

5 Human Behavior Hacks that Automatically Increase Attendance

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HBT Marketing

@nharhut



Decision Making Shortcuts



#1 Endowment Effect

Richard Thaler



Lot 18

YOU HAVE **\$15.00** OF UNUSED CREDIT IN YOUR ACCOUNT THAT
WILL EXPIRE TOMORROW AT 11:59 PM EST

Simply click


Apply Credit

before submitting your order. Your
future self will thank you later.

*Yours helpfully,
The Lot18 Member Services Team*

START SHOPPING





My UPS Expiration

Nancy Harhut, we've missed you!

Our records indicate that you have not taken advantage of My UPS recently. To keep your registration active and ensure you have access to all services associated with your My UPS User ID, simply log in to My UPS. If you no longer need for My UPS, do nothing.

To keep your registration active log in

...do nothing and your registration will expire

Save your
seat—it's
included in
your PRO
subscription

Announcing an all-new series: Content Marketer's Crash Course



New year, new ways to be an awesome marketer, Nancy.

That's what you're sure to find with our brand new MarketingProfs University series starting February 12, **Content Marketer's Crash Course**. [Save your seat](#)—it's included in your PRO subscription.

PRO members like you told us they want more detailed how-tos, not conceptual fluff. They also told us they want more training on content marketing. This 10-week program? Check and check.

**Remember:
Remind people of what
they “own”**

Eventastic Tip:

**Tell prospects their spot is
already reserved/being held
for them**

#2 Psychology of Surprise





Dressed to CHILL

Subject: Dressed to CHILL

Being a couch potato never looked so good!

FOREVER 21

NEW ARRIVALS

WOMEN

MEN

PLUS

KIDS

SALE

COMFORT ZONE

Looks For Those Lazy Weekends



Univ. College of London

Subject: Play Wordle? You Can Get A Discounted Ticket!

Reply-To: marketing@demandgenreport.com



B2B MARKETING EXCHANGE

FEB. 28 - MAR. 2, 2022

THE PHOENICIAN, SCOTTSDALE



Play Wordle?

You Can Get A Discounted Ticket!

**Remember:
Make your message
surprise people**

Eventastic Tip:

**Add an unusual twist
to your event**

#3 Framing



YES, Get the FREE Case Study Now

NO, I'd rather not know how
my marketing is performing

40-125% lift in conversion,
Journal of Marketing Research,
New Neuromarketing, Netherlands

Open me for
an instant
getaway
(\$3.50
Wallflowers!)

Subject: Open me for an instant getaway (\$3.50 Wallflowers!)

Pick a plug, choose a scent - find your 30 day escape

[View in Web Browser](#)



Bath & Body Works®

TODAY ONLY!

\$2 SHIPPING ON \$10 ORDERS*

USE CODE WARMINGUP

SHOP ▶



Pick a plug, choose
a scent – find your
30 day escape

**You'll be
paying more
tomorrow**

⚠️ You'll be paying more tomorrow ⚠️

Affiliate summit_{east}

Now Nancy, ASE24 is not just a networking event (though we do that really well 😊).

We also bring in top industry experts that can help you with:

- Scaling and optimizing your ads with AI and machine learning
- Localized advertising strategies and tactics
- The future of attribution: Navigating a cookieless world
- Consumer shopping behavior in 2024 and how to combat an economic downturn

Remember:
Get people to see things
in a different way

Eventastic Tip:

Small budget? Frame speakers as ‘not the same ones that appear all over’

#4 Scarcity Principle



**We Only Have 50
Seats Left: Want
Us To Save You
One?**

@nharhut

We Only Have 50 Seats Left: Want Us To Save You One?

DEMAND GEN REPORT

B2B SALES & MARKETING EXCHANGE

AUGUSTA, GEORGIA ENCORE BOSTON HARBOR

**Grab One Of The Last
50 Remaining Tickets!**

GET YOUR TICKET

Flash Sale – Today Only!

@nharhut

Subject: Flash Sale -- Today Only!

MarketingProfs University **Flash Sale** ends TODAY at 1pm ET. [Register NOW to save \\$200!](#)

Trouble viewing this email? [Web](#) | [Mobile](#)



FLASH SALE

ENDS THURSDAY, APRIL 11 AT 1PM EST

Get your Facebook marketing questions answered and

SAVE \$200

on our newest course:

Cracking The Facebook Code


Enter code FLASHSALE when you register

ENROLL NOW >

Worldata: 18%  open rate

Subject: Clock is ticking – enter or get left behind

[View web version](#) | [Forward this email to a friend](#)



**THE HIGHEST ACCOLADE
IN THE PR INDUSTRY**

ENTRY DEADLINE: OCTOBER 3

TIME LEFT TO ENTER

3 DAYS	2 HOURS	8 MINUTES	31 SECONDS
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DATE

**ENTER YOUR WORK IN
TIME OR GET LEFT BEHIND**

Your mission, should you choose to accept it – and why wouldn't you – is to enter your best work in PR before the deadline. Which is hurtling toward you.

