lumen5

Emotion in the B2B World: How marketers can increase conversions using emotional targeting

Hosted by: Mike Cheng, CEO and Co-founder, Lumen5
Guest speaker: Talia Wolf, Founder and Chief Optimizer, GetUplift

Mike:
Hello everyone, this is Michael Cheng from Lumen5. Today, I have Talia Wolf with me. Talia Wolf is the chief optimizer and creator of the emotional targeting framework and the founder of GetUplift.co GetUplift helps optimize funnels with the only customer first conversion methodology that uses data in emotional analysis to help companies grow their conversions, leads and sales. And there's so much to unpack there - welcome to the show, Talia.

Talia:
Thank you for having me. I'm excited to be here.

Mike:
Let's start the conversation off by getting to know you a bit better. GetUplift sounds so positive, everyone wants to be uplifted. But what exactly are the problems that you solve for your clients and who are your clients?

Talia:
Oh, great question. So our clients are e-commerce businesses and Saas businesses who are trying to optimize their funnels. So they're already driving traffic to their websites, and their funnels and landing pages, and they're getting some sort of results, and now they want to make them even better, and they want to convert more people.

Talia:
So maybe they're trying to get people to create a free account, maybe they want people to start a free trial, maybe they want people to join their email list or to shop and buy something online from them. What we do is we do an in-depth analysis of the audience - and we'll probably get into this in a minute so I won't tell too much - but we take an approach which is basically based on consumer psychology and emotion, and we identify what their customers, what their prospects, what their users need to see in a funnel - so what they need to feel read, see and view in order to covert.

Talia:
And we help them run A/B tests - and if you aren't familiar with A/B tests, it’s essentially testing different types of variations on your website. So maybe you have 10,000 people coming to your website and you show 5000 people one variation of the website and 5000 other people another variation, and you see live what actually brings in more conversions. So that's what I've been doing. There is the side of the client work, which I just mentioned, which is the SaaS and e-commerce, and we also have a training side of the business which is more for founders,

© 2022 Lumen5

marketers, agencies, consultants, small businesses that want to learn how to do it themselves, and we have some on-demand courses for that too.

Mike:
Wow. So not only do you provide that expertise, you almost teach people how to fish as well, instead of just selling fishes? That's fascinating. It sounds like you're really helping a lot of people cross this chasm - I know of so many people who are just getting started into building brands and thinking about marketing where they get that first step through, they get email subscribers, they get followers, and then the funnel conversion as you're describing it is this massive chasm. A lot of people don't know what to do once they have eyeballs and attention and it sounds like you help them figure out how to drive action, how to drive conversion. And before getting too deep into exactly how you do it, because there are so many questions there, maybe let's help yhe world understand a bit more about you. How did you get started in doing this?

Talia:
Well, I actually started out where everyone starts out in the world of marketing - in social media. This is really a long time ago. I've been doing conversion optimization, which is the description of my title, I guess conversion optimization specialist. I've been doing this for 15 years now. But beforehand I basically worked in social media and worked in an agency and I was helping drive traffic. I was doing the whole, like us, engagement, and stuff like that.

Talia:
And what was interesting for me was that I was posting things and I was running ads on Facebook and LinkedIn and on YouTube, but I was basically just driving traffic or engagement, if we're on a Facebook page, for example. What I wanted to know is do these things actually have an impact on the bottom line of these companies? And no one knew because a lot of these companies didn't have google analytics then and a lot of these companies, back then, only cared about traffic like 'just get me more traffic and I'll be fine.' But yeah, I just started digging in and trying to figure out 'okay what are the results of these things?' and then trying to just randomly change things on a page.

Talia:
So randomly change an image, randomly change the call to action button or the headline, and see if that generates any changes. Slowly but surely I discovered that this is an entire aspect of marketing called conversion optimization, which was just in the beginning stages. Back then there were like two or three agencies in the entire world that were doing conversion optimization. Two partners and myself got into building our own conversion optimization agency because we were in love with it. We all came from traffic. One of my partners came from like Direct PPC, another from SEO, and I came from social media. And we spent most of the time explaining to companies, really big brands, why they need to invest in conversion. Nowadays, I don't have to do that anymore but back then it was like, 'you don't need to pour more money into traffic, let me show you how you can turn more of your traffic into like sales or accounts' and yeah, that's kind of the journey, I guess.

