Atlas Outsourcing: How can marketers hold their customers' attention?

Monday 14 July, 2014

While in 2001 people could stay focused for 12 seconds, marketers now only have eight seconds to grab their audience's attention. Atlas Outsourcing considers what businesses can do to maintain their customers' attention in order to lead to more sales.

As an outsourced sales and marketing firm, Atlas outsourcing are constantly seeking new and fun ways to engage with consumers and grab their attention. With so many businesses turning to more outlandish and extreme marketing tactics to grab their customers attention, Atlas Outsourcing believe the key to a successful and engaging marketing campaign lies in arousing the customers natural curiosity.

There has been much psychological research into the power of curiosity, and Atlas Outsourcing has recognised the effect curiosity can have on a client's sales figures 'Curiosity is a major factor we use to draw in customers.' says Matt Stewart, Managing Director of the Reading based firm. In order to understand the power of curiosity, Atlas out sourcing has highlighted some important aspects to remember when trying to appeal to a potential customer's curious side.

Many businesses over stimulate when it comes to marketing literature or presentations. The sheers number of marketing techniques and advertising faced by customers on a daily basis means they have naturally developed a barrier towards them. In terms of psychology, it's important to remember that no one can be attentive to everything their exposed to all at once. Even if it was possible for people to split their attention between many stimuli at once, the brain would be too overwhelmed to process anything and be unable to single out the most important information. By overcomplicating marketing campaigns businesses aren't encouraging the curiosity of potential customers, they're simply overwhelming them.

It's important to create balance within a marketing campaign, too much information and customers will feel overwhelmed, yet with too little they'll be left feeling confused and uninterested. By only addressing the main points of a product of service in a campaign, businesses are giving potential leads just enough to encourage them to find out more.

When people's curiosity is aroused they see things differently due to their observational skills being allowed to work to their full potential meaning there's a greater chance of them noticing things they would have otherwise likely missed. Curiosity encourages customers to ask more questions rather than having information recited to them, and this involvement is a far more effective way of generating sales.

Atlas Outsourcing is certain that the root to more sales lies in communicating with the customer 'The key is conversion. It is essential to find ways to convert that attention fast and deliver or the promises made' says Matt Stewart. The human mind is drawn to new stimuli and that even if an individual is losing interest in something the introduction of new stimuli, whether in the form of visual aids or humour, this stimuli can bring back a person's attention and curiosity. By ensuring they provide all their clients with enthusiastic and experienced sales teams, Atlas outsourcing are providing businesses with the means to inspire their customers curiosity with innovative campaigns, whilst engaging them in conversation and giving them the chance to ask questions.

Related Sectors:

Business & Finance :: Media & Marketing ::

Related Keywords:

Reading :: Atlas Outsourcing :: Marketing :: Sales :: Customer Service :: Attention ::

Scan Me:

Company Contact:

_

AtlasCorp

E. info@atlascorp.co.uk
W. https://www.atlascorp.co.uk/

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.atlas-outsourcing-ltd.pressat.co.uk