

# Improving Marketing Effectiveness...

# One Nudge At a Time.

Alex Caley – Head of Marketing  
Continuum Attractions



**continuum**  
attractions

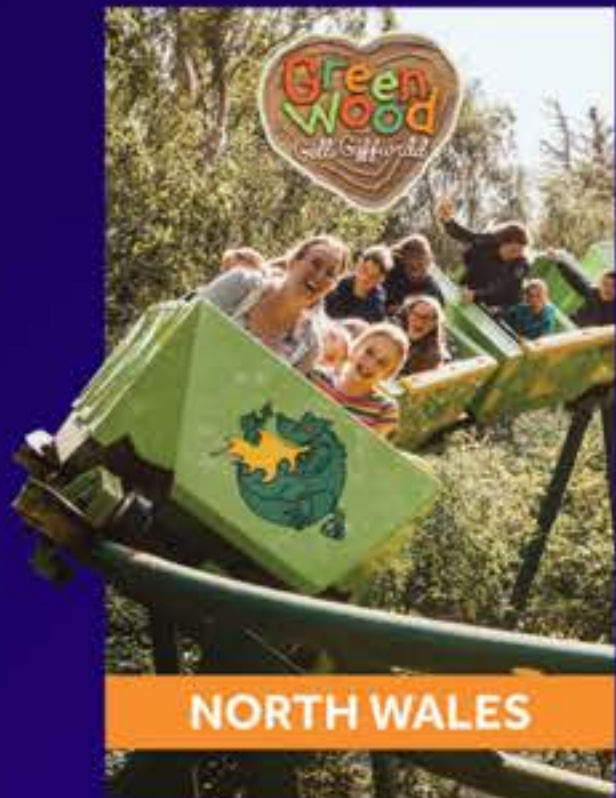


**What if I told you that you  
could increase the  
