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MARKETING PSYCHOLOGY: INFLUENCE AND PERSUASION IN ACTION

Start Date:	24/08/2026	**End Date:**	28/08/2026
Categories:	Public Relations & Market	**Venues:**	Amsterdam
Formats:	In Person	**Instructors:**	

OVERVIEW

This course explores the psychological principles behind why consumers say yes. Participants will learn to ethically apply influence and persuasion techniques across marketing campaigns, messaging, and brand touchpoints to drive conversion and loyalty.

OBJECTIVES

By the end of this course, participants will be able to: – Understand core psychological triggers that affect consumer behavior. – Apply persuasive techniques like scarcity, social proof, and reciprocity in marketing. – Design campaigns and content that align with buyer decision-making processes. – Use behavioral insights to improve engagement and conversion rates. – Balance persuasive strategy with ethical communication practices.

COURSE OUTLINE

1- The Psychology of Influence and Buyer Behavior 2- Cialdini’s Principles of Persuasion in Marketing 3- Applying Behavioral Science to Campaign Design 4- Copywriting and Visuals that Persuade 5- Building Ethical, Impactful Marketing Strategies

TARGET AUDIENCE

All Supervisory Levels, Marketers, advertisers, brand strategists, and business owners looking to deepen their understanding of consumer motivation and influence.

METHODOLOGY

Behavioral case studies, messaging labs, campaign planning exercises, persuasion technique breakdowns, and group critique sessions.

CONCLUSION

Participants will leave with a science-backed toolkit to drive marketing effectiveness through ethical, high-impact influence strategies.

DAILY AGENDA

Day 1: Why We Say Yes

Unpack the psychological foundations of persuasion and their marketing applications.

Day 2: Principles of Influence

Explore key drivers like authority, reciprocity, social proof, and scarcity.

Day 3: Behavioral Campaign Design

Apply persuasion principles to content, visuals, and calls to action.

Day 4: Persuasive Content Creation

Craft marketing assets that move audiences to act while remaining brand-aligned.

Day 5: Ethical Influence Strategy

Design a strategy to responsibly influence consumer behavior across platforms.

For more information, please contact us:
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