Worldata: 22%  CTR

**Remember:
Point out limited times
and quantities**

Eventastic Tip:

**Position breaks as one of few
times to see exhibitors
without missing sessions**

#5 Reason Why



Ellen Langer
Harvard

Try us for 9 bucks
because my dad
loves us

try us for 9 bucks because my dad loves us

From [Dale Slear Co-founder of Wine Awesomeness](#) >

To nharhut@me.com >

Reply-To wineallthetime@wineawesomeness.com >



[SHOP](#) [THEBACKLABEL](#) [LOGIN](#)



We really think we create a truly awesome wine club, but don't take our word

“An investment in knowledge pays the best interest”

Why am I getting this?

You are receiving this eNewsletter because we thought this information might be beneficial to you. You can unsubscribe at any time by clicking on the unsubscribe link at the bottom of this email.

8 Reasons You Should Attend the Life Insurance Conference

8 Reasons You Should Attend the Life Insurance Conference



**Remember:
Always provide the
reason why**

Eventastic Tip:
**Justify ticket cost and
in-person attendance**



BONUS HACK

#6 Motivating-Uncertainty Effect



68%
Chinese University
of Hong Kong



Follow

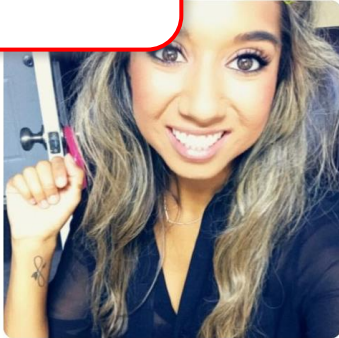
Makeup of the Day

1103 Pins
381762 Followers

Get featured! Go to Sephora.com & upload your makeup of the day on #TheBeautyBoard for the chance to see your look here. #MOTD

Get
Featured!

for the chance
to see your
look here



Sephora Community
Gallery Makeup of the Day:
Tarte Lip Paint...

1



Sephora
Makeup of the Day



Sephora Community
Gallery Makeup of the Day:
Sephora...

3



Sephora
Makeup of the Day

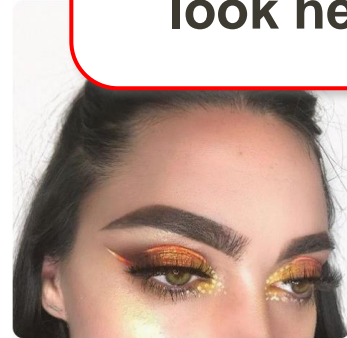


Sephora Community
Gallery Makeup of the Day:
Anastasia Look...

1



Sephora
Makeup of the Day



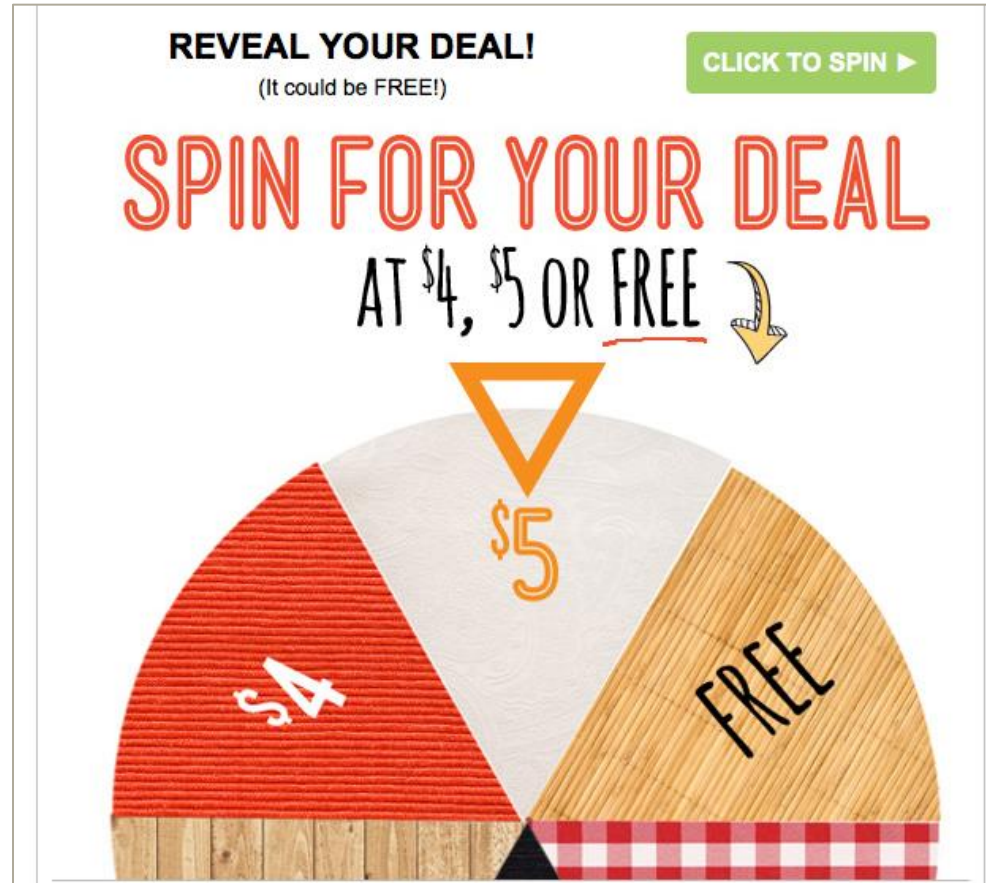
Sephora Community
Gallery Makeup of the Day:
Armani Beauty...