effectiveness of your  
marketing just by  
changing  
one word?**





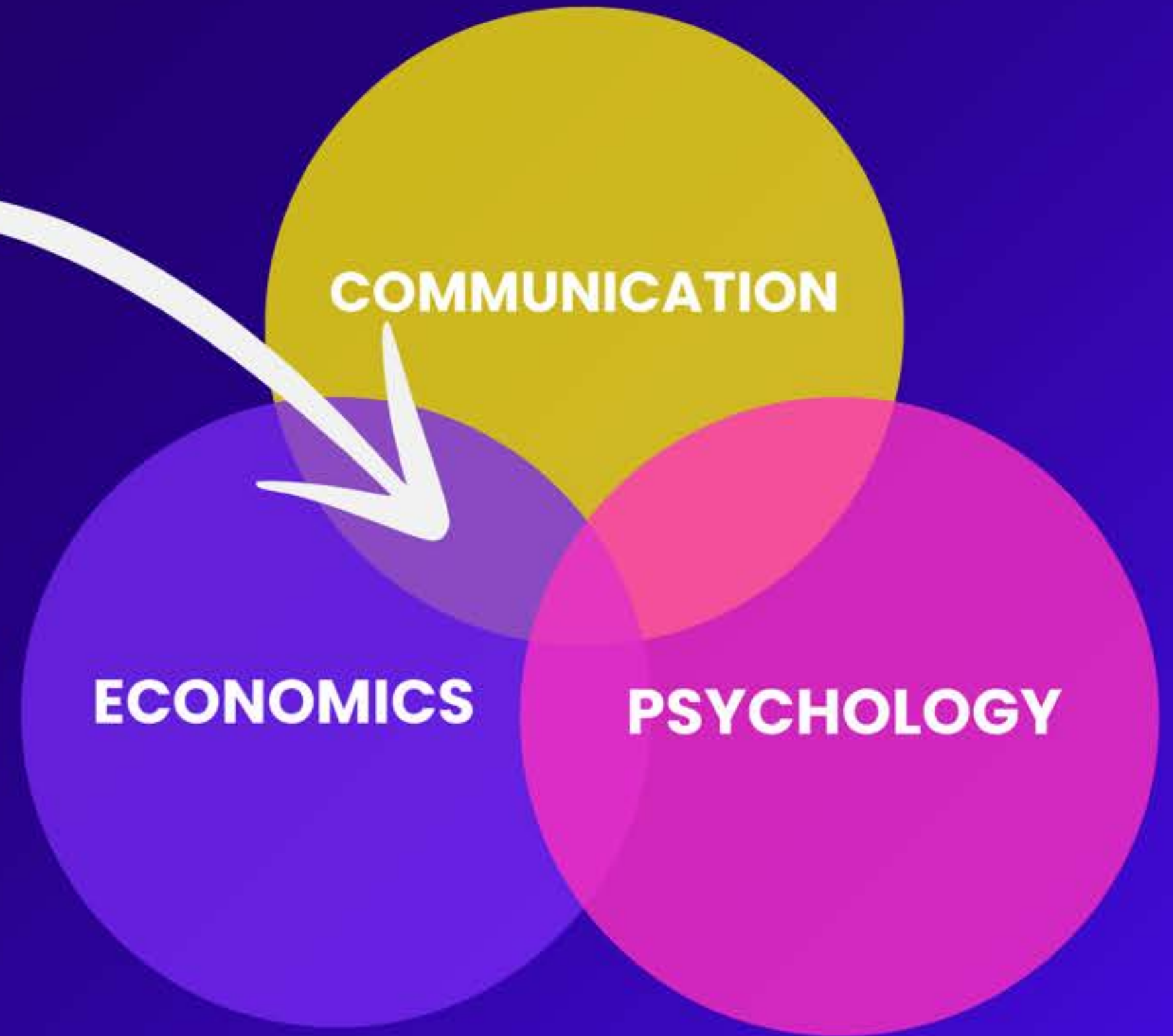
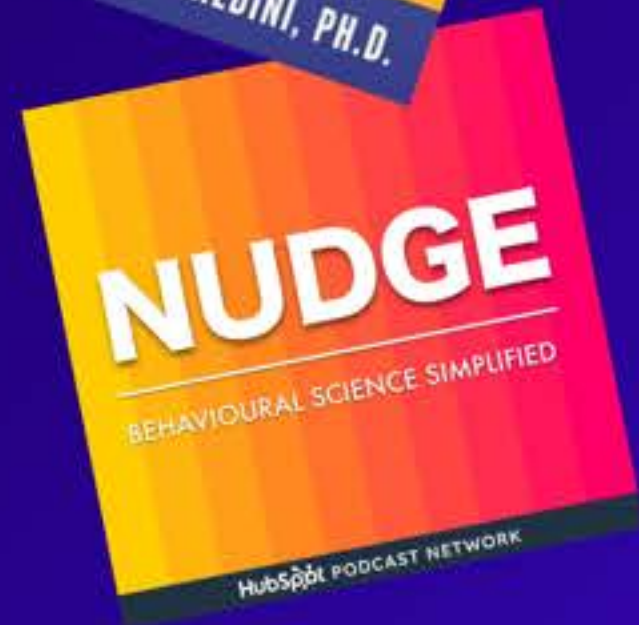
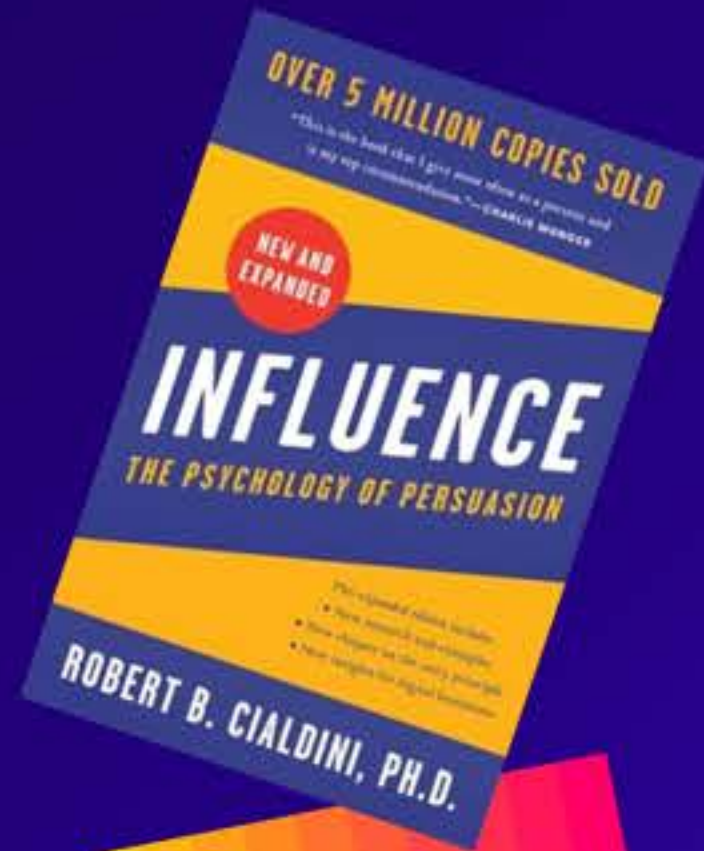
**continuum**  
attractions



