

Introduction

Cialdini's principles can affect every area of our digital marketing experience. From landing page design, to branding, to social interaction — we have a lot to learn from this brainy psychology professor. Here are some ideas using his principles.

1. Reciprocity into Actions

To put Reciprocity into action, give people something for free. Regardless of your industry or business, there's probably something you can do with **Give aways:**

- **Your time.** Offer consulting — a half-hour phone call, some advice.
- **Your expertise.** Tell them things that they need to know — things that will help them.
- **An estimate.** People want information before making big purchases. Tell them how much something will cost.
- **A gift.** Do you sell physical goods? Then give people a little something for free — a sample, a useful household item, etc.
- **Content.** One of the most common forms of establishing reciprocity. You can find a bajillion free ebooks, free webinars, and other forms of free content.

2. Commitment and Consistency

■ If you as a digital marketer can understand someone's self image, then you can create a pitch that resonates with your target audience's self image. In addition, you can create a small commitment that will invite further commitments. Two specific set of approaches that could work here. **Create Consistency.**

Understand exactly who your customer is. Create a persona if that helps. Then, craft headlines and value propositions that speak directly to that person's desires and self images. This forms the basis of your messaging and branding. You're establishing influence by creating consistency. **Invite commitment.**

Next, you need to ask for some action. One small action will pave the way to future bigger actions. Here are some little actions that you can ask for:

Follow on Social Media

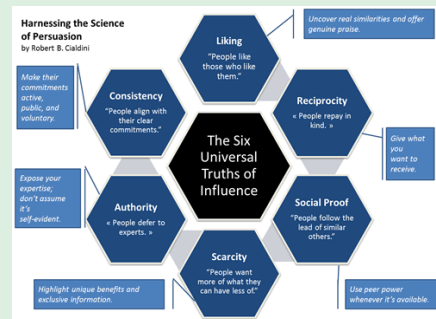
- If a person follows you on Facebook, Twitter, or Google+, they will not only exposed to your brand more. They will also be making a commitment in your direction. If they follow you on Twitter, they will be more likely to make a larger conversion commitment later.
- Watch a video. If someone invests their time in watching your video, they have made a commitment. This is a great way to coax someone into a small commitment.
- Fill out information. When someone gives an email address, a name, a phone number, or other information, they are creating a small series of commitments that can lead them to greater commitment later on.

3. Social Proof

Social proof is a crucial ingredient in online marketing. People will buy, see, do what other people buy, see, and do.

- Use testimonials. Testimonials are one of your greatest weapons in marketing. Use them freely, and powerfully. This is influence at its finest.
- Show Facebook likes and Twitter followers. Assuming you have some level of social following, display your numbers. If people know that your brand has some real following, they will be likely to respond to the social proof.
- Create content that gets commented on. If you're doing content marketing (and you should be), then strive to write content that gets people's feedback. Strong discussion around your content marketing pieces will create even greater social action

Cialdini



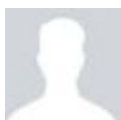
4. Authority

- In the online world, it is possible to construct your own authority through content marketing.
- In the words of marketing expert Don Draper: ""People want to be told what to do so badly that they'll listen to anyone.""
- If you have a well-defined niche, then it is possible to become the authority in that niche. With more content, more presence, and more information you will begin to grow your platform, assert your expertise, and gain the recognition and respect of others within that niche.
- The next logical step is recommending, advising, or telling people what to do and how to do it. Conversions will follow.

5. Liking - Enhance Your Likeability

Online relationships are not completely absent of the chemistry and likability that comes from offline relationships. In fact, you can create an even more likeable persona online, because you don't have to worry about people catching you in a bad mood or on a bad day. You can intentionally put forth the likeable image that you want. Here are some ways to make people like you:

- Use people pictures. People like to see other people. Studies show that high-converting images are those that show people's faces.



5. Liking - Enhance Your Likeability (cont)

- Use a normal human voice in your writing. Stay away from formal speech and jargony content. Just sound normal Use the first-person voice when you write your blogs, and be a person on social media, not a strained “corporate” voice.
- Create a positive and active social presence. People interact online. It’s the virtual water cooler of today’s workforce. Be there, be active, and be friendly.
- Cialdini discussed physical attractiveness in his book. In the online world, we can use the idea of “attractiveness,” even if its not the idea of human physical attractiveness, to gain customers and conversions. Create an attractive web design, a good logo, and smart graphics. This kind of attractiveness will help enhance your likeability.

6. Scarcity

The scarcity technique is pretty easy to implement online. Here are some ways. Make your offer, but then pull it back a little bit with a “oh-but-we’re-running-out” message. Here’s how:

- Put a timeline on it. If it’s a webinar, for example, tell users that signup is closing on Friday, at 12pm. If it’s a sale, put an expiration date on it.
- Put a number on it. Alternately, you can declare that your webinar will be capped at 500 attendees. Your sale is limited to the first 200 purchasers.
- Scarcity doesn’t need to be a reality. People simply need to think that something is scarce in order to be compelled into action.



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