

## **The Secret Sauce: Applying Psychology to B2B Marketing (2021 Webinar)**

Whether you're trying to advertise a CRM software on a billboard, office equipment via a landing page, or concrete slabs by using SEO, there is always exactly one person with whom your marketing content has a dialogue.

The behavior of that one person, like any other person, is driven by many elements. Logic is one of them, as is fear of making mistakes, and an instinctive reaction to the words you choose, as well as their level of hunger. Everything plays a vital role in that person's decision to be, or not to be, a customer.

People make choices for two reasons: the good reason and the real reason. In the gap between them is behavioral economics. The awareness of the psychology that drives your customers enables you to market better.

Join an hour-long webinar that will give you insights into human nature, fascinating descriptions of research that led to those insights, six clear marketing tools from the world of behavioral economics, and practical examples. You can apply the insights into your company's strategy once the event is over.

### **On the agenda:**

- Do your customers really want the best?
- What's preferable: to earn a thousand dollars or not to lose them?
- Does "data-based digital marketing" still give you a real edge over your competitors?
- How can you get someone who's not willing to listen to listen?
- In a negotiation, who should bring up the price first?
- and more ....

### **Target Audience**

Anyone who has a hand in developing company strategy, with an emphasis on startups and SMBs. Marketers of all sizes and shapes. And anyone who is curious...

***"One of the best reviewed and attended lectures held at the (Israel Export Institute) College"***

Daphna Sternfeld, Deputy CEO, Head of The College for Export and International Marketing, Israel Export Institute



## **About The Speaker**

Daniel Ravner - CEO of Ravner Marketing Innovation, an international marketing agency for startups and SMBs providing outsourced "marketing department" services. As part of his work, Daniel serves as acting CMO in a number of startups and international companies.

In addition, Daniel is the founder of the award-winning social startup theperspective.com - a site that presents two sides of every story and uses psychological methods to expose readers to opinions that are different from their own.

He previously served as director of the Digital Department at Armoza Formats, as the VP of content at the content and new media company The Box, and as the creative director at the cross-media company Screenz. He was also chosen as one of the 40 under 40 most promising young people in the Israeli business world by Globes.

Daniel's Workshops and presentations were held at London (Rose' d'Or, Remix Summit, Ravensbourne University), Beijing (Lighthouse Nation), Sweden (SWIM), Copenhagen (TV Festival), New York (Future of Television Conference), Seoul (Kocca) Tel Aviv, Cannes (Mipcom), and many other locations, for organizations ranging from Columbia University to Google.

**Webinar was first held February 4<sup>th</sup> 2021 – hosted by the Israeli Export Institute.**

**Presentation cannot be recorded. Presentations will be shared (via ravner.co site)**