**We are  
storytellers**



# BEHAVIOURAL ECONOMICS





# What is 'Nudge Theory'?

influence



of behavioural  
economics

# Which one?



**SMALL \$4**



**MEDIUM \$5.50**



**LARGE \$6**



# Common Nudges...

**FOMO**

**RECIPROCITY**

**SCARCITY**

**LOSS AVERSION**

**ANCHORING**

**BUNDLING**

**COMMITMENT**

**CHOICE**

**SOCIAL PROOF**

**EFFORT**



# Nudge 1

## Social Proof.



# Why do we follow the crowd?!

***“If everyone else is doing it...  
it must be worth doing!”***





**It is deeply  
ingrained  
human  
behaviour**





*"135 other people just bought  
this same item"*

*"75% of guests reused  
their towels"*



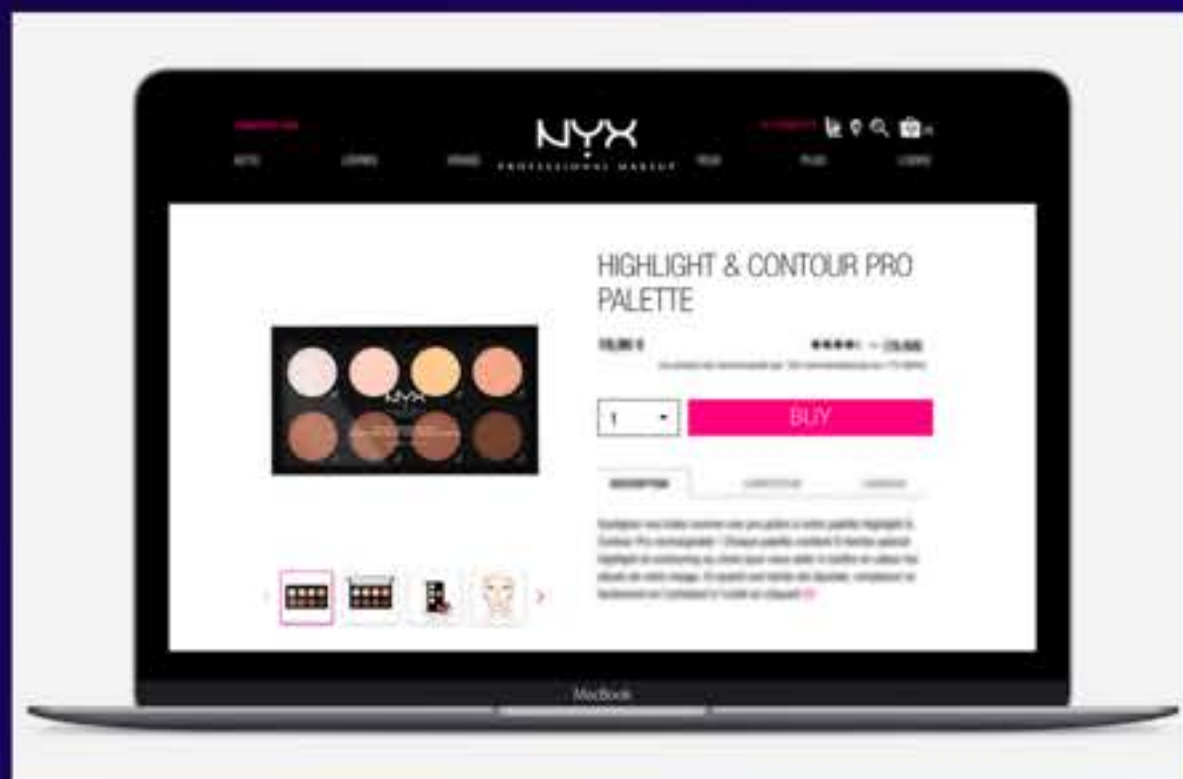
*"Over 1 million visitors and counting"*



