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Neuromarketing is a process to promote a brand that is based on the psychological traits of a target

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audience. As you can see in the above examples, several brands were able to promote their products by using many different facets of neuromarketing. I hope you can effectively market your brand on social media using this study of human psychology.

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“Cognitive biases are mental shortcuts we all use -- tendencies to think in certain ways that can lead to systematic deviations from a standard of rationality or good judgment.” — Sam Page, Digital Neuromarketing: The Psychology Of Persuasion In The Digital Age 0 likes

## **Sam Page (Author of Digital Neuromarketing)**

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## **What is Neuromarketing? How Your Brain Responds to Branding**

By applying neuroscience-based principles, you'll be able to create marketing messaging and visuals that better connect with your target audience As the name suggests, neuromarketing means the application of brain-based research to the discipline of marketing in general and digital marketing in particular.

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