

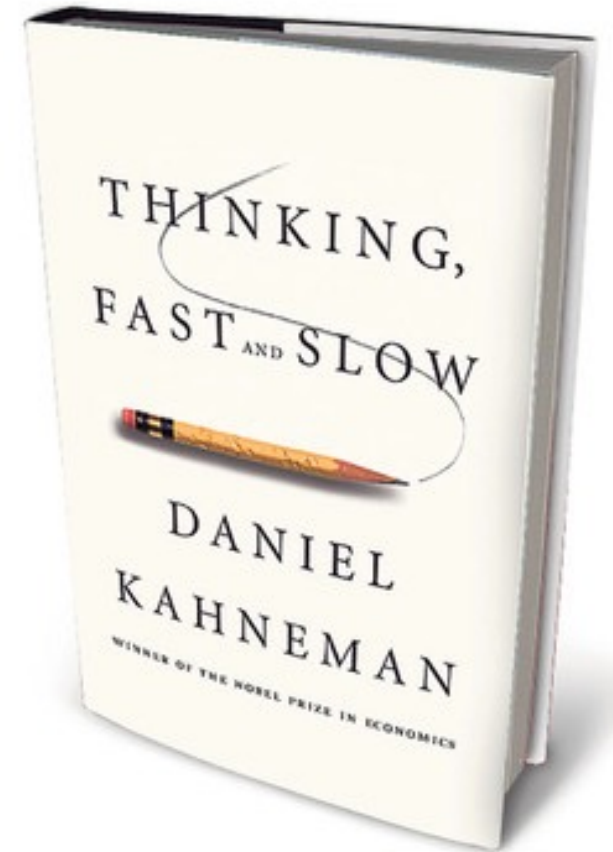
7 Surprising, New Ways to Increase Opens and Clicks

Nancy Harhut
Chief Creative Officer
HBT Marketing
@nharhut

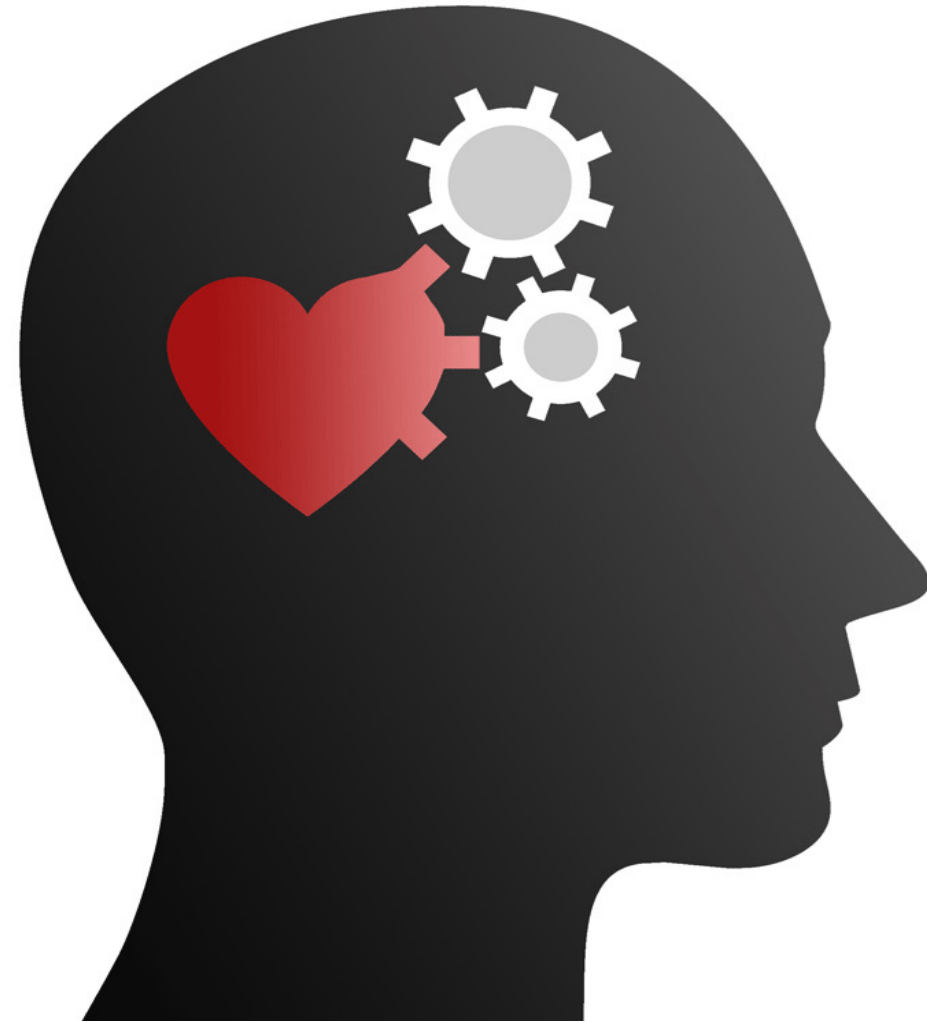


“
**The brain doesn't like logical,
rational, conscious thinking — and
will take any shortcut it can.**”