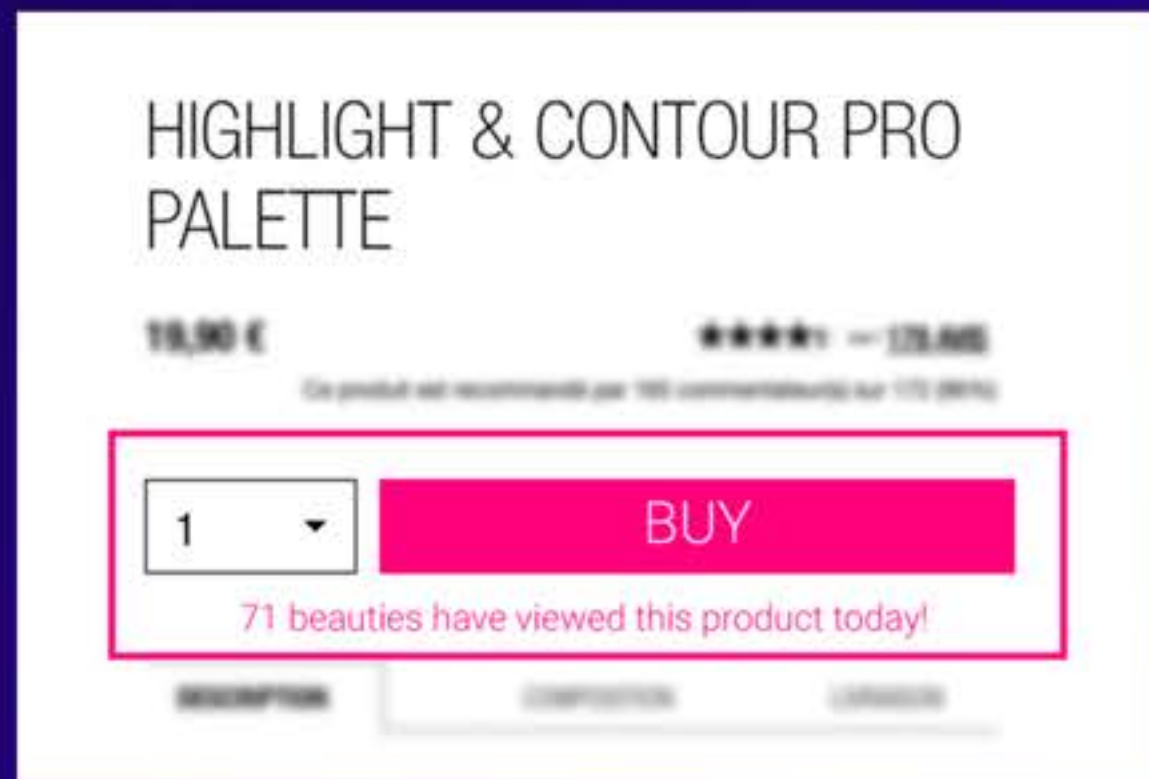
3,565 visitors rated us 5\*



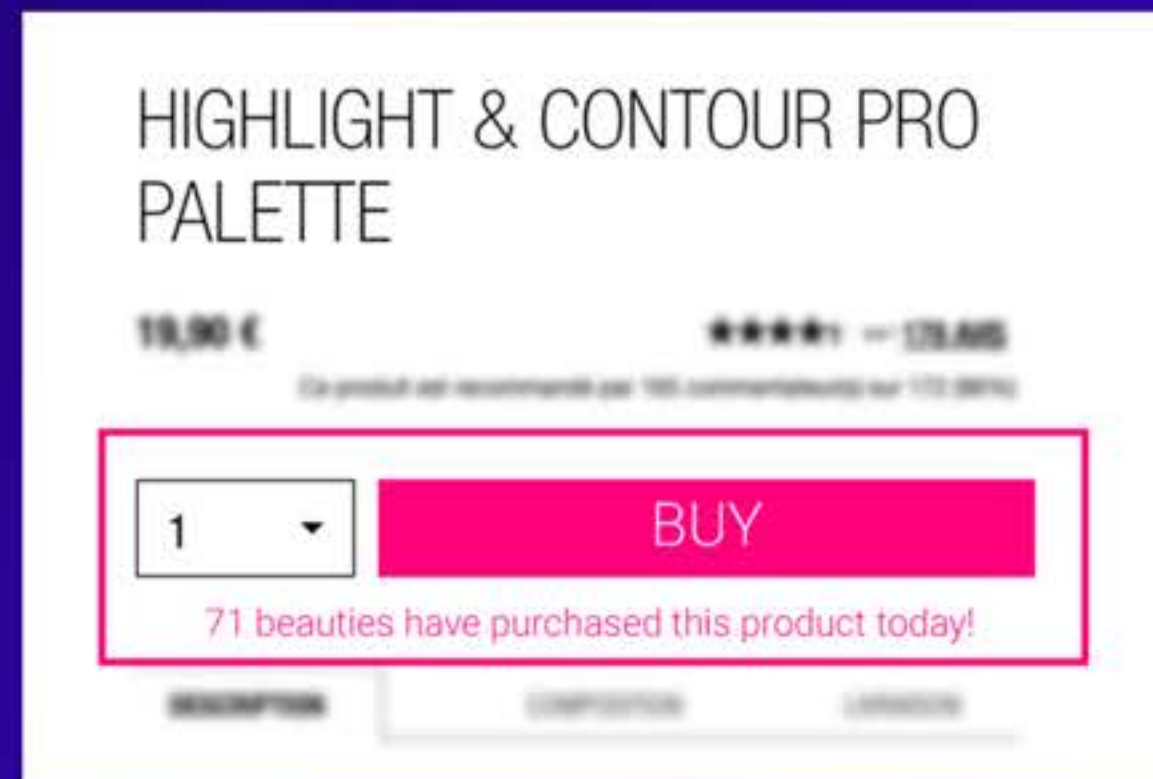
1

**control**

2

**'viewed'****Click-through  
+32%****Transaction  
+33%**

3

**'purchased'****Click-through  
+43%****Transactions  
doubled!  