© 2022 Lumen5

Mike:
And what a journey because it sounds like you were at the forefront or the birth of conversion rate marketing. Do you consider yourself to be part of the founding group that started this term that we know and love today?

Talia:
I don't know, I mean I think I would say one of the founding peoples was Bryan Eisenberg and Jeffrey Eisenberg, the two brothers, there's Andre Morys, Angie Schottmuller. But yeah, we were definitely a very small tight bunch back then. And yeah, I started speaking about conversion optimization on stage and that's how we met each other and that was actually one of the nicest things because it was just a small, very small industry. We all became friends and we all started helping each other grow our own agencies or consultancy business and we're all still going very strong, and we're still very good friends which is fun.

Mike:
I can almost picture in my head it's a bit of a Mount Rushmore of marketing, all of your faces and of course including yours as well.

I think so many of us since that time have heard of conversion rate optimization and conversion rates of all kinds, whether it's optimizations or building conversion rates or thinking about conversion rates, testing conversion rates, or even split testing A/B testing - those are things that are a bit more common these days. But what jumped out at me when I was doing my research was this idea of the emotional targeting framework, and it sounds like that is your unique mark on conversion rate optimization. Or maybe this is the next generation and years later people look back and go, ‘oh of course emotional targeting is a normal part of marketing.’ So what is this framework that you put together?

Talia:
Yeah, 100%. It definitely is my brand and how I started out. If we go back to the story of how I started this whole road, is that we built a conversion optimization agency and then we had to figure out, okay, so how do we actually optimize things? Like how do we know what to optimize? Because when you are looking at your funnel, you can tell quite quickly within google analytics what isn't working and where things are not working, but it's very, very hard knowing what changes to make that will have an impact. That is the black box of conversion optimization. Anyone can find the leak, but it's understanding what changes to make that will actually make an impact.

Talia:
So when I first started out we’d best practices, we'd guess, we'd go on past experiences, and we tried to apply these things and sometimes they worked, but most often they didn't, and that was when we decided that we are probably overlooking something super important and what we need to do is go back to studying and understanding how people make decisions, because if

© 2022 Lumen5

you can understand how people make purchasing decisions or any action decisions, then you can understand what people need to see on a page to be convinced.

Talia:
And we did a lot of research. We hit the books, we were looking at psychological books or neuromarketing, like so many different things - and these are things when you look at it now, you know that the biggest brands in the world are using this. When you think about the Nikes of the world, the Legos of the world, they're all using emotional marketing because - and this is what this means - every decision we make in life is based on emotion. We can tell ourselves that we're rational people, but I'm telling you right now you are not.

Talia:
We all make irrational decisions and then we justify them. And it can be from the smallest things of choosing what shirt to buy, to the biggest things like trying to figure out what project management software you're going to use for the entire company. Every single decision that we make in life is based on emotion. And we understood that if we could reverse engineer and understand the different emotional triggers, the different pains that people are experiencing, their desired outcomes, the challenges that they're experiencing, the roadblocks, and most importantly, how they want to feel once they find a solution, what are they going to learn about themselves, what better version of themselves will they become, then we know exactly what copy to write on the page and what design to put on the page, what color psychology to use - everything falls into place.

Talia:
And to be honest, this was basically the biggest discovery for us because once we started using this, once we started doing this research for all of our clients, it's what helped us 10 times conversion for all our clients. It's just been an amazing road, we've been doing this for so many years now and it's still going strong and it's still amazing, and we're working with these amazing brands that come to us in order to help them identify who's buying from them. What are the real pains that are driving them to their website? What's keeping them up at night? What is depressing them? What's going wrong? What better version are they looking for? What is the ultimate feeling they want to feel? And by doing that, we're able to increase conversions and that's where the emotional targeting methodology comes in.

Mike:
That's really insightful. And I love how you said you started it and it's worked ever since. And if you think about it, the constant in the purchasing journey - whether it's 100 years ago or 500 years ago - it's probably human emotions that people were thinking about, like ‘oh should I buy this apple’, and it's not always a rational decision, all the way through to now. And as much as we like to think that the Internet is complex and we're making all these complex decisions, at the end of the day, it’s the same primal emotions that probably drive a lot of these decisions.

