

Consumer Behavior: Using Neuroscience to Improve Your Marketing

GoSkills online course syllabus

Skill level

Beginner

Lessons

16

Pre-requisites

No prior experience needed

Video duration

50m

Estimated study time

51m 24s

Instructor

Madecraft

Introduction

1 Your secret marketing weapon

Consumer behavior is a powerful tool you can use to better connect with your customers and refine your marketing approach.

Consumer Behavior and Marketing

2 The power of neuroscience

When you have an understanding of what neuroscience is and how it works, you can better tap into it when it comes to creating an experience for your customers.

Perception and Attention

3 Perception and mental models

As a human, you don't experience the world objectively.

4 Visual processing

Although you have 5 senses, you're likely not using each of them equally, and your most dominant sense is vision.

5 Statistical learning

Humans don't merely take in the outside world; you naturally and unconsciously learn from this input.

6 Attention and contrast

What determines what you pay attention to?

Designing for Memory

7 Designing for memory

Not all experience is equally likely to be remembered; certain features of an experience are more memorable than others.

8 Utilizing emotions

Emotion indicates to the brain that the experience is worth remembering.

9 Boosting memory with audio

If you've ever had a catchy tune stuck in your head for days, you've experienced the power of earworms.

Consumer Decision Making

10 Quick, intuitive decision-making

There are two distinct systems used in decision making, and each use their own tactics to better approach consumer behavior.

11 Slow, deliberative decision-making

There are two distinct systems used in decision making, and each use their own tactics to better approach consumer behavior.

Pleasure, Pain, and Pricing

12 Pleasure and pain as motivators

Two fundamental drivers of consumer behavior are to seek pleasure and to avoid pain.

13 Pleasure is fleeting

The ways in which you experience pleasure is anything but straightforward.

14 Randomness boosts pleasure

The deep, hidden, love for randomness is a fundamental driver of consumer behavior.

15 The science of pain

Everyone wants to experience pleasure, but how does pleasure actually work?

Conclusion

16

Unlocking marketing

Thanks for watching this course!

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