100%**

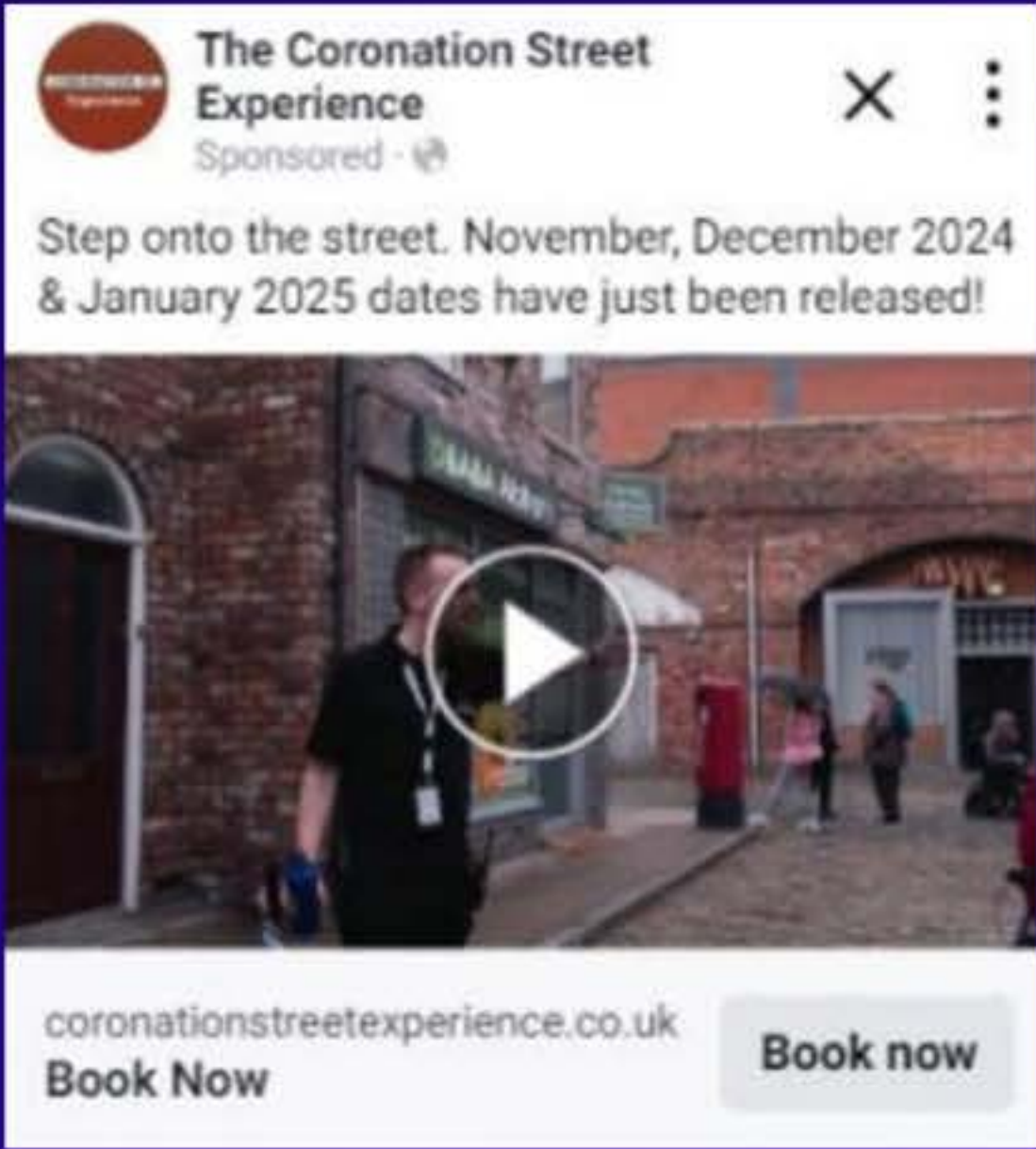


# ITV A | B Test

## TV AD



## VOX POP TESTIMONIAL



Testimonial 'Social Proof' ad Vox Pop

**+118%**  
Transactions

Testimonial 'Social Proof' ad Vox Pop

**+38%**  
Stronger ROAS  
