

TrueTouchSM Decision Making Styles

How to market guide

TrueTouch is the industry's only advertising receptivity solution that informs marketers of their marketing channel mix and content strategy. The content-informing component leverages the newest market research on ways consumer make buying decisions. Use these TrueTouch Decision Making Styles to inform your marketing messaging, creative and how you engage with consumers when they are making the decision to purchase your product or service.

Savvy researchers – These consumers like to compare prices across different sites before purchasing and typically read online reviews and consumer reports



How to market

Use messaging that lets this researcher know they don't need to look any further. Messages to this consumer need to highlight the key differentiators and make it easy for the Savvy researcher to see how your option stacks up against the alternatives.

- "We did the comparison for you..."
- "No need to look further, [product] is what you've been looking for"

Consider using images such as graphs or charts comparing your product to the competitors and affirming your offer is the best option.

Organic and natural – These consumers buy natural and organic products, often preferring to put natural things in their homes and bodies



How to market

Use messaging that highlights the purity of the product and resonate with this consumer's belief that nature knows best.

- "All natural ingredients"
- "Chemical free"

Consider using images that exemplify nature or simple clean ingredients.

Brand loyalists – These consumers are willing to pay more for proven and reputable brands



How to market

Use messaging that emphasizes the brand name of the item or product and mention other successful products from your brand that can help reinforce the brand's strength.

- "From the makers of [Brand]!"
- Boast the brand's tagline

Consider using images that involve the brand's logo and colors that will help shoppers recall the brand. Also consider images or testimonials of long standing or happy customers.

Trendsetters – These consumers are early adopters of new products



How to market

Use messaging that emphasizes emotion, art, and adventure of the brand or product experience. Early adopters are curious - Don't tout features and benefits. Instead, focus on the "why" that inspires your product.

- Ask rhetorical questions like "Who needs [outdated feature of competitive product]?"
- "Did you ever wonder why..."

Consider using images that aim to intrigue and answer questions creatively.

Deal seekers – Price is more important to these consumers than brand name



How to market

Use messaging that focuses on the price or promotion. Make it easy to find the items.

- "Lowest prices of the year!"
- "Extra 20% Off!"

Consider using images that illustrate the "two for one" sale quite literally, a timer counting down to the end of the sale or other animated examples of products about to fly off the shelves. Also ensure the "discount" language is loud and prominent.

Recreational shoppers – These are your store browsers who find joy and relaxation in looking for new and interesting offers



How to market

Use messaging that focuses less on the specific products or items, but instead on the shopping experience. Emphasize any technology, app, or other customer-engagement tactic that get customers to browse your brand offerings longer.

- "Experience the best selection of [product] around"
- "We give you the best excuse to shop"

Use images or video that put the customer in your store or portray a happy leisurely online shopper. Emphasize well-designed store interiors and shoppers who appear to be truly experiencing the brand

Quality matters – Quality matters for these consumers and they are willing to pay more for fresh ingredients, durable materials and quality craftsmanship



How to market

Use messaging that focuses on the quality of the process and build of the product. Explain the ingredients or components by emphasizing the select choices behind using them for the product/solution.

- "We dare you to find a higher quality product"
- Ask our competitors about what they put into their product"

Consider imagery or videography that walks the customer through the process of making the product from the ground up. Use imagery that illustrates durability of the product.

Mainstream adopters – Trendy by association, these consumers enjoy following the latest trends set by innovators. They appreciate understanding what the trendsetters are buying these days



How to market

Use messaging that focuses on styles and trends that a person's friends and peers will love. Mainstream adopters find comfort in fitting in and aim to appear confident and fashion-forward.

- "Use this product that everyone is talking about!"

Illustrate that the product is being embraced and endorsed by many people. A celebrity endorsement can also assure the mainstream adopter is about to buy what's popular today.

Novelty seekers – These consumers dislike the same ol' and prefer to try new brands or new options. Variety is the spice of life



How to market

Use messaging that emphasizes novelty and demonstrates what makes the product special. Novelty seekers enjoy the story behind purchases; the where, why and how it came to be.

- "Hand-crafted"
- "Supports [unique cause]"
- "Solves for [unique need/problem]"

Consider imagery that reveals many different options to choose from that they won't find from common mainstream brands.

In the moment shoppers – These spenders find it difficult to say 'no' to things that catch their eyes. They recognize they are "spenders" rather than "savers" and appreciate a convenient purchase opportunity



Top of mind = In the cart

How to market

Use messaging that either urges the consumer to act now or miss out, or communicate how easy and perfect an item is. Stick with simple and comprehensive value propositions next to the price and "one-click-purchase" button (or point of purchase checkout line).

- "Easy 'click to buy'"
- "Makes a great gift!"

Illustrate how quick and easy the product is to purchase. If it's a high-consideration item, ensure the key pieces of information are stated simply and clearly and that those last minute considerations have already been answered like "Can I afford it?" "What will my partner think?" or "What if I need to take it back?"

- "Yes! Convenient financing is available"
- "Yes! Your [family] will thank you"
- "Change your mind later? Returns made-easy"