The Power of Emotion: How To Create Content That (Actually) Converts

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#MozCon
The #1 soft drink in the world since 1886

Coca-Cola is the most popular and biggest-selling soft drink in history, as well as one of the most recognizable brands in the world.

Created in 1886 in Atlanta, Georgia, by Dr. John S. Pemberton, Coca-Cola was first offered as a fountain beverage at Jacob’s Pharmacy by mixing Coca-Cola syrup with carbonated water.

Coca-Cola was patented in 1887, registered as a trademark in 1893 and by 1895 it was being sold in every state and territory in the United States.

In 1899, The Coca-Cola Company began franchised bottling operations in the United States and in 1906 bottling operations for Coca-Cola began to expand internationally.

Our benefits:

• 100% more carbonated than any other drink
• Sold worldwide in stores, restaurants, and vending machines
• Just 140 Calories
• Only $2.66

Order now
How we think people make decisions
How people **actually** make decisions
Emotions

affect
Emotions affect Decisions affect Conversions
Emotions affect Decisions affect Conversions affect Revenue
Even in B2B? YES.
“B2B purchasers are almost 50% more likely to buy a product or service when they see personal value in their business purchase decision.

They are 8x more likely to pay a premium for comparable products and services when personal value is present.”

Think with Google
No matter what you’re selling, what people really care about isn’t the what, It’s the WHY.
The most common emotions that impact buying decisions
Cluster #1

Self Image

How people want to feel about themselves after finding a solution.
Cluster #2

Social Image

How people want others to feel and think about them after finding a solution.
How to leverage emotions to increase conversions.
Step #1

Make it about the customer.
Make it about the customer

The insights you have to uncover about your customers.

What pain does my customer feel before finding a solution?
Make it about the customer

The insights you have to uncover about your customers.

01 What pain does my customer feel before finding a solution?

02 What are the emotional triggers that drive their decision-making?
The insights you have to uncover about your customers.

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02 What are the emotional triggers that drive their decision-making?

03 What are their hesitations and concerns?
The insights you have to uncover about your customers.

01 What pain does my customer feel before finding a solution?
02 What are the emotional triggers that drive their decision-making?
03 What are their hesitations and concerns?
04 How do they want to feel after finding a solution?
How to uncover these insights

Make it about the customer

01. Customer & visitor surveys
02. Customer interviews
03. Social listening
04. Emotional competitor analysis
Why choose Teamwork over Wrike?

Project management software that lets you work your way, so you can focus on the bigger picture.

Email Address

Try now for free

Sign up for a free 30-day trial. No credit card required.
Step 1

Research types

01 Identify stage of awareness
Step 1

Research types

01 Identify stage of awareness

02 Conduct surveys (customers and visitors)
Step 1

Research types

01. Identify stage of awareness

02. Conduct surveys (customers and visitors)

03. Run interviews
Step 1

**Research types**

1. Identify stage of awareness
2. Conduct surveys (customers and visitors)
3. Run interviews
4. Social listening
Step 1

**Research types**

01. Identify stage of awareness

02. Conduct surveys (customers and visitors)

03. Run interviews

04. Social listening

05. Review mining
Meaningful customer interviews example

What made you choose Teamwork over <competitor>?

I. We needed a project management solution that could do it all
II. We were looking to switch to a new PM system
III. Pricing
IV. It had the features we needed
Meaningful customer interviews example

When you keep asking WHY...

- “We have used platforms in the past and a lot of them are not designed for professional services like we are. *We had trouble finding technology that understood the way that we worked*”

- “…I had previously worked with <competitors>… but nothing that I thought was a perfect fit for the agency.”

- “*I saw people <like us> using it* and talking about it. It gave me a higher level of confidence that current users are satisfied.”

- “[competitor]’s too rigid, [I just know] *I’m going to have to buy other packages* and it’s going to start getting expensive.”
Step 2

Audit
Leverage your new insights to

Review your funnel

• Are you making it about yourself or the prospect?
• Are you describing their real challenges and obstacles?
• Can people immediately see the WHY?
• Are you using the words and descriptions prospects relate to?
• What aren’t you saying that people need to see & read?
• Are you including the social proof people care about?
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Step 3

Add emotion to your copy
Add emotion to your copy

• Copy always comes first.

• Leverage copywriting formulas to insert the information people care about to your page.

• Don’t be afraid to write long-form copy and tell the full story.
Add emotion to your copy:

Self image formula

Have a / become a / Be a [most desirable self image]

• Healthy chocolate snacks: Have a guilt-free snacking habit (keep the pleasure, none of the guilt).
• Food travel coolers: Finally, have a stressless (and organized) day out with your family
• Skin products: Age like a pro with health products that keep you young and healthy.
• E-bikes: Happier employees = healthier and smarter business.
Add emotion to your copy:

Social image formula

The only way to [most desirable social-image]

• Online parenting program: The only online parenting program that will have people asking “how does she do it all?”
• WTF Notebooks: Ordinary is overrated. The only notebooks that make you and your designs stand out.
• Minimalist furniture: Insta-worthy home made easy. The only furniture that gives you and your followers the best look inside your home.
Step 3: Add emotion to your copy