**70:1**







# Nudge 2

## Paradox of Choice.

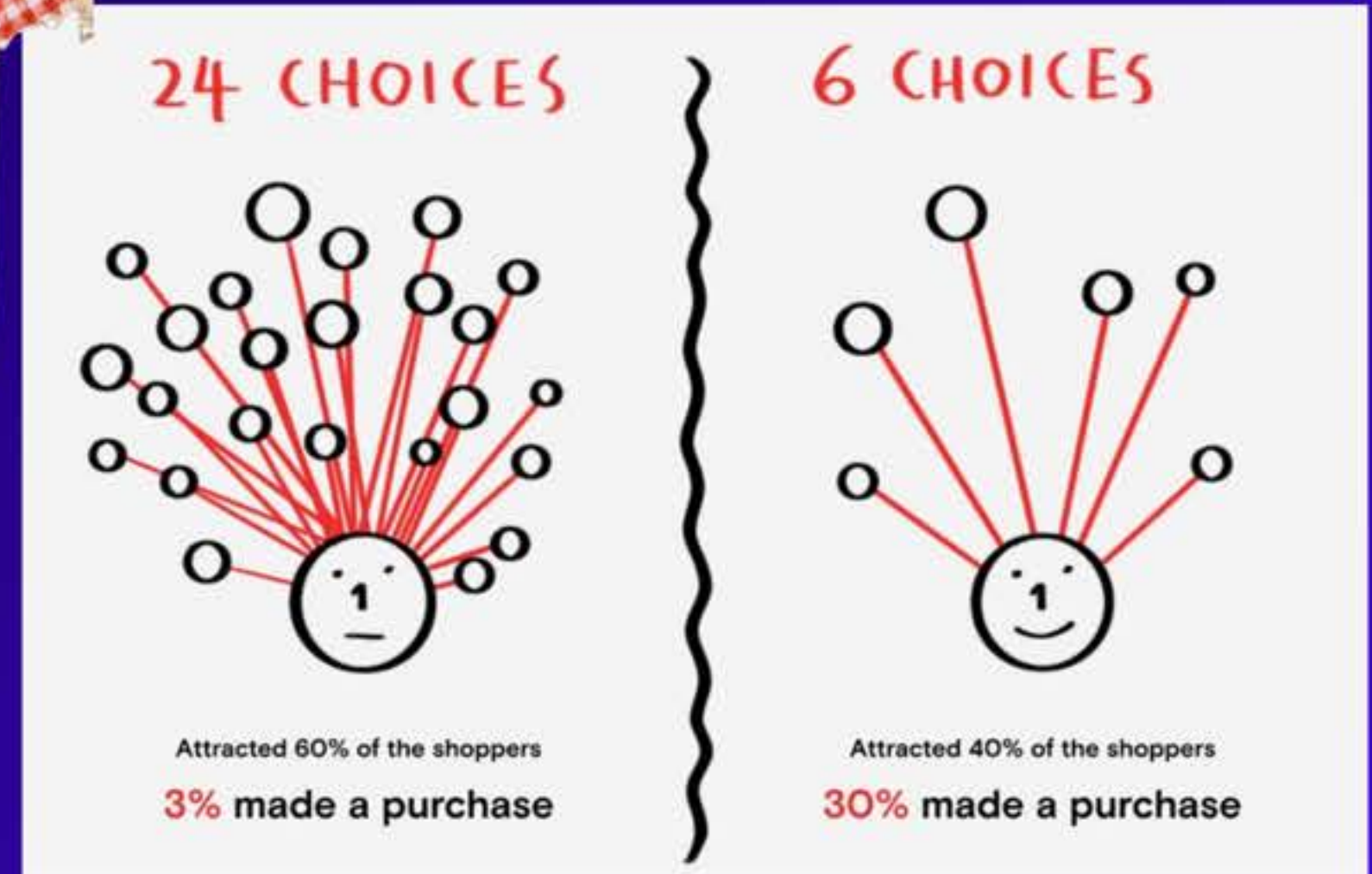


HAPPINESS

CHOICE



Professor Sheena Iyengar  
2000 'Jam Study'



The more choices we have, the higher our expectations - the more we worry about making the 'wrong' decision