— Daniel Kahneman, “Thinking, Fast And Slow”



Emotion



— Antonio Damasio

Make Your Neighbors Jealous Of Your Lawn With TruGreen

Make Your Neighbors Jealous Of Your Lawn With TruGreen



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better**

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**Impress
your boss**

Impress your boss

VERICAST

Marketing budgets have
dropped by 16% on average.¹

Learn More

It's true.

These days, everyone's trying to do more with less.

We developed our guide, "**5 Steps: Transforming Omnichannel From Cliché Buzzword to Full-Funnel Marketing Success**" to walk you through practical steps that will help you get more out of your marketing (and impress your boss!). You'll get real-world examples and tips along the way.

7x more effective driving sales, profits, revenue
- B2B Institute

@nharhut

Remember:

**Use emotion to connect with
customers and prospects**

Cognitive Fluency



-Princeton University

Ditch Your Data Doubts

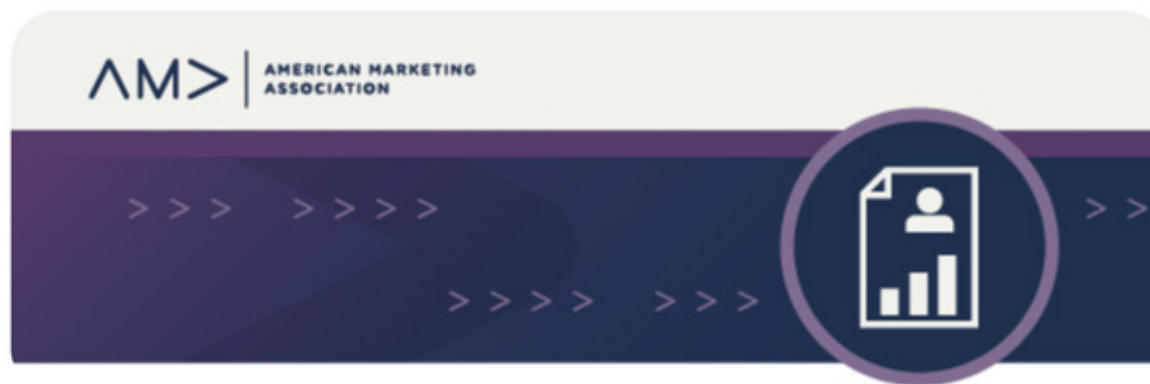


American Marketing Association

To: nharhut@me.com

Mar 7, 202

Ditch Your Data Doubts



Online | 2 Hours | March 12

Transform Your Approach to Marketing Analytics

Reduce the guesswork in your marketing decisions! Build your confidence to showcase the numbers by uncovering effective data, applying analysis techniques and

New Year, New Offerings

New Year, New Offerings

CUSHING⁺CO₋

Introducing: Matterport Pro3



Matterport's newest, fastest LiDAR camera, brought to you by Cushing, the first distributor of Matterport scanners in Chicago!

**Nothing to
Fear, Video is
Here!**

Nothing to Fear, Video is Here! 🧛‍♂️

Don't Be Scared to Create Video

What do vampires, zombies, and werewolves have in common?
They're all afraid to create video content. We know it can be scary to
think about, but video creation doesn't have to be.

Face Your Fears →

17% inc. in believability – Matt McGlone

Remember:

**Increase memorability and action
with alliteration, repetition & rhyme**

Input Bias



Optical Switches



Electronic Ink

8 hours & 37 minutes vs. 34 minutes

This Bolognese sauce has over 22,000 reviews


This Bolognese sauce has over 22,000 reviews Aol/PPTide... ★

The New York Times www.nytimes.com Sat, Feb 17 at 8:02 AM ★

From: nytdirect@nytimes.com [Unsubscribe](#)
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[View in browser](#) | nytimes.com

The New York Times



Jim Wilson/The New York Times

Marcella Hazan's Bolognese sauce

This New York Times Cooking classic boasts five stars and over 22,000 reviews.
"I've been making this sauce for 25 years," a reader writes. "It comes out great every..."