© 2022 Lumen5

Mike:
I was always taught growing up in school and such that innovation lies at the intersection of multiple industries or multiple fields of study. And it sounds like you've come upon this unique area where you've combined psychology and marketing, and found something fascinating. I want to dig deeper into that. So, you know, can you give us a high-level overview of what emotional targeting is? Can you maybe give us a few more concrete examples - how can you successfully use emotions, and what emotions, in different parts of the funnel? Maybe give us something tangible so we can take a bite into it.

Talia:
100%. Let me walk you through the process of how it works and then how it actually is applied. So the first thing that we do is customer research, and customer research means that we do meaningful surveys and interviews. So these are not the kinds of questions where you ask, do you like our website or what have you come here for today? These are really insightful questions that we ask in order to dig deep and understand the pains, the challenges, the roadblocks and the desired outcomes.

Talia:
So I'll give you an example of the questions that we ask. One of the questions that we actually ask customers, so your existing customers lets say at Lumen5, we would ask them ‘if you could no longer use this product, what would you miss the most?’ Now, this isn't the same as asking ‘what do you like the most about us’ but this is saying ‘we're going to take this away from you, now tell me what is the biggest value that you feel that you're going to miss out on.’ And another question that we asked, for example, ‘was how did you solve this problem before using this product’ or ‘what led you to search for a solution today?’ All of these different kinds of questions dig deep into understanding the pains. So if we look at it and plain and simple, it’s the before and the after.

Talia:
Once we do this, we also do customer interviews, We do something called review mining, social listening. We do things like SWOT and persona analyzing and so on. But the idea is that ultimately we end up with a unique selling proposition. We end up with the top three pains that are leading people to your website right now, and the top three desired outcomes. And then we translate that into, let's say, a landing page or an email marketing campaign. So for example, if you are trying to get people to choose a pricing plan - let's say you've got people who are on a free trial and now you want to turn them into a paid user - you would use an email sequence to convince them to do that.

Talia:
in every single email, we will talk about the pain, or one of those pains that they're experiencing, and then the different solutions that they've tried, because we know that now, why they didn't work, and introduce you as the right solution for them and tell them why it's going to work. The idea is that we are relating to people, we understand them and we're showing them that we know them, and you can do the same with your landing page.

© 2022 Lumen5

Talia:
So for example, we work with a wonderful company called PowerUp Toys. PowerUp Toys are an e-ommerce website that drive a lot of traffic to their website. And what we noticed is that they basically hired us in order to optimize their website and drive more sales. And when we did our research, we actually identified two core personas. Now, PowerUp Toys is a really cool product - what they do is they allow you to turn anything like, let's say a paper airplane, into a flying device. So you can fly it using your mobile phone. It's so cool. So you take your paper and you turn it into a paper airplane and you attach the power device to it and you can fly it.

Talia"
And we identified two core personas. And when we looked at the website, we realized, hey, we're talking to different people. We're saying things they don't want to hear, they don't care about this, or this is misleading. this doesn't make sense, these are core pieces of content that are missing, and so on. So we designed the whole homepage, the catalogue page, the product pages and we tested them. And using the right copy that people wanted to hear, we got a 97% increase in sales for this company. And it's the whole process of understanding who's behind the screen - not their gender, not their age, not their geographical location, but the actual person - and then showing them that you know them.

Mike:
Wow. I feel like whatever you did really worked because I just went to the PowerUp Toyrs website and I feel like I'm sold. I think I'm gonna wait for Black Friday and see if I can snatch some of these up. It's fascinating. And even going through some of this copy - I don't know what it looked like before, maybe I'll have to go back and hop on the way back machine, internet archive, and see the changes that you made. But I really like what you've described there. And part of that reminded me of personas.

Mike:
People hear about the word persona so often. And we build these personas, but then we go and give them these non-psychological descriptors. We build a persona, we say okay, here's their gender, here's where they're from, here is their level of experience. But a lot of times, I think persona work misses the point, which is what makes us who we are. Are these psychological points? Are these emotions? What do we want? What have we tried? And the different personas have probably tried different things to solve a different problem and to accomplish a different goal.

Mike:
And it sounds like you're bringing a lot of clarity into what perhaps we implicitly know about each other - when we're thinking about a friend, for example, we obviously think about them as more than just what's on the surface, we think about their journey and what they've been through. It's almost like you're encouraging people to think more like that. Like personal relationships and connections and understanding people, but for your customers and prospects.