# Real life applications and considerations...



**How many ticket options & variations do you have?**



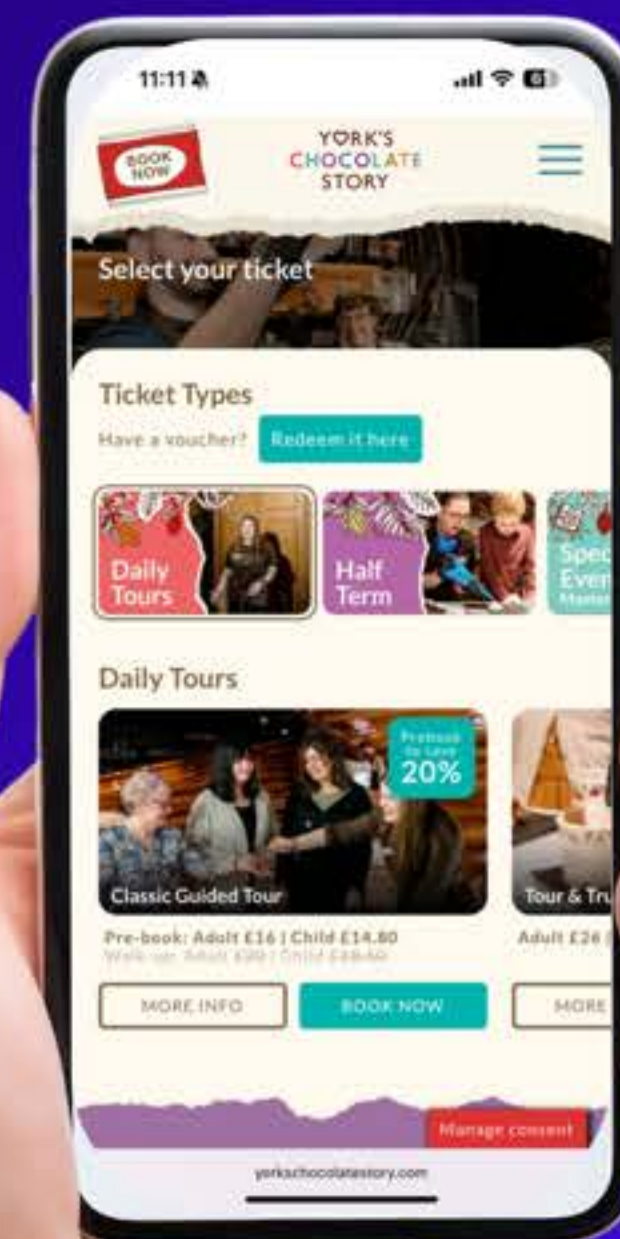


- Limit options
- Categorise
- Most Popular

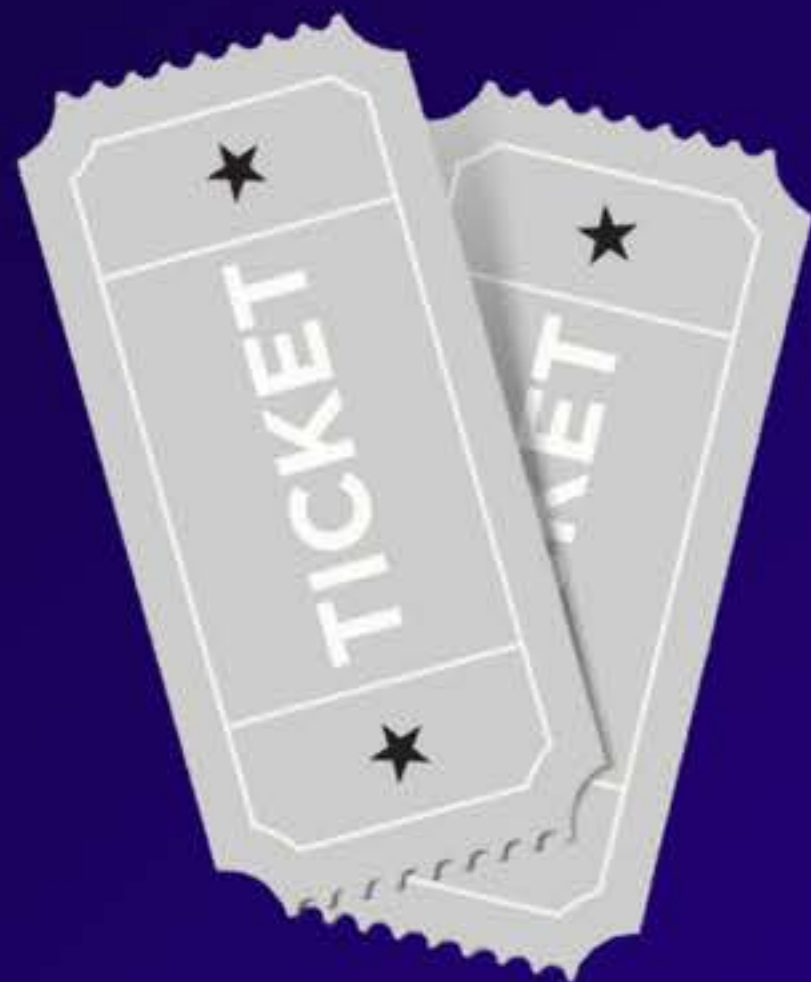


**CVR +25%**

## BOOKING PAGES







**Sometimes it's not about reducing choice entirely...  
but making your most PROFITABLE ticket the salient  
OBVIOUS choice!**



