

MOOD MARKETING

A newsletter thoughtfully curated to inspire innovation.



Discover This Issue: The Psychology Behind Email Marketing

Grabbing anyone's attention via email has become more challenging when you're competing against so many other businesses for the most intriguing headers and written content. Find out the true psychology behind email marketing in the article below!



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"Putting information out that speaks to the emotional side of someone's existence gives you an edge over the competition."
~Darya Troncoso

Each person who interacts with your brand goes through a journey. Understanding the psychological factors impacting consumer behavior ensures your marketing is successful. Read more in the article below.

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Guaranteeing Brand Loyalty With Psychology

Effective brands have a strong identity that consumers can relate to. Different strategies can enhance image perception and popular companies are showing how it can be done. The article below from USC dives deeper into this topic!

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