

Sensory Marketing: An Introduction

By Peter Mahoney

WHAT IS SENSORY MARKETING AND HOW IS IT USED?

KEY TERMS

Tactile is a physical feeling or perception resulting from something that impinges on or comes into contact with the body.

Perception is a way of interpreting sensory information and creating something. The state of being or process of becoming aware of something through the senses.

THE PROBLEM

Millennials want a better experience. They are more likely to purchase from brands that offer a better experience. They are more likely to purchase from brands that offer a better experience. They are more likely to purchase from brands that offer a better experience.

MARK TRENDS

According to a study done by Omnicore, 60% of consumers use their senses to make purchase decisions.

Sense	Percentage
Smell	17%
Touch	15%
Taste	13%
Sight	12%
Hearing	8%

SOUND

79% of consumers use their ears to make purchase decisions.

20% of consumers use their ears to make purchase decisions.

EXAMPLES

- McDonald's uses a specific sound for their cash registers to create a consistent experience.
- Walmart uses a specific sound for their cash registers to create a consistent experience.
- Walmart uses a specific sound for their cash registers to create a consistent experience.

SCENT

65% of consumers use their sense of smell to make purchase decisions.

EXAMPLES

- Walmart uses a specific scent for their cash registers to create a consistent experience.
- Walmart uses a specific scent for their cash registers to create a consistent experience.
- Walmart uses a specific scent for their cash registers to create a consistent experience.

SIGHT

12% of consumers use their eyes to make purchase decisions.

EXAMPLES

- Walmart uses a specific color for their cash registers to create a consistent experience.
- Walmart uses a specific color for their cash registers to create a consistent experience.
- Walmart uses a specific color for their cash registers to create a consistent experience.

TOUCH

56% of consumers use their sense of touch to make purchase decisions.

43% of consumers use their sense of touch to make purchase decisions.

EXAMPLES

- Walmart uses a specific texture for their cash registers to create a consistent experience.
- Walmart uses a specific texture for their cash registers to create a consistent experience.
- Walmart uses a specific texture for their cash registers to create a consistent experience.

TASTE

13% of consumers use their sense of taste to make purchase decisions.

EXAMPLES

- Walmart uses a specific flavor for their cash registers to create a consistent experience.
- Walmart uses a specific flavor for their cash registers to create a consistent experience.
- Walmart uses a specific flavor for their cash registers to create a consistent experience.

Sensory marketing is a powerful tool that can be used to create a more immersive and engaging experience for customers. By appealing to

multiple senses, businesses can create a lasting impression that will keep customers coming back for more.



Sensory Marketing: An Introduction by Peter O'Mahoney

★★★★☆ 4 out of 5

Language : English

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Text-to-Speech : Enabled

Screen Reader : Supported

Enhanced typesetting : Enabled

Word Wise : Enabled

Print length : 240 pages



This comprehensive guide will teach you everything you need to know about sensory marketing, from the basics to advanced techniques. You will learn how to:

- Identify the different senses that can be targeted in marketing campaigns
- Create sensory experiences that are relevant to your brand and target audience
- Measure the effectiveness of your sensory marketing campaigns

Sensory marketing is a powerful tool that can be used to boost sales, build brand loyalty, and create a more memorable customer experience. This guide will give you the knowledge and tools you need to get started with sensory marketing today.

Chapter 1: The Basics of Sensory Marketing

In this chapter, you will learn the basics of sensory marketing, including:

- What is sensory marketing?
- The different senses that can be targeted in marketing campaigns
- The benefits of using sensory marketing

Chapter 2: Creating Sensory Experiences

In this chapter, you will learn how to create sensory experiences that are relevant to your brand and target audience. You will also learn about the different types of sensory marketing techniques that you can use.

Chapter 3: Measuring the Effectiveness of Sensory Marketing Campaigns

In this chapter, you will learn how to measure the effectiveness of your sensory marketing campaigns. You will also learn about the different metrics that you can use to track your success.

Sensory marketing is a powerful tool that can be used to boost sales, build brand loyalty, and create a more memorable customer experience. This guide has given you the knowledge and tools you need to get started with sensory marketing today.

About the Author

Peter Mahoney is a leading expert in sensory marketing. He has over 20 years of experience in the field, and he has worked with some of the world's top brands to create successful sensory marketing campaigns.

Peter is the author of several books on sensory marketing, including Sensory Marketing: An and The Sensory Marketing Playbook. He is also a frequent speaker at industry events, and he has been featured in numerous publications, including The Wall Street Journal, The New York Times, and Forbes.



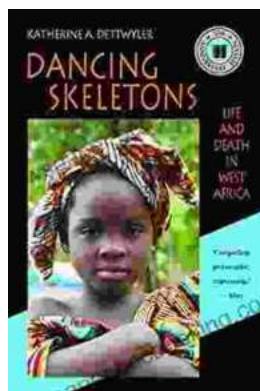
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