

How Does It Make You Feel? Why Emotion Wins The Battle Of Brands

Emotions are a powerful force in our lives. They can make us feel happy, sad, angry, or scared. They can motivate us to take action or make us want to curl up in a ball and hide.



How Does It Make You Feel? Why Emotion Wins The Battle of Brands by Daryl Travis

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Brands know this, and they use emotions to connect with us on a deeper level. They want us to feel something when we think about their products or services. They want us to feel happy, confident, or secure. They want us to feel like we belong.

When we feel a strong emotion about a brand, we are more likely to buy from them. We are also more likely to be loyal customers.

Here are a few examples of how brands use emotions to connect with us:

- Nike uses the emotion of inspiration to motivate us to achieve our fitness goals.
- Apple uses the emotion of exclusivity to make us feel like we are part of a special club.
- Coca-Cola uses the emotion of happiness to make us feel good about ourselves.

Emotions are a powerful tool that brands can use to connect with us on a deeper level. When we feel a strong emotion about a brand, we are more likely to buy from them and be loyal customers.

So next time you are thinking about buying something, ask yourself how it makes you feel. If it makes you feel good, then it is a good choice. If it makes you feel bad, then it is probably best to avoid it.

How to Use Emotions to Your Advantage

If you are a brand, you can use emotions to your advantage to connect with your customers on a deeper level. Here are a few tips:

- Identify the emotions that you want to evoke in your customers.
- Create marketing materials that appeal to those emotions.
- Use social media to connect with your customers on an emotional level.
- Provide excellent customer service to create positive emotions.

By using emotions to your advantage, you can build a stronger connection with your customers and increase your sales.

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