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www.theonlinecircle.com
www.online1984.com
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the
Online Circle

www.theonlinecircle.com
Social Media agency

Persuasion and its role in Social communication



Persuasion

Definition: persuasion, the process by which a person's attitudes or behaviour are, without duress, influenced by communications from other people

Classic Definition

Changing people's minds using:

- Correct Arguments
- Correct Tone
- Correct Negotiation Tactic

Classic Definition





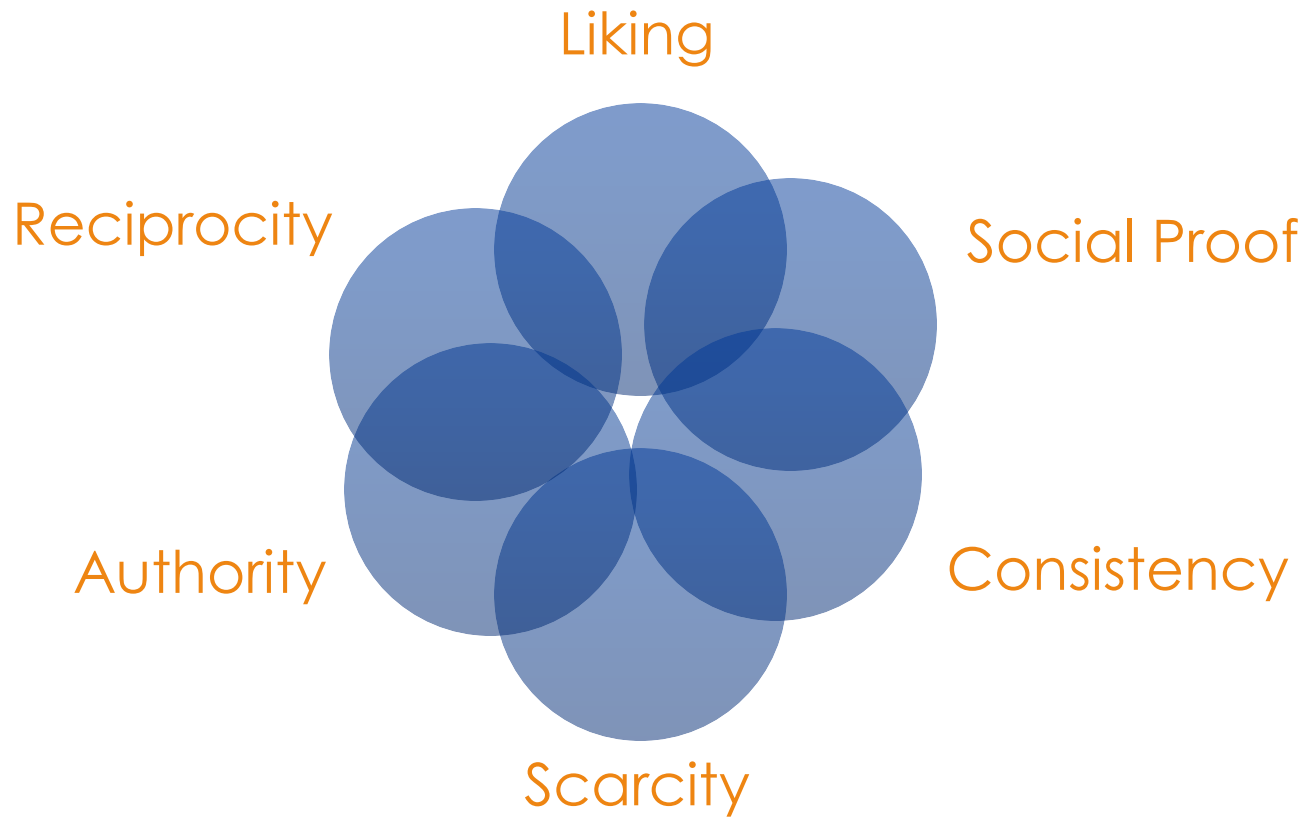
Q:-
What's the key for
an effective
persuasion in
Social Media?

