



The Force of Habit

How to become your customer's habit

How do you activate new - or change existing - customer behavior? As it turns out, human behavior is determined mostly by *unconscious habit*, not by choice. Learn how to turn your brand into your customer's habit, by using both traditional and new marketing tools.

Do you want to advance your brand, your company, and your career? Then this workshop is for you. During the workshop, you'll gain insight into human behavior and the shopper's brain during decision-making (hint: it's radically different from traditional marketing theories and models). You'll understand why brands fail to activate the customer, and why billions are wasted annually in advertising. Finally, you'll learn a new model of consumer behavior, and how to apply it to current marketing challenges.

Topics

Participants learn a new model of consumer behavior and how to apply it to current marketing challenges – specifically:

1. Market research, consumer insights, shopper insights
 2. Segmentation
 3. Pricing
 4. Distribution
 5. Product management, innovation, new product development, growth and maintenance for existing products and services
 6. B2B marketing
 7. Strategic marketing
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Who should attend

The program is crafted for managers, developers, designers, specialists, and business owners in areas like marketing, advertising, branding, pricing, strategy, social or digital media, or communications.



Program

Day 1: The force of habit

- Foundations of behavioral marketing
- Traditional marketing vs. neuromarketing research
- A new model of consumer behavior
- B2B: companies don't buy from companies but from people

Day 2: How to become your customer's habit?

- Product management and behavioral marketing
- Mobile and social marketing
- The strategic imperative to habit marketing
- Exercise in behavioral marketing



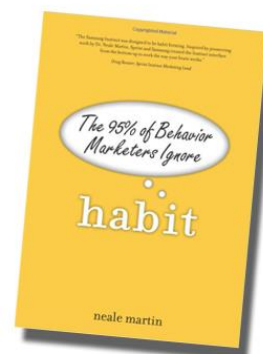
About your course facilitator

Dr. Neale Martin has been working with high-tech companies since 1994, helping them adjust their strategic thinking in light of rapidly evolving market realities. For the past several years, he has worked on updating the principles of marketing in light of cognitive psychology and neuroscience research, which revealed that human behavior is mostly the result of unconscious habits. The result of this endeavor is 'Habit: the 95% of Behavior Marketers Ignore'.

Investment

The special program fee is 1899 euro per person. This includes:

- Your participation on both days
- Catering
- A white paper with the habit model
- A workbook
- A print copy of the book
"Habits - the 95% marketers ignore"



After completion of the workshop, you will receive a certificate of participation and completion.

Location & dates

[Register now](#) for Atlanta, USA, June 17-18, 2019

[Register](#) for the session in Amsterdam, the Netherlands, September 9-10, 2019

More info? Contact Carla Nagel at carla@nmsba.com