89

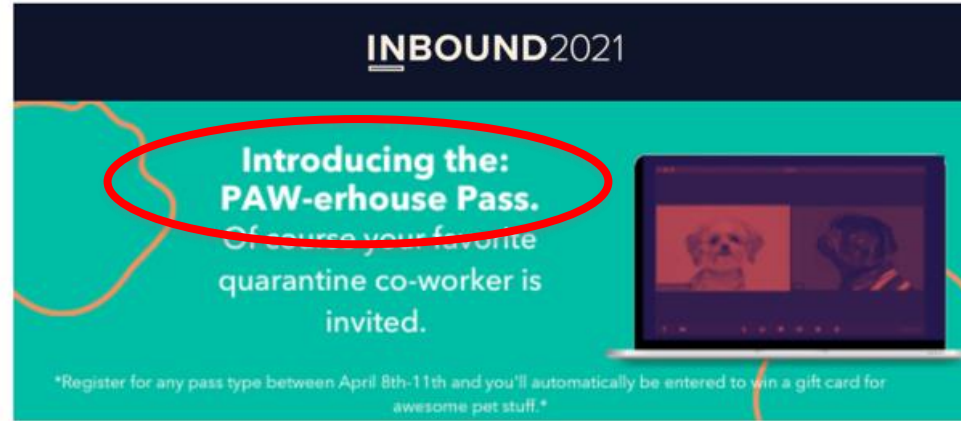


Sephora
Makeup of the Day





...be entered to
win a \$100 gift
card for some
terrific pet
supplies



Hi Nancy,

Your 2020 quarantine co-workers are definitely on the VIP list for INBOUND 2021.

They've been your biggest advocates video call after video call, staring at you adoringly and encouraging you to take a break for a long walk or playtime between meetings.

In honor of National Pet Day, we're inviting you and your fluffy colleagues to [register for any INBOUND pass type between April 8-11th and be entered to win a \\$100 gift card for some terrific pet supplies.](#)

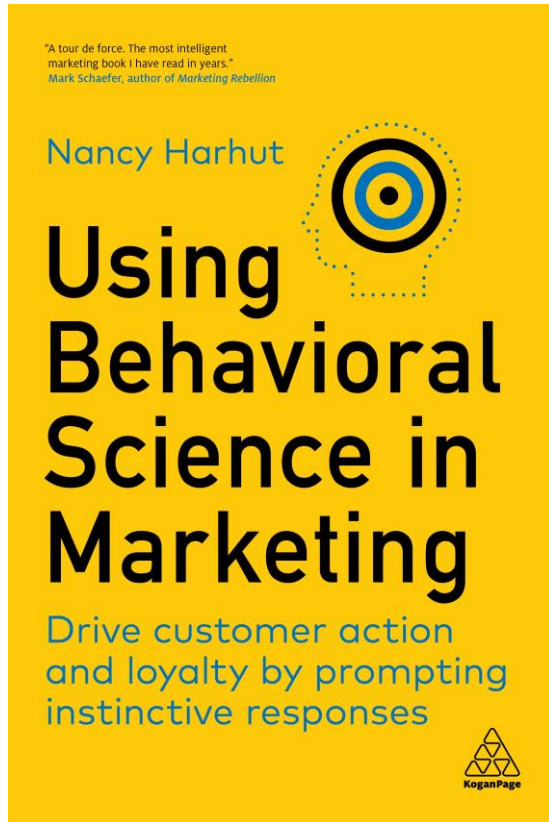
**Remember:
Give people a
chance to win**

Eventastic Tip:

Upgrade 5 registrants to suites

Behavioral Science Recap:

- Endowment Effect
- Psychology of Surprise
- Framing
- Scarcity Principle
- Reason Why
- Motivating Uncertainty Effect



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



THANK YOU!



FREE Behavioral
Science Cheat Sheet



Nancy.Harhut



@nharhut



Nancy Harhut