© 2022 Lumen5

Talia:
Yeah, definitely. And I can also say that one of the best outcomes of working with clients is that normally companies come to us saying, ‘okay, we need to increase sales’ and we do that and that's great and it's an ongoing process and we work with them. But there are so many more outcomes. For example, clients and companies suddenly understand, ‘oh, these are some features that we should be adding in because this is what people care about’ or ‘these are different campaigns we can come out with’ or ‘these are the different emails we should be sending out.’ Suddenly the product is changing. The way sales talks to people changes. The way that customer success speaks to people, because now they know what they're trying to achieve, changes.

Talia:
So even retention goes up and there are so many different aspects of it because this is essentially it: When you understand the people behind the screen and their emotions and their needs and their real intent - let's be honest, people don't buy features, we don't buy benefits, we don't buy pricing, we buy better versions of ourselves whether if it's because we want to feel loved or we want to feel in a community or we want to feel better about who we are ourselves, so our own self-image - there are so many different emotions that navigate us and if we can show people that we know them and that we connect with them and understand them, then that makes the difference.

Talia:
And I definitely want to add in here that we live in a world where we're seeing 40,000 messages a day, everyone's pinging us and we're getting so many notifications everywhere, and I don't know how you use the internet to search, but I know that when I'm looking for something, I will put in a search query in google and then I open a bunch of tabs at the same time, and you're essentially kind of tab jumping to find something that will stand out. So you open one and you close it, and you close the next, and you close the next, and then suddenly something stands out to you.

Talia:
That something is usually someone who has hit home, someone who’s grabbed your attention and you're like, ‘whoa, that is what I'm looking for this person understands me, this company gets me, yeah, I should read on and learn more about their services’ and that's the difference. And that's also why emotional marketing is the key for companies that are just getting started. This emotional targeting isn't just saved for the Legos and the Adidas companies, or Nike, they are for you. If you're just getting started out and you're in a saturated market and there are huge players in the field, you can actually stand out by simply making it about them, by being emotional and by focusing on your customers and making them the hero of the story. And that's exactly what will make you soar and scale.

Mike:
You've shared some great insight there which is that marketing when done right is so much more than just customer acquisition. It goes back to understanding the customer and the people

© 2022 Lumen5

you're talking to, and when you understand them, you almost can't help but to revisit every other part of your business - how do we build, what services do we offer in light of this new understanding? I think that's where the real impact of this type of work comes in. It's when you can rally an entire team, multiple departments, to rethink the business and build it around the wants and needs of your customers as opposed to building towards your own vision and then having a disconnected marketing department that's just trying to generate leads. And when everything comes together, that's when you get a really high impact 10x type of business.

Mike:
I've heard you mention a couple of times in terms of why we buy, and there are so many different reasons why we buy depending on all the different products and all the different reasons and needs that we need to fulfill. I also have heard you mention the word psychological triggers. Can you tell us a bit more about that term? It seems critical to the purchasing journey.

Talia:
Yeah, definitely. And this goes back to when I mentioned that we are irrational beings. The reason we're irrational beings is because our decisions are based on cognitive biases or psychological triggers - it's basically the same but different names. But the idea is that our brains have shortcuts. We just cannot process everything and go through so many hoops and loops in order to make a decision. Our brain relies on previous information, previous emotions and feelings and occurrences in order to make a quick decision. And so there are different cognitive biases.

Talia:
For example, let's say there's the anchoring bias. There are different ones that affect how we make decisions. Like for example, one of the most well-known ones is the bandwagon effect and a lot of marketers and a lot of businesses use it. The bandwagon effect is a psychological trigger that essentially says when we see that many people are using something, we want to jump on that bandwagon and that makes the decision easier for us. So if I were to go into your website and see more than a million people are now using Lumen5 then I would say, 'oh wow, okay, these people know what they're doing and let me jump on that bandwagon too' and that's a cognitive bias. It's a psychological trigger that we're not even aware of when we're looking at things.

Talia:
We rely on past experiences. We rely on the people around us and shortcuts. We have a fast brain and we have a slow brain. System one and system two without getting into too much of the technical stuff. But the idea is our brain wants to make really quick decisions. It's primal. It's emotional. It's quick. And then later will rationalize it. But there are so many cognitive biases. There are so many different psychological triggers that affect us. And a lot of marketers use them wisely.

© 2022 Lumen5

Mike:
Hmm. And would you say that there is a finite set of psychological triggers that we can study, like 20 or 25, or is it truly infinite, and you can't really put a bullet point list together for that?

