

Neuromarketing Strategy Checklist

1. Understand Your Audience

Know who your customers are and what makes them feel good. Are they young or old? Do they like exciting or calm things?

2. Use Eye-Tracking

Pay attention to where your customers are looking. Make sure your important message or product is placed where they will see it first.

3. Tap into Emotions

Use images, words, or colors that create positive emotions like happiness, trust, or excitement in your ads or packaging.

4. Choose the Right Colors

Pick colors that match your brand and connect with your audience. For example, red can make people feel excited, while blue can create trust.

5. Simplify Your Design

Make sure your ads, website, or product packaging is easy to read and understand. Simple designs work best.

6. Test Sounds

Add music or sounds that match your brand and create a positive feeling. Happy or upbeat music can boost mood and interest.

7. Use Sensory Branding

Engage the senses—like smell, touch, or sound. For example, some stores use a signature scent to make customers feel relaxed and happy.

8. Pick the Right Price

Round numbers like \$10 feel good for emotional buys, while \$9.99 can make customers think more logically. Choose based on the feeling you want to create.

9. Check Emotional Responses

Test how people react to your ads or products. Do they smile or frown? Change your approach based on what makes them feel good.

10. Measure and Adjust

Track what's working and what's not. Keep improving your strategies based on what your customers respond to best.