

## Neuromarketing with a Purpose («NEUROM»)

Would you like to optimize your communication, your texts and your advertising impact? Are you an SME and reliant on resource-saving options? This course will give you plenty of ideas for your everyday marketing and communication work.

**Duration:** 1 day

**Price:** 850.–

**Course documents:** Digital Courseware

### Content

- What is neuromarketing and how do people “work”?
- Why do we buy what we buy and what does this have to do with our subconscious?
- The four approaches to the brain – lots of potential in everyday communication
- Price psychology – not all prices are the same
- Neuromarketing is the combination of different disciplines: marketing, communication, knowledge of human nature and science
- Emotions vs. numbers, data, facts – why your image brochure is probably “boring”
- Image and color worlds in communication – why certain images put off your customers on your website every day
- Sales texts on websites and in brochures: utilize the potential
- Performance vs. impact – what it's really about
- Communicating meaning – why the “why” changes so much

**Special feature:** Special topics of the participants can be addressed. If desired, the impact of your own website, for example, can be reviewed during the seminar (including recommendations for optimization measures). You can also bring your own flyers, brochures etc.

### Key Learnings

- Better understanding of your own customers and employees
- Knowing how to appeal to customers emotionally and thus achieve significantly more impact
- Using the experience of neuroscience with practice in marketing, communication and sales

### Methodology & didactics

Combination of lecture, discussion and many practical examples

### Target audience

This course is aimed at specialists or managers, assistants in marketing, communication or sales and anyone who wants to communicate more effectively.

### Any questions?

We are happy to advise you on +41 44 447 21 21 or [info@digicomp.ch](mailto:info@digicomp.ch). You can find detailed information about dates on [www.digicomp.ch/courses-media-communication/digital-marketing/advertising/course-neuromarketing-with-a-purpose](http://www.digicomp.ch/courses-media-communication/digital-marketing/advertising/course-neuromarketing-with-a-purpose)