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MARKETING TRICKS IN DIGITAL BUSINESS

With a more comprehensive application and use of psychology in marketing, additional understanding and explanation could be provided for many of the key phenomena, such as customer satisfaction, loyalty, word-of-mouth, and willingness to pay. The usage of marketing tricks is crucial when a company's budget is limited. The objective of our search is to examine the psychological basis for marketing techniques and verify their effectiveness.

Social technologies such as Instagram or TikTok have become an innovation in the business industry. Social media due to their role is essential tools for sales' increase, product promotion, and reputation building. Working on this project, we decided to create commercial accounts in Instagram and TikTok offering photograph services. To get the above mentioned advantages we referred to some marketing tricks.

1. Clients tend to trust those photographers who present previous attractive works. A consumer gets certainty in further partnership since they observe the photographer's portfolio. In our case, an Instagram feed has become a portfolio. To gain experience and get attractive shots we asked 5 groupmates to become models.

2. As Instagram promotion is paid, we signed up in TikTok, where users get free traffic. During photoshoots the team filmed backstages. We uploaded short videos on the TikTok account. As Dr. James McQuivey estimates, video content is 10 times more likely to interact than any other material [1]. This, in turn, makes it possible to significantly increase the transition to Instagram. As a result, our most successful video reached 20,000 views in a day. The link to the Instagram account was attached in the description. More than 120 people followed our Instagram account, 9 people enlisted to photoshoots. Due to the pandemic, 4 clients declined their photoshoots.

3. If the discount is given to a certain number of people they feel that they are more unique and the discount is more personalized. In this case the possibility of a transaction is increasing. Our target audience is females aged 18-24. Potentially most of them are students. Therefore we set a loyal price for students – a 20% discount.

4. Every Instagram post went with an article. The articles responded to such questions as “Why is our service unique?”, “Why should you buy our photoshoot?”, “Why should you buy now?” The implementation of articles, check-lists, recommendations contributes to consumers’ motivation. In marketing it is called lead nurturing – the process of educating a potential client, introducing them to your products and services, and unobtrusively leading them to a purchase.

5. Interactive is important. It is a good opportunity to build relationships with the audience. Besides, you will remain under review of your potential clients. For example, the optical shop Zenni Optical started a campaign “You’ve been framed” and proved that tests, games, and surveys are the best tools for consumer involvement in 2015. The idea was to ask people 9 questions concerning their interest: what was their favorite age, fashion, lifestyle, face shape. As a consequence, the poll brought more than \$1 million and 29 thousand potential clients [2]. Therefore, we decided to create interaction with our audience with the use of the Instagram option – Stories. We uploaded the poll on Stories to analyze the audience’s preferences. In comparison to ordinary Stories (without any poll), the outreach of other Stories increased by 84.8%.

6. The clients and models were asked to leave their feedback concerning our service. Our team cooperated with an Instagram microblogger who published his review on our service. Feedback and reviews are important since people look to what others do to guide their behavior. Psychologist Robert Cialdini calls this phenomenon “social proof” [3]. Furthermore, our service could be improved according to people’s feedback in order to satisfy their needs.

In conclusion, in the course of 4 weeks we have made progress by attracting 120 potential clients. We proved the efficiency of marketing tricks based on consumers’ behavior. Huge efficiency is noticed when the tricks are used in combination – portfolio, video content, special offers, lead nurturing, interaction with audience, feedback.

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