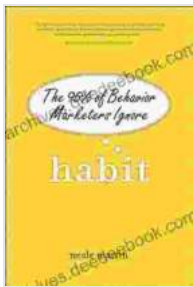


Habit: The 95% of Behavior Marketers Ignore

As marketers, we often focus on conscious behavior. We try to understand what people are thinking and feeling so that we can create messages that will resonate with them. But what if I told you that 95% of our actions are driven by habits?



Habit: The 95% of Behavior Marketers Ignore by Neale Martin

★★★★☆ 4 out of 5

Language : English
File size : 443 KB
Text-to-Speech : Enabled
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 191 pages
Screen Reader : Supported



That's right, according to research by Charles Duhigg, author of the book "The Power of Habit," only 5% of our actions are conscious. The other 95% are driven by habits.

This is a huge revelation for marketers. It means that we need to start paying more attention to habits if we want to create more effective campaigns.

What are habits?

Habits are automatic behaviors that we perform without thinking. They are formed through repetition and become ingrained in our brains.

Habits can be good or bad. For example, brushing your teeth every day is a good habit. Smoking cigarettes is a bad habit.

How can marketers use habits to their advantage?

Marketers can use habits to their advantage by understanding how they work and by creating campaigns that trigger them.

For example, if you want to get people to sign up for your email list, you can create a habit loop that makes it easy for them to do so.

Here's how it works:

1. **Cue:** You create a compelling offer that people will be interested in.
2. **Routine:** You make it easy for people to sign up for your email list.
3. **Reward:** You give people a valuable incentive for signing up, such as a free eBook or a discount code.

Once you have created a habit loop, people will be more likely to sign up for your email list without thinking about it.

Examples of habit-forming marketing campaigns

Here are a few examples of habit-forming marketing campaigns:

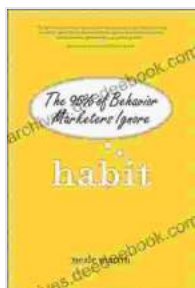
- **Starbucks' loyalty program:** Starbucks' loyalty program rewards customers for making purchases, which encourages them to keep coming back.
- **Amazon's Subscribe & Save program:** Amazon's Subscribe & Save program allows customers to set up automatic deliveries of products

they use regularly, which makes it easy for them to stay stocked up.

- **Duolingo's daily reminders:** Duolingo's daily reminders encourage users to practice their language learning lessons, which helps them to build a habit of learning.

Habits are a powerful force in our lives. They can help us to achieve our goals or they can hold us back. As marketers, we need to understand how habits work and how to use them to our advantage.

By creating habit-forming marketing campaigns, we can make it easier for people to take the actions we want them to take.



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