Talia:
I mean, there is like an infinite number of psychological triggers, and you can look them up, I guess, on Wikipedia where there's a ton. But there are the top 20-25 that are occurring and used a lot in marketing. We have I think a downloadable pdf which has about 50 of them and they're all super important. And it's kind of like a checklist. It's like did you use this? Did you use this? Did you avoid this one so you don't cause this psychological trigger? Ultimately, when you're thinking about psychological triggers, it's not about knowing them all. It's about knowing who your customers are and then adapting those psychological triggers and thinking about them in that way of really talking about your own customers and what they're looking for and what their psychological triggers are.

Mike:
And on the point of having the fast brain and the slow brain, I think there's a great book on that, right?

Talia:
Thinking, Fast and Slow by Daniel Kahneman.

Mike:
Yes. So for anyone listening, that that's the one if you want to dig deeper into some of these because psychology is fascinating. The brain is obviously one of the most complex things we know of, but you're not going to get all of that in just this one episode here. So check out some of these books and check out some of the ebooks that Talia mentioned.

Talia:
I also want to just add that one of the best books to read on this is by Dana Ariely, Predictability Irrational. And that is an incredible book for anyone, even if you're not a marketer. If you're like trying to figure out why you make really poor financial decisions, that's a really good book too.

Mike:
And it sounds like those two words, predictably irrational, describe a lot of your work and what you're trying to do, what you're trying to help people do.

Talia:
Yes, 100%. It's definitely that. Predictably irrational is all about how irrational we are and that we need to understand that in order to improve ourselves. And Dana really talks about it in terms of improving our own decisions in life - if its financial or even emotional, relationship ones. But one of the things that we do is really understand those emotions that are navigating us in order to help people. And it's not from a standpoint of ‘how can we leverage these emotions and scam people into buying’ - I just want to make sure that's understood. But actually in a different way,

© 2022 Lumen5

and this, to me, is probably the most important part, it's creating experiences and funnels and customer journeys that people are looking for, because so many times we're faced with a problem and we just can't find anyone to actually solve it for us because no one cares about us. These companies are so focused on their features and screenshots of what the product looks like, and the pricing and stuff like that, and they're not focused on me, on my pain, on my solution, and what I'm trying to solve. And that's where emotional targeting can really help.

Mike:
Mm hmm. Here at Lumen5 we're big on video storytelling, and earlier you touched on how you can think about emotional targeting and psychological triggers - you gave some examples of a landing page and landing page copy. How does that work as we evolve into this world of video? How do you convey emotion, or think about that, through multimedia content?

Talia:
I love that question. I think that storytelling is a huge part of it. So sure, let's say you're creating a video for your business and you're trying to explain what it does, I would say, and this is not a real number, but I would say like 90% focus on meat X. Like ‘we do 123, we are the world's leading, we do machine learning and AI, and we have this and that ,and these are the features, and this is the price and you cannot compete.’ That's one way of looking at it., right? That's what most companies are doing. Or you could approach it from, ‘have you ever felt X, Y and Z and knew that you really needed to find a solution. Maybe you've tried this, maybe you've tried that, and it just hasn't worked because no matter how many promises people make, no matter how many software or tools or things you buy, it just isn't solved.’ And then you can say, ‘we created this software to help figure out 1, 2 and 3 and to solve these specific pains, because we know you're going through them. And here is how other people have felt after signing up, purchasing, creating an account - here are their results. We would love to invite you to try this out and see it for yourself?’ I think the difference is clear, right?

Mike:
Right. And it sounds like I have a lot of homework to do after this. I think so many of us when we think about that type of emotional storytelling, we’re immediately drawn to more consumer and household brands like Nike or Coca-Cola and happiness. And so, there's this almost false association that emotion is only used in consumer-facing our consumer-oriented marketing, but you're bringing out all these great examples of how, well it's not just consumers, it's also in B2B, it's also in these enterprise sales. Can you give us some more concrete examples? Because I think even with the PowerUp Toys that's still, I assume, a consumer-facing product. How does a B2B company think about emotion? And then do you have like a story of a B2B company you've worked with that can give usmore tangiblility?