**Emotion-centered copy formula**

Feature + desired outcome = Emotional-centric copy

<table>
<thead>
<tr>
<th>Profitability report</th>
<th>+</th>
<th>Know immediately what projects are performing and which aren’t</th>
<th>=</th>
<th>Be profitable. Always. See which projects are performing and make data-driven decisions that grow the profit margin.</th>
</tr>
</thead>
<tbody>
<tr>
<td>One platform to do it all in</td>
<td>+</td>
<td>Solve every client management and operations challenge holding you back</td>
<td>=</td>
<td>Never wonder ‘Do we have the resources to handle this?’, ‘Who’s responsible for delivering that?’ or ‘Is this project profitable?’ again. All the answers will be in Teamwork.com. Always.</td>
</tr>
</tbody>
</table>
54% increase in free trials from organic traffic

54% increase in free trials from organic traffic
Google Ads and banners:

Before

Ad · https://www.teamwork.com/ •

Run projects efficiently | Simple to use, powerful when you need it...
Teamwork has all of the advanced features that basic tools lack so you won't outgrow it as you scale.

Ad · https://www.teamwork.com/ •

Manage multiple complex projects with ease | All in one solution ...
Gantt charts, board view, portfolio management, time tracking, reporting dashboards, workload management and so much more

Ad · https://www.teamwork.com/ •

PM software that works for you | Scale easily | All in one platform
Manage your team's priorities, track your progress and hit deadlines all in one place.

Ad · https://www.teamwork.com/ •

The #1 PM software | All in one platform | Most intuitive platform
Teamwork offers flexibility, structure, and clarity so you can scale your work, no matter what size your team grows to.
Google Ads and banners:
After

Tired of over-promising and under-delivering? Teamwork won’t let you down. Make the switch to Teamwork.com. Kiss your project management woes goodbye.

Ad · https://www.teamwork.com/nb-digi
Tame the creative chaos | Trusted by 20,000+ companies | Built for... Boost profitability for every creative project and deliver on time and on budget. Every project management essential you need to deliver exceptional client work.

Ad · https://www.teamwork.com/nb-digi
Complete project visibility | Made for client work | Be in control of... Every project management essential you need to deliver exceptional client work. All of the must-have advanced features and reporting for complex creative projects

Ad · https://www.teamwork.com/nb-digi
Built for digital agencies | Reduce team burnout | Trusted by... Every project management essential you need to deliver exceptional client work. All of the must-have advanced features and reporting for complex creative projects
At last, easy-to-use project management software you won't outgrow

- Simple to use, powerful when you need it
- Manage multiple complex projects with ease
- Scales into a full platform

Try Teamwork for free  No credit card required
Run your client work in the only platform that’s actually built for it

7X increase in free trials

- Get all the advanced features you need — from time tracking to budgeting to resource allocation — to run effectively.
- Grow when you’re ready by seamlessly adding CRM, Desk, Chat, or Spaces to your PM set-up.

Start Your Free Trial

Or, Book a demo
Know the time without seeing you have 1,249 unanswered emails.
Step 4

Add emotion to your design
Add emotion to your design

• Use images that support and enhance your message
• Ensure emotion is consistent throughout the ENTIRE page and customer journey
• Don’t blindly follow design trends or copy competitors
• Leverage design & UX to show people where they need to go and WHAT actions they need to take to get their desired outcomes.
Product tour
Designed for your entire team

Integrations
Connect to your essential tools

Customers
See how teams leverage Teamwork

Comparisons
How Teamwork compares to the rest

Resource Management
Manage your team’s short term and long term resources

Kanban boards
Automate your workflow and visualize project tasks

Unlimited client users
Deliver a more collaborative client experience

Templates
Scale high-performance processes with templates

Time Tracking
Deliver a more collaborative client experience

Profitability
Manage your budget and track profitability

Desk
Helpdesk software

Chat
Video Chat software

CRM
Sales CRM software

Spaces
Document management
Everything you need to know

The A-Z product tour
The complete walk-through

The full list of integrations
Connect your key tools

Customer stories
How real teams use Teamwork

The features you need to run client work

Templates
The simplest way to get started

Resource management
Accurate forecasts made easy

Reporting
Complete performance visibility

See all features

How ThreeSixtyEight traded in pen and paper for seamless workflows

Learn more

Start a Free Trial
Overall 2% increase in signups
6% increase in ICP signups
Join Insider and master everything your iPhone can do.

The tips, live classes and direct, virtual support you need to push your device to the limit. Scroll down for a taste of what

21.87% increase in sales

- Daily 1-minute videos that reveal hidden tricks and secret features. (Quick and easy to follow. Watch in less than 60 seconds and apply immediately.)
- In-depth guides (38+) that help you make the most out of your apps. Learn how to take stunning photos with our iPhone photography guide. Or boost your productivity with the Notes app guide.
- Virtual classes with live online instruction. Join our team (and your fellow students) for weekly classes and discussion sessions. (New classes offered every quarter.)
Your next steps

Optimizing your content with emotion
What to do next

Getting started with emotion

- Conduct meaningful customer research
- Audit your content (e.g. blog posts, landing pages, ads and pages)
- Optimize your copy with emotion using your insights and best practice copy formulas
- Amplify your message with emotion-based design and UX
- Test what you can.
Thank you

Talia Wolf
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#MozCon
Current pain vs. desired emotional outcome
Solution-focused vs. Customer-focused

Get Bitly’s approval to share