

Dear Reader,



Welcome to *Performance Marketing*, the monthly newsletter for online marketers looking for results.

Have you ever wondered what really motivates your clients? As competition becomes even fiercer in this economy, market research is becoming increasingly sophisticated. To gain insight many advertisers are turning to the field which reveals their clients' decision-making process: neuroscience.

This month's [feature article](#) by Patrick Renvoise, the founder and president of [SalesBrain](#), describes three lessons for online advertisers from the world of neuroscience.

All the best,
Daniel Laury
Founder, President and CEO
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Feature Article **Reaching the Inner Decider: Three Lessons from NeuroMarketing**

NeuroMarketing, the new science of human decision, is gaining visibility at a time when marketers are experiencing tremendous pressure to perform. A day rarely goes by without hearing how brain scans can help businesses market to consumers more accurately and less expensively.

So far, most NeuroMarketing programs have been used to enhance print, video and other offline advertising platforms. But NeuroMarketing can also be used to optimize online campaigns. Here is a summary of the latest research on the brain and how it can apply to your online advertising.

Lesson # 1: Not 1 Brain, 3 Brains.

NeuroMarketers tell us that we, as consumers, don't only use one brain to make decisions but in fact use three distinct portions of our brain.

- The new brain processes rational data and "thinks" about the decision to buy.
- The middle brain processes the emotional component about

LSFinteractive a BtoB Top Agency

We are proud to announce that LSFinteractive has been named once again as a top agency by BtoB Magazine's 2010 Top Agencies Report. BtoB Magazine, the leading business marketing publication in the U.S., annually publishes its Top Agencies listing, which recognizes the best national agencies.

Client News: Welcome RelayHealth

We are pleased to welcome new client [RelayHealth](#). A division of McKesson, RelayHealth provides Healthcare Information Exchange solutions for all segments of the healthcare industry.

LSFinteractive and partner Gryo-HSR will provide consulting and services to renovate and relaunch RelayHealth's website, including buyer/visitor path engagement strategy, architecture, content plans, SEO, design and development and analytics.

Client News: *Touching Home* Promotion

LSFinteractive is proud to share with you the preview for [Touching Home](#), an amazing story of the American Dream starring Academy Award winner Ed Harris. LSFinteractive is helping promote this new film in seven metropolitan areas throughout the U.S.

Prior to the release of the film, LSFinteractive used an active social media campaign to launch the book based on the film, [Either You're In or In the Way](#), to *New York Times*' #1 Best Seller status. Congratulations to Dave Peck and the rest of the team who participated!

[Watch the Trailer](#)

Become a Fan
[Either You're In or In the Way Facebook Page](#)



Visit [New Media Chatter](#) to get tips and tactics for social media marketing from Dave Peck, our New Media Strategist.

Is Twitter overrated? Dave's network weighs in on [New Media Chatter](#).

the decision.

- The reptilian brain processes our instinctual reaction and actually triggers the decision.

Lesson #2: Instinct wins out.

The three portions of our brains are constantly trying to influence the final decision but the actual referee is the Reptilian Brain, our ancestral and instinctual brain.

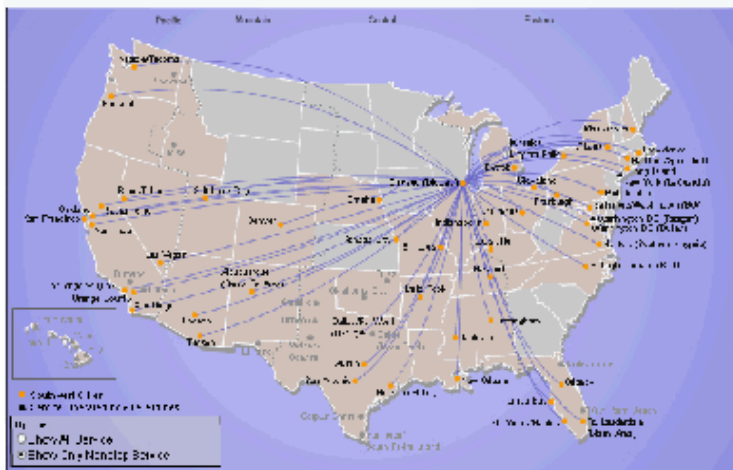
Lesson #3: It's all about me.

The reptilian brain can actually only be triggered by one of six stimuli: self-centered, contrast, tangible, beginning and end, visual, and emotional.

Let's now apply one of these concepts, the self-centered stimulus, to a landing page or a banner ad.

On most landing pages the advertiser displays a picture of its own product or service. This ignores the role of the first stimulus which shows that the consumer is self-centered: he or she only cares about him/herself and may not be interested in your product at the moment s/he sees your banner or arrives on your landing page.

Let's look at an example. If you promoting an airline company you could use the following image as your landing page or banner:



Or you could use this one:

LSFinteractive On the Move

March 12, 2010

David Peck

[Using Social Media to Score.. a Job \(Obviously\)](#)

SXSW

Austin, TX

March 13, 2010

David Peck

[Community Innovation Summit](#)

SXSW

Austin, TX

March 23, 2010

David Peck

[Webinar](#) with [David Rodniski](#) for [Zubernace](#)

March 24, 2010

David Peck

Webinar with Susan Joyce of [job-hunt.org](#) for AARP

April 7, 2010

Karen Breen Vogel

[How the Right Content in the Right Places Accelerates Sales](#)

Illinois Technology Association

Chicago, IL

B2B Online Marketing Strategy: 5-Part Series

For online marketing strategy, tips and tactics for B2B, be sure to see LSFinteractive Vice President Karen Breen Vogel's 5-part series.

You'll learn best practices that will help you make more informed marketing decisions and achieve greater business value for both you and your customer.

