

Ways To Inject Emotional Marketing Into Your Promo Campaign

Emotional marketing goes hand in hand with brand storytelling. It is a type of marketing that uses emotions to capture your audience's attention and get them to share, remember or buy from you.

Emotions are powerful and if you appeal to them correctly, you can really encourage people to buy into your brand and be willing to pay for your product or service.

Once you understand the building blocks of emotional marketing, it's the tactics of implementing it which will take your campaign to the next level.

Here are just some of the ways to stimulate an emotional response from your audience and establish that all-important connection. By injecting storytelling into these tactics you can create a powerful campaign that will resonate with your target customer.

1. Know your audience

Before you do anything, you've got to know who your audience are, who you want to buy your products, so do some research first.

The more insight you can gain, the better. If you don't know who your audience are, you won't be able to work out which type of content or promotion will work best. Nor will you be able to tap into the emotion that will be most effective for the campaign.

The emotion should resonate with either their pain points or their aspirations.

2. User-generated content

Social media is your greatest reserve for finding new and exciting content and it's particularly useful as a resource you can tap into to connect with new audiences. When you source user-generated content for tourism campaigns, you are opening up your brand narrative by connecting with new audiences, building new relationships and inspiring new ways of looking at a place through the eyes of those experiencing it.

When you source user-generated content from people on social media who are already exploring an area or place, you are able to build trust with the audience of your promotional campaign as they will see *real* people immersed in an experience told through their eyes.

UGC is an excellent way of relating your brand message to the experience itself, where the story is told by those on the ground and living it first-hand.

As a result, you create a community of like-minded people, founded on the trust of experience and not just creating content as a promotional exercise. This is crucial in establishing authenticity of storytelling, as audiences, particularly digital audiences, are savvy of marketing techniques which are motivated only by promotion and not emotion.

3. Be unexpected

Travel marketing should provoke emotional connection to an experience your audience hasn't yet associated with a particular feeling and that means using the power of storytelling to build unexpected narratives.

Identify the emotion and build your story from there. An example of inciting happiness could be creating a story which shows a traveller connecting with locals, where jokes and companionship are shared over food.

Laughter is a response which connects happiness and trust, and unites your brand with the positive emotions and an inclination to remember your brand or experience in the future.

4. Multi-channel delivery

Your campaign content should be as visceral as the experience itself and that requires an all-encompassing strategy to connect with your audience in diverse ways.

If you want to provoke an emotional reaction, you need to deliver customer experience across a variety of touchpoints. An example of this could be a video series created as a dynamic, multi-channel marketing launch, using social media UGC, video sequences across social media ads, TV and ad-shel units, where each interface shares an instalment of the wider campaign narrative.

Multi-channel delivery is the best way to optimise your campaign to meet a wider range of audiences and it's an effective way of shaping your brand's presence in the diverse lives of the public.

Another key consideration for repositioning your brand messaging in front of new audiences is to consider marketing activations which take place in public spaces, either as engagement exercises (pop-up booths with activation like ski-slope simulations or travel giveaways as a brand awareness exercise) or experiential promotions (advertisements at cinema screenings for films your audience will be viewing).

5. Meet your audience where they are

When considering the motivations of your audience, you need to meet them exactly where they are in the process of deciding when or where to travel and what experiential activities they feel attracted to.

In order to inspire connection to your brand, do research into your audience and their reasons for travelling, then appeal to the emotions which inspire action.

Consider campaign storytelling which shows the traveller you know what they need and let them see you can provide it.

6. Build on the excitement of first-time experiences

A strong narrative selling point for experiential marketing is touching on the experience of a first-time encounter.

Everyone, regardless of background, age or location, will have experiences which are happening for the first time.

With tourism, you're wanting to connect to someone through offering a first-time experience and your campaign should use storytelling to communicate excitement and adventure that appeals to first-timers.

7. Don't underestimate the emotional power of influencers

Lauren Bullen, an influential travel blogger, started small by documenting her travels around the world online and now has a following of over 2m.

Using influencers, like Lauren, is a key way of expanding your campaign potential and collaboration with influential figures will offer a unique perspective for your marketing, open up your brand to new audiences and tell your vision of travel across new platforms.

Emotional marketing is a one-way ticket to ensuring your campaigns build human connection and convey positive emotional experiences.

When done successfully, emotional marketing is an effective tool for developing a strong relationship with your audience, where if you create a sense of urgency or community, you can leverage their fear of missing out to sustain their interest long after the campaign has ended.

8. Use colour

Colour psychology is an interesting field in itself and plays a strong role. Businesses in many walks of life use colour. Colours such as red trigger strong emotions, such as love, joy or excitement, which is why Coca Cola uses it in their branding, whereas green suggests harmony, balance, growth, nature or health, which is why it forms part of the Starbucks branding.

Think about the colours you're using in your campaign and the emotions they might elicit. Are they the ones you want them to feel?

9. Just tell your story

Humans have been telling stories for centuries. Storytelling makes brands seem more human. No matter who your audience is, a story is relatable. That could be through excitement, passion, sadness or anger. Whatever the emotion, there will be someone in your audience who can relate to your story.

If you tell the story well enough, people will want to share it, so it's worth putting in the time and effort to develop a really tremendous story. When people share their experience, this increases your brand awareness and presence.

10. Create a community or movement

Creating a movement or community is another powerful emotional marketing tool. Again it taps into several different psychological triggers. When people see what the crowd is doing, they can't help but get curious, want to join in and, generally, be a part of it.

If you create a sense of community around your product or service, the people who use it become more than customers; they become part of the community itself around your brand. Movements and communities generate a sense of camaraderie, excitement and acceptance. More importantly, though, they can build loyalty to your brand.

11. Convey the perfect image

Not all marketing focuses on how we feel. Some of it looks at how we'd like to feel and focuses on that.

The objective of this is to convince us that not only will a product or service solve our problems – good marketing conveys the benefits of what we're selling — but also that it will make us feel fantastic in some way.

12. Inspire your audience

What do you audience want to achieve? What would they do if they had the chance?

Although aspiration itself isn't necessarily an emotion, it triggers feelings of excitement, joy or hope, which can make a campaign that appeals to your audience's aspirations powerful.

If you're going to try the aspiration approach, it's essential to understand how your business can help your audience make their (lofty) aspirations come true. If you don't, this type of marketing won't be as effective, if at all.