



7 brain triggers that drive sales

(And how to use them
in your marketing)

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If you've ever felt like you put a load of effort into marketing, especially in the social media space but didn't feel like it was working...

You wouldn't be alone.

If the lack of results also lead you to feel a bit unmotivated and like it's a waste of time... again. You wouldn't be alone.

In today's world consumers are hounded with thousands of marketing messages every single day. But neuroscience tells us we don't make purchasing decisions logically.

And that's why most marketing campaigns fail

Enter neuromarketing, or what I like to call Brain Friendly Marketing.

Backed by neuro and behavioural science, neuromarketing helps you craft marketing content that works with the brain, how it processes data and makes purchasing decisions rather than against it.

This guide will teach you the 7 most effective brain triggers that drive sales





I'm Rhiannon-Amber,

The founder of Brain-Friendly Marketing.

I started a consultancy dedicated to helping brands stop wasting money on campaigns that look great but fail to convert.

Since the start of my marketing career, I've been obsessed with one question: **Why do even the BEST campaigns fail?**

The answer is rarely about budget, creativity, or even the quality of the marketing team.

But more to do with how the human brain actually makes decisions and designing campaigns that work with those natural processes *instead of against them*.

I blend neuroscience, psychology, and commercial strategy to help brands in complex, high-stakes industries (like insurance, finance, and pharma as well as the equestrian sector) cut through the noise, earn trust faster, and drive measurable results.

But beyond the data and science, I genuinely care about making marketing better for brands and for the people they serve.

I believe marketing should feel intuitive, easy to act on, and human at its core.

If you take one thing from this guide, let it be this: **when you design for the brain, everything else starts working better.**



If you're working in highly competitive industry (like the equine industry, insurance or pharmaceuticals) where decisions are slow and trust is hard to earn, your marketing is up against more than just competition... **The real competitor is the human brain.**

This guide will walk you through the 7 most effective brain triggers that drive sales, build trust and make campaigns memorable.

(and what you can do differently right now, to make your marketing immediately more effective.)



Principle 1: The brain **LOVES** simple, clear communication.

The Brain Science:

The brain is wired to avoid mental effort and boredom. (That's why big blocks of text feel overwhelming. It's also why the thought of putting the laundry away is worse than actually putting the laundry away!)

When your marketing is too complicated, cluttered, full of jargon or unclear, the brain shuts off. The effort of working it out is greater than the reward of reading it.

What To Do Instead:

Prioritise simplicity. Focus on one idea at a time. Use whitespace, clear visual hierarchy, and step-by-step flows.



Principle 2: The Brain Reacts to emotion, Not logic.

The Brain Science: Your brain has an emotional brain (limbic system) and a logical brain (Neo cortex) The neo cortex, as the name suggests is much newer. It evolved to help us rationalise. But being newer, like most software updates, it's a bit slow and clunky. In fact, **the emotional/ limbic brain is up to 5x faster to react!** This means if your marketing is cold, too formal or overly factual it won't move people to act.

What To Do Instead:

Speak to hopes, frustrations and desires in your marketing.

Use Storytelling and relatable scenarios (more about that in principle 4!)

Paint a picture of how life will be better after buying your product or service.



Principle 3: The brain pays attention to contrast and novelty.

The Brain Science:

Think back to this morning or yesterday afternoon. Maybe you were in the gym, the coffee shop or the office.

Describe to me what three people were wearing. Hard right? But if you saw someone wearing a chicken costume or a bright pink top hat, you'd remember it.

Because the brain zones out to “normal” but your Reticular Activating System (RAS) scans for contrast, it's how it keeps you safe. Unfamiliar = ALERT! This contrast activates the amygdala and visual cortex which are responsible for memory encoding and attentiveness.

What To Do Instead:

If your brand looks and sounds like every other business in your industry, your audience's brain will ignore it. It doesn't feel “important” enough to notice.

But if your messaging, visuals, or offer break expectations in a strategic, relevant way, **the brain snaps to attention.**

Think: unexpected headlines, bold visuals, or an unconventional campaign that still aligns with your brand identity.



Principle 4: The brain seeks certainty and safety

The Brain Science:

Now we've alerted the brain to get its attention, we need to sooth the nervous system. The brain resists risk. The brain wants to know "Is this legit?" "Can I trust this?" "Will this work for me?" "Is this a safe choice"

Your brain uses Mirror Neurons to detect safety, detect social cues and build connection. It's how we subconsciously read body language.

Body language warm, genuine smiles and using similar language all play a key role in building trust!

What To Do Instead:

Use authentic story telling videos people can relate to instead of overly polished scripted videos. Overly scripted videos make the brain think :something isnt right here! Thats not how humans speak or behave!

And need I say it? SMILE. Genuinely, with your eyes. That big cheesy smile you hate. Everyone else loves it.



