MJ Experia Marketing Review Emotive Marketing

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The most successful businesses are those who can create a positive emotional bond with their consumers, as this encourages brand loyalty and influences future sales. MJ Experia Marketing *reviews the importance of gaining an emotional response in marketing.*

Triggering emotions is crucial when creating marketing messages as they have an influence on consumers' buying behaviour. Matthew Wassall, MD of MJ Experia Marketing explains: "It is vital to determine a target audience and then find a way to bring a message across to them by triggering emotions, so they can build a connection with the brand." MJ Experia Marketing has increased their clients' sales by over 50 per cent in 2014 using this marketing technique. Emotive marketing activates an emotional response to an idea, experience, event or interaction and creates a memorable moment that touches people and evokes feelings such as happiness, love, excitement, surprise or even fear, guilt and shame. "As a result," says Matthew Wassall of MJ Experia Marketing, "consumers feel included and valued and are more likely to stay loyal to the brand."

Desautels Faculty of Management in Canada carried out a study with Indiana University and the University of Washington, looking into more than 250 consumer responses. The study reveals conclusive proof that the effectiveness of advertising can be boosted by recognising the different influences that guilt and shame have on buying habits. "Guilt and shame may be a useful tool to win people for a gym membership; however we believe that positive emotions may be more effective in order to create loyalty," explains Matthew Wassall of MJ Experia Marketing. The firm believes it is the marketer's responsibility to look after their customers and create positive emotional connections. Creating negative emotions may harm the customer experience in the long run. In fact, according to the study, inducing guilt may have a small scale commitment.

MJ Experia Marketing is an outsourced sales and marketing firm with offices in Birmingham and Reading. The firm is raising brand awareness on their clients' behalf. In 2014 alone, MJ Experia Marketing has increased their clients' brand loyalty by over 35 per cent which has resulted in a 52 per cent rise in sales. Matthew Wassall explains that, when taking on a new client, the company schedules several meetings to discuss the product or service, analyse the target audience, set goals and plan the strategy to achieve this. Then, MJ Experia Marketing's sales force specifically meets with the target audience and focuses on creating a strong emotional connection with them through a personalised face-to-face approach.

MJ Experia Marketing has big plans for 2015. Due to their recent success, the firm's clients would like MJ Experia Marketing to represent them in at least two further UK cities by Q3 next year.

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