end-to-end visibility with the flexible test management tool that runs the way you do

GET STARTED

14 day free trial, no CC required





# MEASURE Everything TO GROW YOUR MOBILE BUSINESS

is the world's leading mobile attribution & marketing analytics platform, helping app marketers around the world make better decisions.

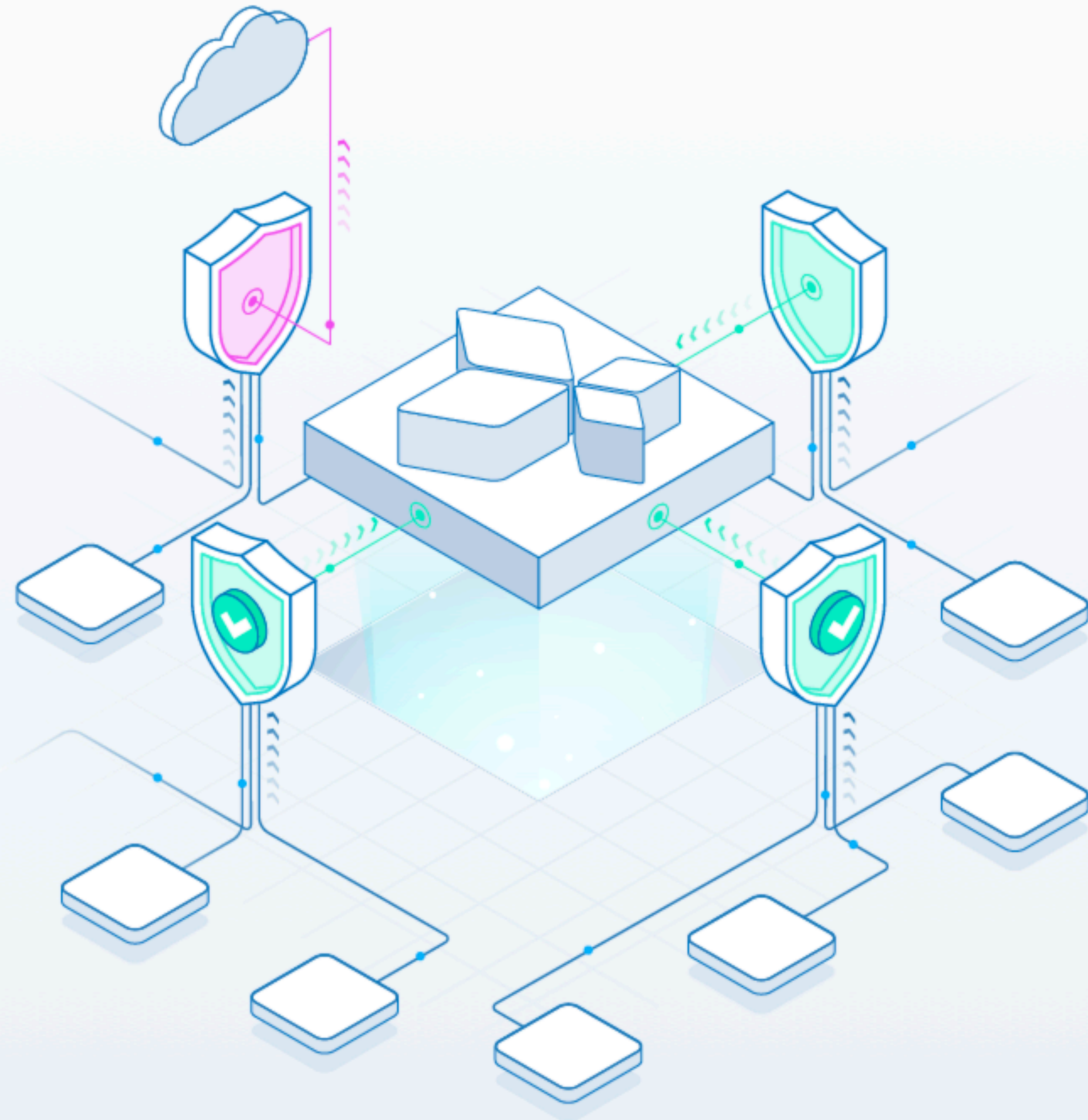
[Request a Demo](#)[Free Trial](#)

# Fuel your mobile marketing growth with attribution data you can trust

Transform your mobile marketing data into valuable insights. Take a holistic measurement approach to the user journey - and optimize every touch point.


TALK TO OUR EXPERT

FREE TRIAL






**Pre-flight  
landing  
page  
checklist**



Have you included the **why** on  
your page?


# Pre-flight landing page checklist



Have you included the **why** on your page?

Are you making it about yourself? or **about the customer?**

# Pre-flight landing page checklist



Have you included the **why** on your page?

Are you making it about yourself? or **about the customer?**

Can people see and **feel the emotional outcomes** they desire?

# Pre-flight landing page checklist

# Pre-flight landing page checklist

Have you included the **why** on your page?

Are you making it about yourself? or **about the customer?**

Can people see and **feel the emotional outcomes** they desire?

Are the emotional triggers **consistent in your copy, colours and visuals?**



~~What is my goal?~~



~~What is my goal?~~

What is my **customer's** goal?



**Only when** your customers achieve  
their goals,

**Only when **your customers achieve**  
**their goals,** will you achieve your own**

**Bryan Eisenberg**

# Thanks!

Get started with emotion-based marketing:

<https://getuplift.co/ctaconf>

**GETUPLIFT**

Talia Wolf

@taliagw