



P

ERSONALISATION



PERSONALISATION

The Cambridge Dictionary Definition:



P

ERSONALISATION

The Cambridge Dictionary Definition:

Personalisation.

Noun: The act of making something suitable for the needs of a particular person.



PERSONALISATION

Can you think of any brands or businesses that use personalisation well?

We've already covered personalisation used by Amazon and Spotify.

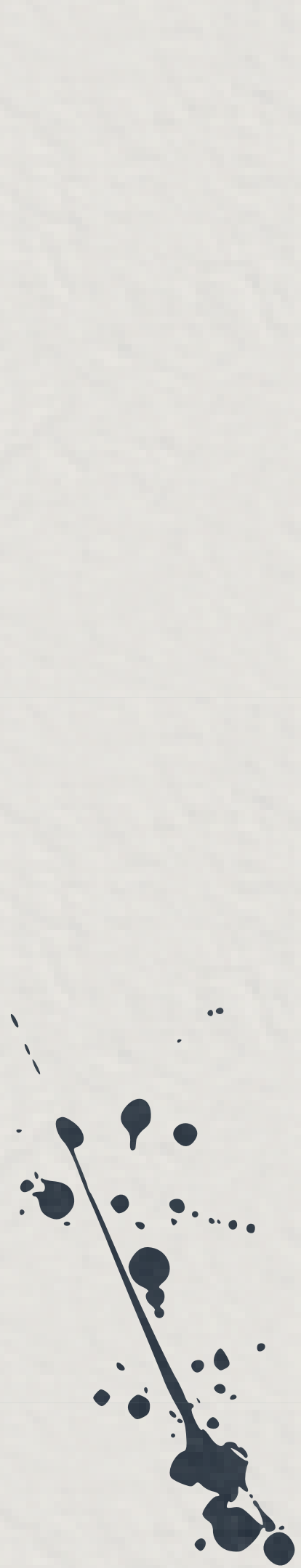
Think big businesses or small!



PERSONALISATION

Think about how you can give your customers and audience more opportunities to tailor their experience with your business, whether that's in marketing messages, products or services you provide or elsewhere.





S O C

U N K O S T

S O C
U N K O S T

The Cambridge Dictionary Definition:

SCC

U N K O S T

The Cambridge Dictionary Definition:
Sunk Cost Fallacy.

Noun: the idea that a company or organisation is more likely to continue with a project if they have already invested a lot of money, time, or effort in it, even when continuing is not the best thing to do.

SUNK @ OST

EVIL OR NOT EVIL



SUNK COST

EVIL OR NOT EVIL

LOYALTY PROGRAMMES



SUNK @ COST

EVIL OR NOT EVIL

FREEMIUM



SUNK COST

EVIL OR NOT EVIL

WARRANTIES AND INSURANCE PLANS



S U N K C O S T

EVIL OR NOT EVIL

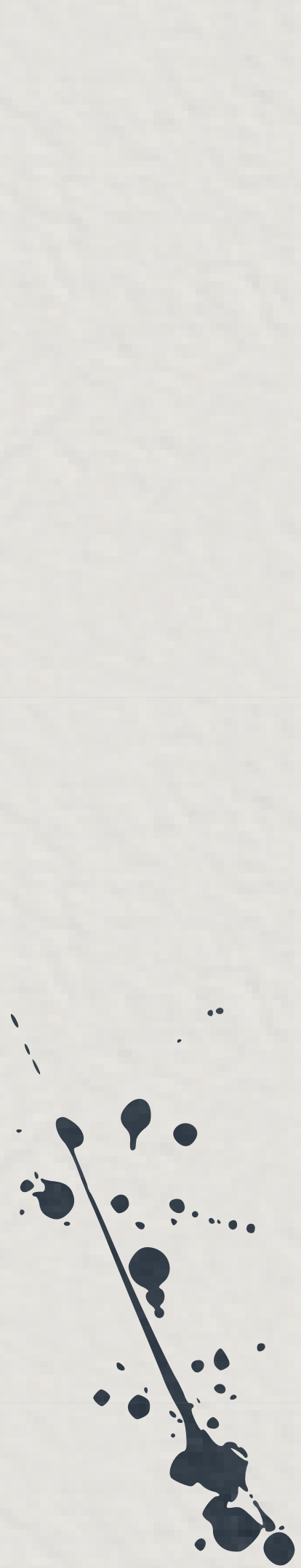
NUTRITIONAL APPS



S C
U N K O S T

SUNK COST FALLACY FOR GOOD EQUATION/ CODE

XX + YY x ZZ = Ethically using the sunk cost fallacy



R

ELATEDNESS

R

ELATEDNESS



Teenagers.