Principle 5: Humans are herd animals and we love to follow a crowd.

The Brain Science:

The Arizona State University Waiting room experiment. A test subject was told to sit in a waiting room for an eye exam (they thought the eye exam was the experiment) Everyone else in the waiting room was an actor. At random intervals a beep would sound and the actors would all silently stand, wait a few seconds, then sit again. At first the test subject would look confused, by the third beep the test subject would join in. Even as actors were removed, the test subject would continue this strange ritual without any explanation.

Our emotional brain interprets group behaviour as a cue for what's safe and accepted. It's risky to be the odd one out

What To Do Instead:

Monkey see monkey do isn't a joke. It's neuroscience.

Social proof, video testimonials, reviews and case studies are key tools in Brain Friendly Marketing.



Principle 6 The Brain Responds to urgency and scarcity

The Brain Science: We're hard wired to act fast if we think we might miss out. Urgency and scarcity light up decision making parts of the brain.

When you think you might miss out, your Anterior Cingulate Cortex (ACC) lights up. This bad boy can't tell the difference between feeling left out and being physically hurt. Social rejection and feeling left out actually HURTS your brain and crashes your dopamine, making you crave participation.

What To Do Instead:

Use deadlines, countdowns or limited stock messages

Show what's already gone or selling fast

Be truthful. False urgency damages trust.



Principle 7: It's a control thing

The Brain Science: The brain does NOT like to feel pressured into making decisions. If the brain detects even a HINT of manipulation, your marketing campaign is toast.

Your brains core mission is to keep you safe and well. From a neurological standpoint, control = safe. When the brain feels in control the amygdala (part of the emotional limbic brain) is calmer and less reactive.

When we feel manipulated the insula and amygdala jump inot threat detection mode. This is when we become stubborn, resistant and avoidant.

Autonomy is a psychological need.

What To Do Instead:

Offer choices “Pick your package!” “Choose your colour!”

Use transparent language “Here's whats includes and what's not!”

Create a sense of partnership, not manipulation and pressure.



Marketing campaigns fail when they ignore how real people make decisions.

You now have the science. And if you made it there, it means you care about doing better not just throwing more budget at the same tired tactics and wondering why it's not working.

This is where Brain Friendly Marketing comes in.

At Brain-Friendly Marketing, we help ambitious brands like yours turn underperforming campaigns into conversion engines using the same neuroscience principles you've just read about.

- ✓ We audit your current campaigns and uncover what's getting missed.
- ✓ Use EEG focus groups to get real data, straight from your customer's head
- ✓ We redesign messaging and journeys to work with the brain, not against it.
- ✓ And we help you deploy campaigns that are psychologically precise and commercially powerful.

If you're serious about improving results without adding complexity, let's talk.



How can I help?

Audience research & campaign testing: Starting at £8950

Learn your audience inside out with brain friendly market research.

Small focus groups in which I gather data from your audience and test different styles of your campaigns using eye tracking and EEG monitoring.

You find out answers they can't tell you because of subconscious thought processing, such as:

What's grabbing your audience's attention first, what's causing them to drop off, what bores them and what makes them take action, straight from their mind.

Monthly Retainer: from £2670

The marketing hire you never knew you needed.

I step into your company and work closely with your marketing team. Up-skilling them in the latest neuromarketing strategies, testing campaigns, messaging and making constant tweaks and refinements. I find out where you'll fail fast and make appropriate amendments to help you hit goals and targets.



How can I help?

Strategic Neuromarketing Audit £2500

A one-off service, focused on improving conversion, engagement, and messaging effectiveness using cognitive science. I spend 2 weeks in your business, shadowing and supporting your marketing team. Then deliver a full audit of all your marketing channels and materials through a neuromarketing lens.

You'll get:

- Comprehensive audit of key touchpoints (web, ads, social, email, funnel)
- Psychological trigger and bias mapping
- EEG and eye tracking focus group/content testing (business to find test subjects)
- Emotional resonance assessment
- Strategic recommendations
- 90-minute delivery and Q&A session
- Full handover to your marketing team
- Written report and marketing plan plan



How can I help?

Locum Consultancy From £297 per hour £600 per day (7 hours) or £2300 a week

Whatever you need doing.

Audience/market research to trend analysis or a new strategy. I'm here for you.

Build your own package built around your needs

Marketing team Up-skilling £1500

I step into your business for a 2 day workshop (4 hours in total spread over two days) and up-skill your marketing team in neuromarketing, sales psychology and consumer behaviour and how this can be integrated into your campaigns.

These are engaging, fun and informative days, not boring brain science lectures, leaving your team feeling inspired, motivated and your campaigns far more effective.



Let's chat!



Book a free video consultation with me [here](#)

Or copy this into your browser!

<https://brainfriendlymarketing.setmore.com/services/3a1ac9b5-1549-40dd-9c7f-19edf7d4c60a>



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