Webinar: Survey Insights from 300+ Marketing Agencies



Susie Marino

To: nharhut@me.com



[Details](#)

Webinar: Survey Insights from 300+ Marketing Agencies

We surveyed over 300 marketing agencies to gain insight into their pricing models, services offered, challenges faced and more. The outcome was so compelling, [we had to share the results with a live webinar presentation.](#)

[Join us](#) **Thursday, November 9th at 1PM ET** to reveal what your agency peers are saying. The answers might surprise you – and they'll definitely inform your 2024 planning and help you better understand the competitive landscape.

Carve Your Turkey with Handmade Damascus Steel

Carve Your Turkey with Handmade Damascus Steel

BESPOKE POST

THE HOLIDAY SHOP

GIFT SMALL

BP EXCLUSIVES

Holiday Hosting

[SHOP THE COLLECTION](#)



Remember:

**Highlight time and effort because
they are proxies for quality**

Ingroup Bias



Which marketer are you? Amateur or professional? How can you tell?



Drayton Bird

To: nharhut@me.com



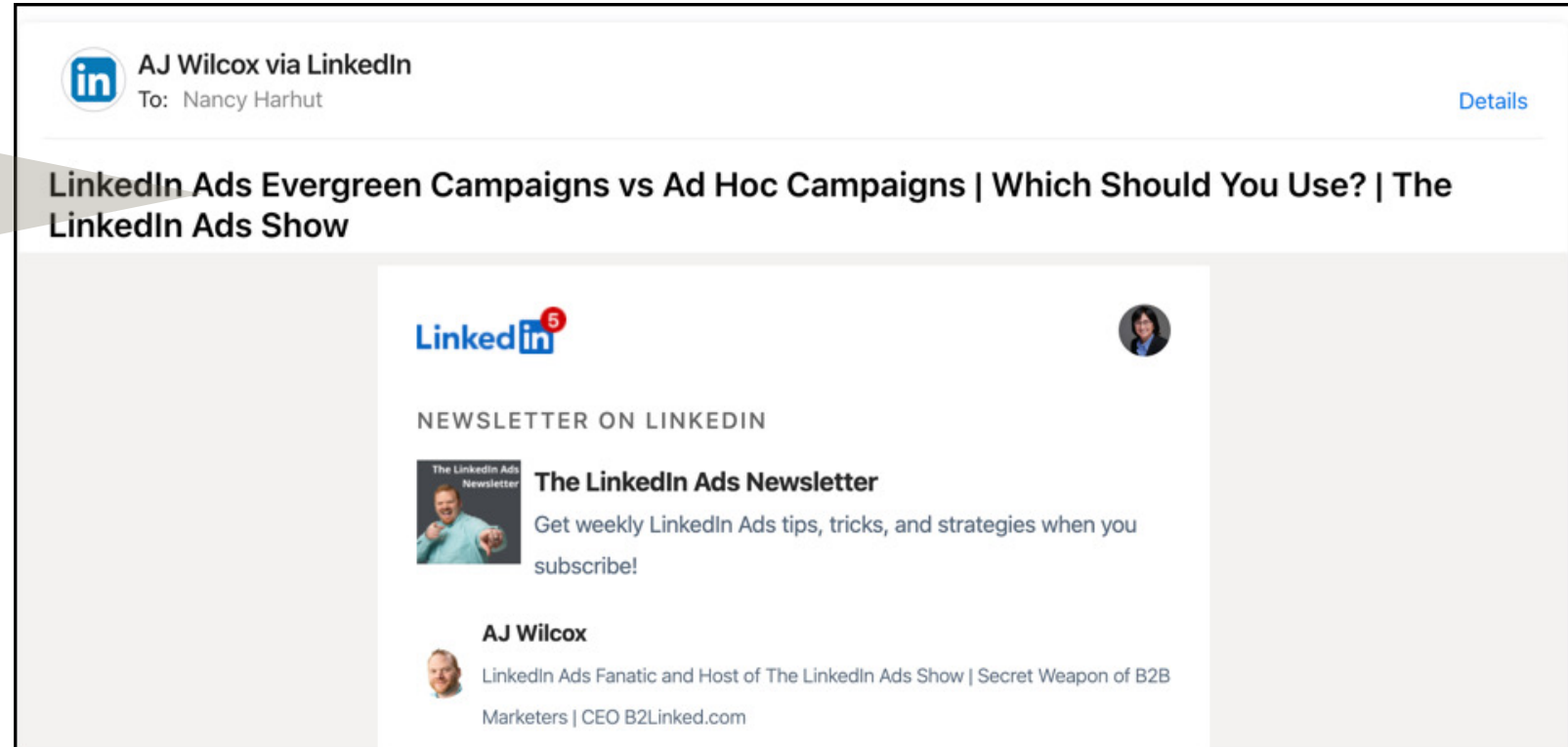
Which marketer are you? Amateur or professional? How can you tell?