Pepper.



RELATEDNESS

1. Pick which group of people.
2. Write everything you know about them.
3. Find the common ground.





RELATEDNESS

1. Pick which group of people.
2. Write everything you know about them.
3. Find the common ground.





R

ELATEDNESS

1. Pick which group of people.
2. Write everything you know about them.
3. Find the common ground.





COMPETENCE



COMPETENCE

The Cambridge Dictionary Definition:





COMPETENCE

The Cambridge Dictionary Definition:

Competence.

Noun: The ability to do something well.



COMPETENCE

When has a brand made you feel smart?

Can you think of any examples of when a website/app / software was really intuitive?

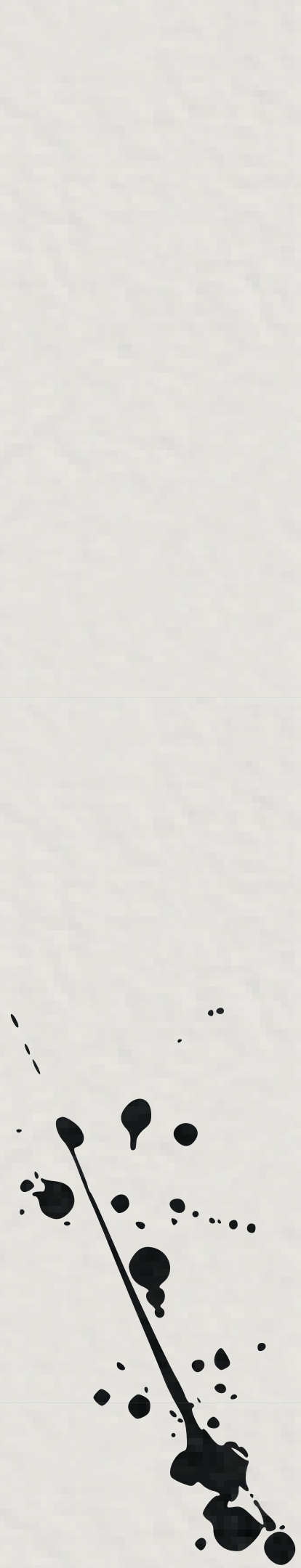




COMPETENCE

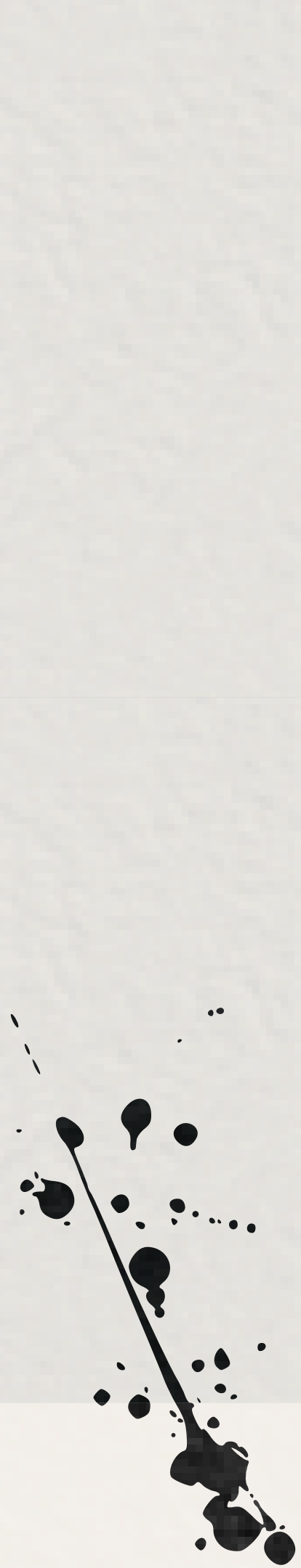
1. Spend some time looking through your marketing, sales pages and external documents to see how you can improve them in terms of clarity, and ease of navigation. Consider the question “Is it obvious what to do next?” This could make a massive difference to the number of sales you make!
2. How can you make any of your services or processes feel more ‘intuitive’ so that they are fast and easy to navigate for your customers?
3. Are you saving your audience time or money through your promotions or campaigns? Can you reinforce how smart they are to do so?
4. Considering the examples we’ve just discussed, how can you make your audience or customers feel more competent?





F

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INSIDE SO

COOP