Talia:
Yeah, so I'll just give you an example. Right now, we're working with Thinkific, which is a platform for creating courses, and we’re working with Teamwork, which is a project management solution. Most of our clients right now are actually Saas, which is incredible because I love working with SaaS companies. In the past, we've worked with Sprout Social, which is a social

© 2022 Lumen5

media platform. We've worked with a QA software for developers, so it really is across the spectrum and there are just so many different types of companies. But I guess the easiest way to explain this is that when you're buying for yourself, you really do have only yourself and maybe your significant other to consider in terms of the decision. When you are purchasing something for the company, whether it's a small team, just yourself or a huge enterprise, there are so many different emotional triggers.

Talia:
Let's say you have been charged with choosing a different email software, right? So you're now using X to send emails to your customers and you have now been charged to find a different product, and that's on you. Now, what are you going to think about? You're not just going to think about, 'oh what is the price? What are the features?' you're going to have these emotions - 'what if there's a freak accident and all the emails are deleted in the migration. What if everyone hates this product? What if it turns out it's even worse than before? What if I lose my job because of this?' There's so many different emotions that are in there and I think that is something that we miss a lot because we think, 'oh, you know, of course, emotion is in B2C companies. But when it comes to B2B, no one's emotional'. Of course we're emotional. Of course we care about these things.

Talia:
So even now with Thinkific we've been doing some really cool things like testing different landing pages and testing different email copy really in order, for example right now we're doing some onboarding emails for them for people who signed up from their blog just as free users and we're thinking about, okay, how are we going to reach out to these people? And we've divided it into different categories and we're thinking about the people and the pains that they're experiencing because course creation is hard. and I should know because I've been there as a business venture. But you go through different stages when you're building a course, some people are thinking about building a course and they're like, do I even do this? Some people are already building a course and they're just sitting in that room that's on fire and they're like 'everything's going to hell' and then there's the people like 'this is great, but I really want to scale'. Like there's different types of people and you need to write different emails for them, and they each have their own pains and their own desired outcomes. And we're doing that for them.

Talia:
And we're doing things for Teamwork right now where we're thinking about people and switching, the idea of switching from Asana, from ClickUp, from different competitors, to a different one. Right? So there's a lot of emotion involved and there are a lot of different decisions that are involved in there, and there's so much that we can do. And we've seen some really amazing results, which I can't get into too much right now, but really cool and amazing results for these companies and it's been an amazing ride and yeah, I love working with SaaS, so that's like my favorite.

© 2022 Lumen5

Mike:
I'm thinking back to earlier when you were talking about how when we're driven to buy we are in pursuit of a better version of ourselves, and you kind of introduced a slightly different idea which I found really interesting which is, when we don't buy, it's when we're overwhelmed by the fear of our worst version of ourselves, where we're in trouble, nobody likes the decision that we make. And so both of those parts sounds like it's at play, there is the better version and then there's the worst version. People are either empowered to pursue the better version or they become paralyzed and do not want to make that decision because they're paralyzed from the fear of the worst version of themselves. And speaking on that point of the downside, you know, this stuff doesn't always work. And particularly if you've been in the industry and tried lots of things, I think the whole definition of A/B testing is that A and B don't both succeed. Can you tell us and share a bit more about campaigns that have failed and you know, what were some on paper or in theory really promising emotional targeting techniques or strategies that just didn't work, and what did you learn from those experiences?

Talia:
Yeah, of course. It happens all the time but that's the whole point, isn't it? I just want to say, there's this and there's the other part. The other part of conversion optimization, the other side of it, is just changing random elements on the page and Googling for best practices like 'what should I do?' and then it says 'oh you can increase your conversions by 500% if you just remove some form fields'. You can go down that route and that's usually very superficial, not scalable, doesn't work or should be like the most basic thing that you should think of. With A/B Testing, what you need to be thinking about is not changing elements on the page, it's solving people's problems. So when you're going towards an A/B test, you're thinking about hypothesis - 'there is a problem, I believe it can be solved by doing X, Y and Z, and sure it fails, but the cool thing is that when it does fail it isn't really a fail because you've learned something.

Talia:
So if you were to just test a headline, if it doesn't work and you're like 'okay I've got zero, I don't know what to do next' but if you go ahead and you say, 'I'm gonna test social proof' and social proof is an emotional trigger which you actually just mentioned, which is how people care the way people care about what other people think about them. That's an emotional trigger that a lot of us have. And there is also the self image - how I feel about myself. Let's say you would say 'I want to test social image on my landing page and I'm gonna see if that works.' So you put a new variation together, you write copy that really brings that out - when you're done doing this, everyone in the world is going to say why. And you use visuals that support that message because it's super important to connect those messages, and you use social proof that highlights that and so on and so on.

