Behavioral Marketing – Ebook

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An introduction to behavioral marketing concepts and their use in customer communication.

This ebook organizes the subject into practical themes you can compare with your goals, resources, and current approach. It is an educational reference; the ideas are not a promise of a particular business or personal result.

Topics covered

- How psychology can inform marketing decisions.
- Using social proof and urgency thoughtfully.
- Designing web experiences around customer questions.
- Considering persuasion and trust in marketing messages.

Who this ebook is for

This book may be useful for business owners, founders, and independent professionals, marketers and communications teams who want a structured introduction to this subject and related decisions.

Putting the ideas in context

As you read, identify a question from your own situation. Compare the approaches in the book with your constraints, then decide what information or small next step would help you evaluate them.

Book details

Format: Ebook. Pages: 103. Words: 16741.

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