A: Understanding
people's
motivations.

Understand
people's
motivation and
you understand
what influences
them.



Techniques of Persuasion





Liking

Liking



1. It's easier to influence someone who likes you.
2. Successful influencers try to flatter and uncover similarities in order to build attraction.

Liking

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facebook



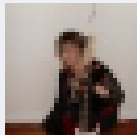
Cadbury Dairy Milk - Australia's Profile



Cadbury Dairy Milk - Australia

My first memory of Cadbury Dairy Milk is _____.

16 May at 11:32 · Unlike · Comment



_____ Sitting up with my mum to watch the Sunday night movie or little house on the prairie always with a family block of cadbury when I was around 7 years old!

16 May at 19:42 · Like ·  1 person



Social Proof

Social proof




People like to follow one another, so influencers imply the herd is moving the same way.

Social Proof

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Cottee's Cordial



OMG, so many people participating the Party Down-Under Promo, you don't want to lose the last chance to enter for your chance to WIN a family holiday to Daydream Island Resort and Spa!! Purchase promotional Cottee's and click on the link below to submit your entry . Good luck!



Cottee's Join the Party Down-Under Promotion

cotteesrioparty.com.au

2,968 Impressions · 0.67% feedback

 31 May at 09:29 · Unlike · Comment · Share

Social Proof

**Read the 2 options below
What image comes to your mind?**

"Call now, operators are waiting"

"If operators are busy, please call again"

"Call now, operators are waiting"

"If operators are busy, please call again"

