EDWARD EATON MARKETING • PDF COURSE

Marketing Psychology for Ads

How people decide, and how to write and design ads that respect that

Beginner to intermediate • Written by Edward Eaton • edwardeatonmarketing.com
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About this course

Who it is for

Marketers, owners, copywriters and anyone interested in why ads work.

What you will be able to do

- Understand the main psychological effects used in advertising
- Apply them honestly to wording, offers and design
- Know where the research is strong and where it is contested
- Avoid manipulation that damages trust and breaks platform rules
- Build a simple testing habit

How to use it

Read the chapters in order, do the "Try this" exercises where they appear and keep a simple log of what you change and what happens. Examples marked illustrative show method, not promises. Results depend on your business, area and effort.

Contents

1	How people really decide
2	Loss, gain and framing
3	Anchoring, choice and price
4	Social proof, authority and trust
5	Attention, curiosity and friction
6	Testing and ethics

CHAPTER 1

How people really decide

People are not calculators. We make most decisions quickly, using shortcuts, and justify them afterwards. Psychologists describe two modes: fast, automatic thinking and slow, deliberate thinking. Ads mostly work in the first.

That has two lessons. First, make the message easy to process. Second, do not trick people. Effects that help clarity are fair. Effects that exploit confusion backfire, and platforms ban many of them.

A note on evidence

Psychology has had a replication problem. Well supported effects, such as loss aversion and anchoring, are safe foundations. Others, such as some priming and choice overload findings, are mixed. Treat any effect as a hypothesis to test in your own ads.

> **TRY THIS**
> Pick one ad you have run. Which parts need effort to understand?

A worked example (illustrative)

An ad says 'Comprehensive solutions leveraging best practice'. It takes effort to read. Rewritten as 'Roof repairs in Blackpool. Quote in 24 hours.' it is understood instantly. Ease of processing is the first psychological win. Illustrative.

Common mistakes

- Jargon.
- Long, dense copy.
- Assuming people read every word.
- Treating psychology as tricks.

Chapter checklist

- [ ] My message can be understood in a second.
- [ ] I treat each effect as a hypothesis.

Want the full course?

This is a free sample of **Marketing Psychology for Ads**. The full course has 6 chapters.

Join the waitlist at edwardeatonmarketing.com/courses/marketing-psychology-for-ads and you will hear first when it launches.