Yesterday a marketing director told me this revealing story...

"Did I ever tell you about my talk to the marketing team at LexisNexis, in about 2013?



I was nervous because the person who invited me was fired just before I gave the talk. He wanted me to teach them about PR because he was struggling to get them to understand it.

LinkedIn Ads Evergreen Campaigns vs. Ad Hoc Campaigns| Which should you use?





 AJ Wilcox via LinkedIn
To: Nancy Harhut [Details](#)

LinkedIn Ads Evergreen Campaigns vs Ad Hoc Campaigns | Which Should You Use? | The LinkedIn Ads Show

NEWSLETTER ON LINKEDIN

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AJ Wilcox
 LinkedIn Ads Fanatic and Host of The LinkedIn Ads Show | Secret Weapon of B2B Marketers | CEO B2Linked.com

21%, B2B; 22% B2C - Worldata

I've noticed there are 2 types of people in the world...

Type 1: Those who are locked tightly into their beliefs.

Type 2: Those who believe we live in an unlimited universe, full of infinite possibilities.

🤔 Shhh, this is not for everybody...

3 weeks ago at 8:04 AM

From [Christian Mickelsen](#) >

To nharhut@me.com >

Which one are you, Nancy?

I've noticed there are 2 types of people in the world...

Type 1 -> Those who are locked tightly into their beliefs.

Type 2 -> Those who believe we live in an unlimited universe, full of infinite possibilities.

The challenge with Type 1 people is they are so locked into their beliefs that they don't see potential possibilities and opportunities all around them.

"That could never happen to me," they say.

"I could never have my own coaching practice because..."

Remember:

**Create a group that will favor
your product**

Framing





LOTTERY INSTANT CASINO SPORTS WINNERS LEARN




WHEN YOU PLAY, ONTARIO WINS

100% of profits go back to Ontario.
So when we play together, we win together.


HOW WE GIVE BACK

**Nancy, Your
Kitchen is
the Top
Restaurant
in Town**

Nancy, Your Kitchen is the Top Restaurant in Town Aol/PPTid... ☆

 **HelloFresh Menu Partner** <ropebinary@fameranch.com> [Unsubscribe](#) Mon, Feb 13 at 10:19 AM ☆
To: nharhut@aol.com

[Nancy, Dinner is ready for you](#)



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Let Your Home Pay You Aol/PPTide... ☆

MutualofOmahaReverse.com Offer Sun, Mar 24 at 2:12 AM ☆
From: phonology@casapucclana.com
To: nharhut@aol.com

 Mutual of Omaha
MORTGAGE



How a Reverse Mortgage May Help

A reverse mortgage allows you to do the following:

Remember:

**Get people to see things in a
different way**

Time Description Effect



Journal of Applied Social Science

Countdown: 2 Weeks Until AMA Customer Experience Virtual Conference

Countdown: 2 Weeks Until AMA Customer Experience Virtual Conference Last Chance to Register! AMA's CX Virtual Conference Starts in 1 Week



Virtual Conference: Customer Experience

**[Deadline Approaching]
Rates Increase
This Friday,
Nancy**

[Deadline Approaching] Rates Increase This Friday, Nancy



September 9-13, 2024 | **Register Today!**

**Save Over 20% on Registration When
You Register By Friday**

Nancy,

Time is running out to register for EMS World Expo and save more than 20% on the onsite rate! The 2024 EMS World Expo is just over 3 months away, and we want to ensure you don't miss out on the opportunity to enhance your skills, expand your network, and discover the latest innovations in emergency medical services.

Registration Discount Deadline: This Friday, May 31

4 More Days to Save on Certification

4 More Days to Save on Certification

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Summer is here, and so is your chance to elevate your marketing skills! Enroll by this Friday, June 21, to take advantage of the discounted [CMI x AMA Content Marketing Certification](#) and embark on a journey of discovery and professional growth.