Talia:
And you build this entire wonderful new variation and you go into and you're like, 'this is gonna win' and then it tanks - that happens sometimes. But what's cool about it is you're like, 'okay, this doesn't work but now that I'm looking at heat maps, or now that I'm looking at different

© 2022 Lumen5

things, I can see, oh, okay, this isn't working but we could try this, or let's try a different emotional trigger, or let's go back to the drawing board, look at our research and figure out what are the different ways we can use social proof that might work.' So it's coming into a test with a real basis of what it is that you're trying to figure out and how you can get there, in the fastest way, in a way that you can learn and scale right now.

Mike:
Now I'm picturing your office to be like one of those investigation boards where you've got pins and red strings tying one point to another. And I think that's a great point there is that, that is how A/B testing works. It's kind of like natural selection, you throw some stuff out there, see what works and you follow what you learn. And it's these micro tests that I think ever since the digital age came upon us with the internet, things move so quickly - you have access to data, you can track and analyze, you can run multiple A/B tests in a day depending on the volume of your traffic and the size of your audience. So that's all been really fascinating stuff. One question that I do have that I'm always interested to hear about is I find that everyone, regardless of the industry, has pet peeves - things that they see, marketing techniques that they just don't like or they don't agree with. What is your biggest marketing pet peeve in the industry?

Talia:
I was actually just talking about this with a colleague and I said, I can't bear carousels. Like when I go to the home page and I see a carousel, I'm like, no, it drives me nuts. And this was like a really like inception kind of conversation because I was like, I've been saying this for so many years, maybe it does work now, but I hate it so much that I'm like 'do not use carousels!!' but maybe it does work, I don't know.

Mike:
And I think that's the crazy thing with marketing is that trends come and go and maybe for 10 years carousel didn't work, but it might make a comeback. I guess for anyone listening if you visit GetUplift.co you're not going to find a carousel?

Talia:
No, no, no.

Mike:
One of the things that we really enjoyed doing is we help senior marketers solve big problems, but we also help junior marketers navigate the world of marketing through our content and then conversations like these. So I almost feel obligated to ask everyone's favorite question, what is one thing you wish you knew as a junior marketer entering this world for the first time?

Talia:
Oh, that's a good question. Hmm, what is one thing I wish I knew. You know, I think one thing I wish I knew, or not even knew but did a lot more, is not being afraid to reach out to people who know more than me and get their help. And I think that a lot of the times we believe that we have to go at it alone. We have to do everything alone, but reaching out to people who have

© 2022 Lumen5

been there, who have tried things, who know things, who can be a soundboard and help you learn new things is super important and I definitely think that's a good starting point for a lot of people.

Mike:
Yeah, you bring up a great point there and I feel like so many of us just assume that people don't want to help, particularly when starting out as a junior marketer you might feel like, oh, why would anyone help me? But to which I would encourage you all to look at the evidence around. You know, Talia comes onto the show and there's no paid arrangement here, it's just sharing insights, and that's what people do. We learn that we love sharing our learnings and that's how industries grow and mentors are built. So definitely follow that advice.

Mike:
As we reach the tail end of this episode here, I do want to make sure that everyone knows how to find you and how to know more about what you do. You've talked about e-books you've published, you've talked about your services. What's the best way for both marketers and companies that are looking to figure out the psychological triggers and emotional targeting. How can people learn more about you and your services?

Talia:
Yeah, so as you mentioned, we have a website, GetUplift.co and on it you can find everything that you need from freebies and tons of really valuable content from complete guides to landing page optimization, emotional targeting, psychological triggers to our services and our courses and everything that you may be interested in.

Mike:
Great, well thank you so much for taking the time and sharing your insights with us. I know you've left me a lot to think about. I never thought that I'd be considering a paper airplane for Christmas, but that is now top of my wish list. There's our landing page at Lumen5.com and read the copy and see if we violated. Hopefully we don't, I don't think we have a carousel on our website, but please stay in touch everyone, check out Talia's different channels and website and of course, come check us out at Lumen5.com if you're looking to create video content, and the best thing is to combine the two. Take what you learn here, infuse it into your multimedia content strategy and we'll see you on the other side. Thank you so much, Talia.

© 2022 Lumen5