Part 1: [The Evolution of the Internet and Marketing In B2B](#)

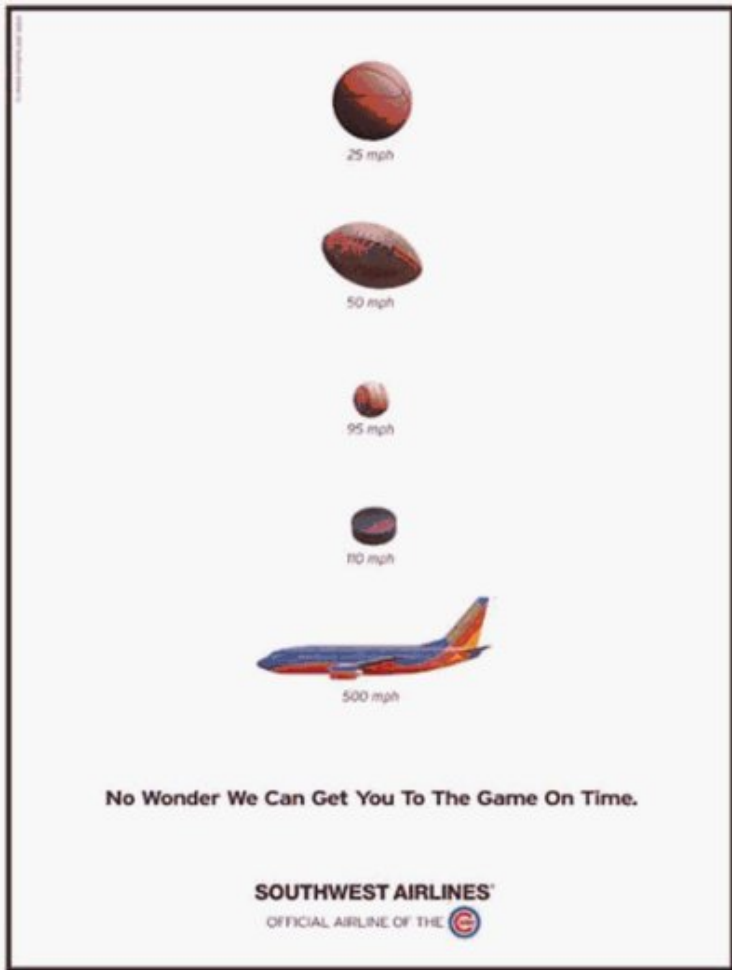
Part 2: [Key Value Drivers of Interactive Marketing](#)

Part 3: [Measuring Your Website's Value by Adopting Key Performance Indicators](#)

Part 4: [Follow the Money: Financial Valuation of the Website](#)

Part 5: [Executive Summary on Optimizing Business Results from Your Website](#)

Contact Us



To find out more about how performance marketing can help your business, call 1.877.616.8226 (U.S.) or +33.1.5805.1158 (Europe).

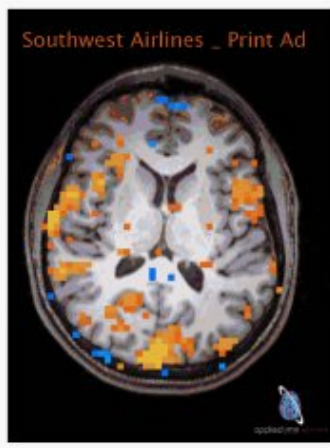
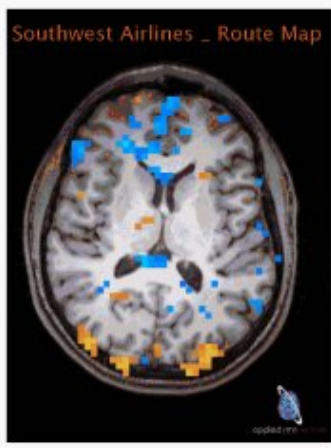
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The first image, focused on the vendor, is not effective at reaching the reptilian brain of the consumer because does not trigger its self-centered nature. The second image is better because it is about the world of the prospect and it satisfies its self-centeredness.

These predictive findings are confirmed in the following brain scans. These show lower brain activity for people exposed to the route map (on the left) and higher brain activity for those exposed to the print ad (on the right). The blue shows areas of low oxygen consumption that correlate to lower brain activity and orange displays higher brain activity.



By methodically applying all six trigger stimuli, the savvy online

marketer can expect to boost click-throughs, conversions, and ultimately, sales.

Stop marketing, start NeuroMarketing.

About Patrick Renvoise

Patrick Renvoise is the founder and president of [SalesBrain](#). Salesbrain is the only NeuroMarketing firm in the world offering research, coaching and training services that help companies target and trigger the part of the brain that decides. The work is based on recent scientific discoveries in Neuroscience that have been transformed into breakthrough business benefits.

Performance Marketing: Previous Issues

[5 Steps to a Better Conversion Rate](#)

[6 Marketing Insights for the Considered Purchase](#)

[Calculating Social Media ROI: 10 Steps](#)

[Facebook Landing Pages: Dos and Don'ts](#)

[Top 11 Ways to Improve Holiday Campaigns](#)

[Craft a Better Offer: 9 Tips](#)

[Get the SEM You Deserve](#)

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About LSFinteractive

[LSFinteractive](#) is a full service global interactive marketing agency that leverages all Internet channels, including Search Engine Marketing, Search Engine Optimization, Social Media, Display, Email and Affiliate program management, and focuses on conversions, to help companies acquire new customers, qualified leads or traffic and increase their online revenues. The company employs 90 people worldwide, is headquartered in San Francisco, CA, and has offices in Chicago, IL, Conshohocken, PA, Boston, MA, Paris, France, and Hyderabad, India.

Questions? Call 877.616.8226

