

Trigger the right social behaviours!

Success in business today
is about behaviour change.

Get it right with the power of
persuasion and habit creation!



#SoMe Tips to Get Your Customers to Act

People are creatures of habit

In an increasingly competitive market, you need to stand out in the crowd and sell your products and services. It makes great business sense to have loyal customers and users, who contribute to repeat business. This can only happen with the adoption of persuasion, gamification, behaviour change, social business and customer experience.

The key to behavior change is...

- Customers and users → People
- Change is in the air → Go agile and lean
- Thinking and doing big → Small, quick steps
- Interruption messaging → Personalised messaging
- Cost per click (CPC) → Value per action (VPA)

Our Do It Now framework helps to...

- Adopt social technologies
- Reach out & persuade people
- Help them act and change
- Deliver compelling experiences
- Increase your sales & ROI