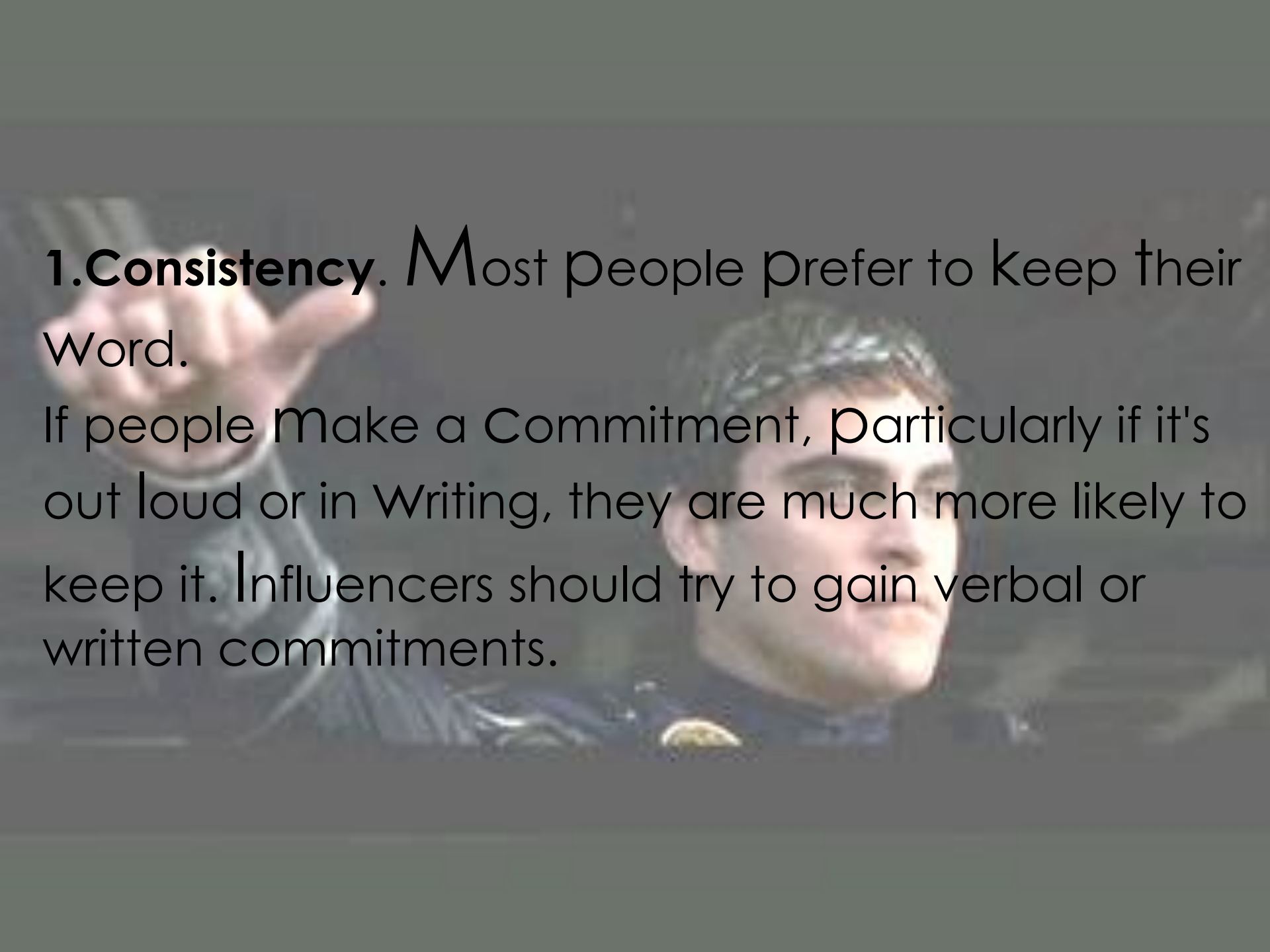


CONSISTENCY

IS THE LAST REFUGE OF THE UNIMAGINATIVE.



OSCAR WILDE

A man in a dark uniform with a gold badge, pointing his right hand forward. The background is dark and out of focus.

1. Consistency. Most people prefer to keep their word.

If people make a commitment, particularly if it's out loud or in writing, they are much more likely to keep it. Influencers should try to gain verbal or written commitments.



Scarcity and Urgency

Scarcity

Even when companies have warehouses full of a product, they still advertise using time-limited offers that emphasise scarcity. People want what they can't have, or at least what might be running short. Adapt that thought to your communication

Urgency

 **PROBLOGGER**

\$54,000

We're running a [24-hour giveaway](#) here that offers a [\\$2,000 marketing package](#) to one lucky winner who takes the time to

Authority



Authority. People are strongly influenced by experts. Successful influencers flaunt their knowledge to establish their expertise.



Authority

copyblogger

online marketing that works

Home

About

Copywriting

Content Marketing

SEO Copywriting

Email Marketing

Keyword Research

Landing Pages

by Brian Clark ·  41 Comments

Copywriting Books You Should Buy

A photograph of a soldier in camouflage gear sitting on a wooden bench. To his left, a dog is wrapped in a blue blanket. The background is a stone wall. The scene is set outdoors in a cold environment, likely a military base or a field.

Reciprocity.

Give something to get something.

When people feel indebted to you they are more likely to agree to what you want. This feeling could arise from something as simple as a compliment.

Reciprocity



the
THE BICYCLE FACTORY
Cadbury

Welcome to the Bicycle Factory*! We're building up to 5000 bicycles to send to Africa†. Every UPC you enter becomes one virtual part of a bicycle. It only takes 100 parts to build each one – so come give us a hand! Plus, each UPC could be your chance to win‡ the grand prize trip of a lifetime to Ghana to help deliver the bikes!

NUTS AND BOLTS
SEE HOW IT ALL WORKS

THE POWER OF BIKES
SEE THE RESULTS

DELIVERING THE BIKES
THE TRIP OF A LIFETIME

SHARE
✉ f t

BIKES BUILT THIS YEAR

1786

THE BICYCLE FACTORY The Bicycle



Don' forget!

Summary

- Liking
- Social Proof
- Consistency
- Scarcity
- Authority
- Reciprocity



About The Online Circle

Social Media Strategy and Management :

1. Research and Analysis
2. Online Monitoring
3. Strategic Planning
4. Comprehensive Execution
5. Re-active Communications (eg. Crisis Management)
6. Pro-active Communications
7. Online Reputation Management and Mitigation
8. Asset building

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