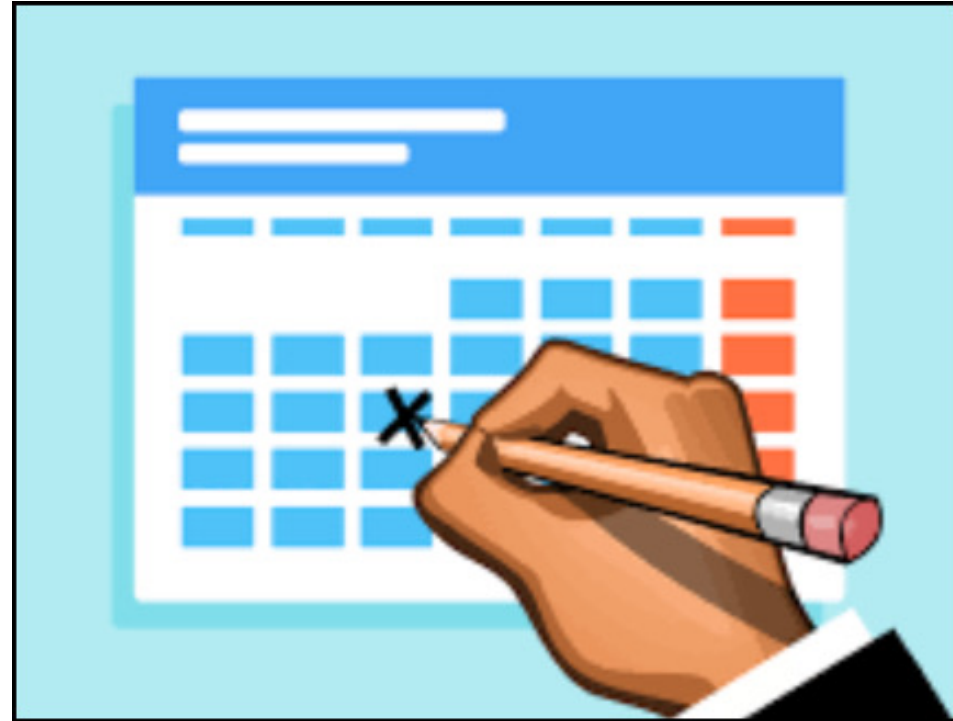
Don't miss out on your discount — use code **EXPLORE20** to save **20% off** and start your summer with content marketing mastery!

[BEGIN YOUR ADVENTURE TODAY](#)

Remember:

**Express deadlines as durations
rather than specific dates**

Temporal Landmarks



Katy Milkman, UPenn Wharton

Make Your Neighbors Jealous Of Your Lawn



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new year
right.**



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**Have a positively
happy birthday!**

**Set up your heathy
walking routine**

Subject: Three wishes

Some positive energy on your special day.

Having trouble viewing this email? [Click here](#)

AARP | Medicare Supplement Plans
insured by **UnitedHealthcare**
Insurance Company



Have a positively
happy birthday!

On your special day, all of us at UnitedHealthcare wish that you'll:

1. Enjoy a happy, healthy celebration, your way
2. Make each day as positive as your special day
3. Refresh your routine with a positive activity like this one:

✓ **Set up your healthy walking routine.**

Walking can be a great workout. Get ready to lace up those sneakers.

READ MORE ▶

**Start Spring on
the right note
with Berklee
Online!**



Next Term Starts In One Week

Start spring on the right note with Berklee Online! The next term starts on Monday, April 2 but space is still available in a variety of courses covering all skill levels and areas of music, including:

- Music Theory and Composition 1
- Film Scoring 101
- Composing and Producing Electronic Music 1
- Guitar Chords 101
- Project Management for Musicians
- Music Marketing 101

Remember:

**Use fresh starts to
motivate behavior**

RECAP

1. **Emotion**
2. **Cognitive Fluency**
3. **Input Bias**
4. **Ingroup Bias**
5. **Framing**
6. **Time Description Effect**
7. **Temporal Landmarks**

"A tour de force. The most intelligent marketing book I have read in years."
Mark Schaefer, author of *Marketing Rebellion*

Nancy Harhut

Using Behavioral Science in Marketing

Drive customer action and loyalty by prompting instinctive responses



“This is a must read for anyone who wants to drive engagement, sales, and growth”
- Jay Schwedelson



THANK YOU!

FREE Behavioral
Science Cheat Sheet