**20%**  
**UPLIFT**  
**IN PHOTOGRAPHY**  
**SALES**





# Nudge 3

## *Illusion of Effort.*



**low effort**



**Vs**

**high effort**

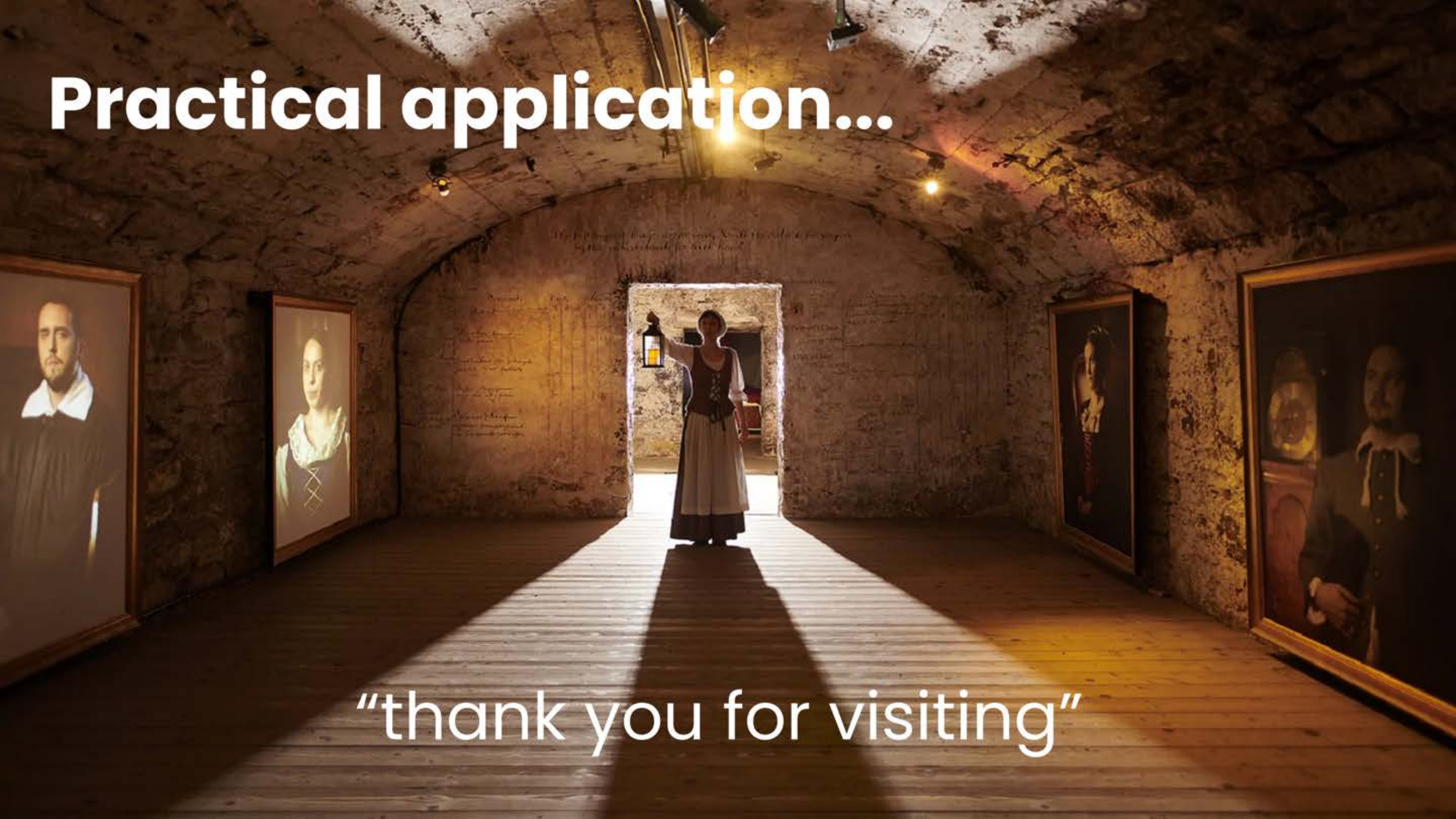


# High Effort = Higher Rating

even if the output is exactly the same



# Practical application...



“thank you for visiting”





1 Email – 1 Action  
Choice of 2 '**This or That**'  
Make it **personal**  
Reinforce the **hard work**

**40% uplift**  
in Trip Advisor  
Reviews across the  
group





# **Nudge** **Summary.**

**Selling LESS – can actually  
help you sell MORE!**

**Including SOCIAL PROOF – can  
nudge more people to buy**

**It pays to show how hard you  
work**



# Thank You

**A lot of hard work went into this presentation**

**Rated 5 ★**

**(yes that was by my kids)**