



## GRAND INSPIRATION

2017 IMCA ANNUAL CONFERENCE  
Scottsdale ▶ June 25-27

# JEANETTE MCMURTRY

Chief Marketing Officer  
Elateral



## ABOUT THE SPEAKER

For startups to Global 1000 brands, Jeanette McMurtry has helped businesses of all sizes develop and execute successful marketing and customer engagement strategies by developing psychologically relevant messaging, engagement and customer experiences. McMurtry helps brands in all industries take relevance beyond the message through content adaptation strategies and tactics that optimize localized relevance across all channels and formats.

She was recently appointed CMO at Elateral, a content adaptation platform helping brands reduce time to market and unit production costs by 90 percent. During her illustrious career, she has been a consultant to leading global organizations and is the author of *Marketing for Dummies*, 5th Edition (Wiley), and *Big Business Marketing for Small Business Budgets* (McGraw-Hill). She is also a columnist for *Target Marketing* magazine a highly respected speaker at business events worldwide.

McMurtry earned her master's degree in business administration, with an emphasis in marketing, from Westiminer College; and a master's degree in business administration, with an emphasis in broadcast journalism and English, from Brigham Young University. She holds the Accreditation in Public Relations (APR) professional designation from the Public Relations Society of America.

## PRESENTATION SUMMARY

### **The Psychology of Choice: Understanding the Science of Why We Do What We Do and Buy What We Buy**

Chances are you're currently wasting 90 percent of your marketing resources! This is because most marketing campaigns target the conscious mind that only drives 10 percent of our thoughts while our unconscious mind drives the other 90 percent. That's because our conscious and unconscious minds are worlds apart when it comes to the values that inspire us, motivate us and drive our behavior.

In today's complex consumer-driven world, creating psychologically relevant messaging and customer experiences are mission-critical for generating return on investment and the long-term success of any brand. Marketers must understand human behavior and psychological principles in order to capture attention, sales and lifetime value. This keynote address will focus on how consumers really think, how they really choose which offers to respond to and to which brands to assign loyalty. It will also address how you can build psychologically relevant journeys that secure lifetime value and profitability.

Additionally, you will learn:

- How to appeal to the unconscious mind in order to capture attention and establish trust.
- What social and emotional influencers are most likely to drive a prospect to say "YES!"
- How to apply key findings from renowned psychologists Freud, Jung, Kahnemann and Ariely to get more from your marketing and customer experience programs.
- How to engage consumers on relevant journeys that connect deep within our psyche and inspire evangelism for generations
- Examples of how psychology based-marketing can achieve "unthinkable results."



## GRAND INSPIRATION

2017 IMCA ANNUAL CONFERENCE  
Scottsdale ▶ June 25-27

**JEANETTE MCMURTRY**

Chief Marketing Officer  
Elateral



## PRESENTATION SUMMARY

### **Triggering the Unconscious Mind for Unthinkable ROI: Using Psychology to Drive Loyalty, Devotion and Evangelism**

To get big results and a positive return on investment in any industry, you must get inside your customers unconscious mind and appeal to the psychological triggers that drive behavior, passion and loyalty. During this breakout session, you will discover influences related to reciprocity, loss and rewards, social proof, authority; and the big impact little things like color, font choice and words have on your direct marketing campaign's ability to capture attention, engage readers with your message and motivate behavior.

This session will also share critical insights from psychologists and behavior experts – from Freud and Jung to today's leading experts like Kahnemann and Ariely – on what captures the attention of our highly distracted conscious minds and drives purchasing behavior and lifetime loyalty.

You will also learn:

- Five characteristics of human happiness that influence brand loyalty.
- How personality forces, oxytocin and dopamine influence consumer behavior.
- Just how far apart our conscious minds are from our unconscious when it comes to what we say versus what we do.
- Pillars of religious psychology critical to build brand loyalty, referrals and ROI.
- How to define your brand's ESP – "Emotional Selling Proposition."
- How companies testing psychology-based marketing concepts beat past campaigns by 640 percent for revenue generated, 176 percent for response rate and achieved a 3100 percent ROI!

This engaging, fast-paced session is for all levels of marketers and will blow your unconscious mind!