



**Graham Jones**  
Internet Psychologist

# Internet Psychology

How to use cyberpsychology in your marketing



# Passwords

Attention

Tolerance

Novelty

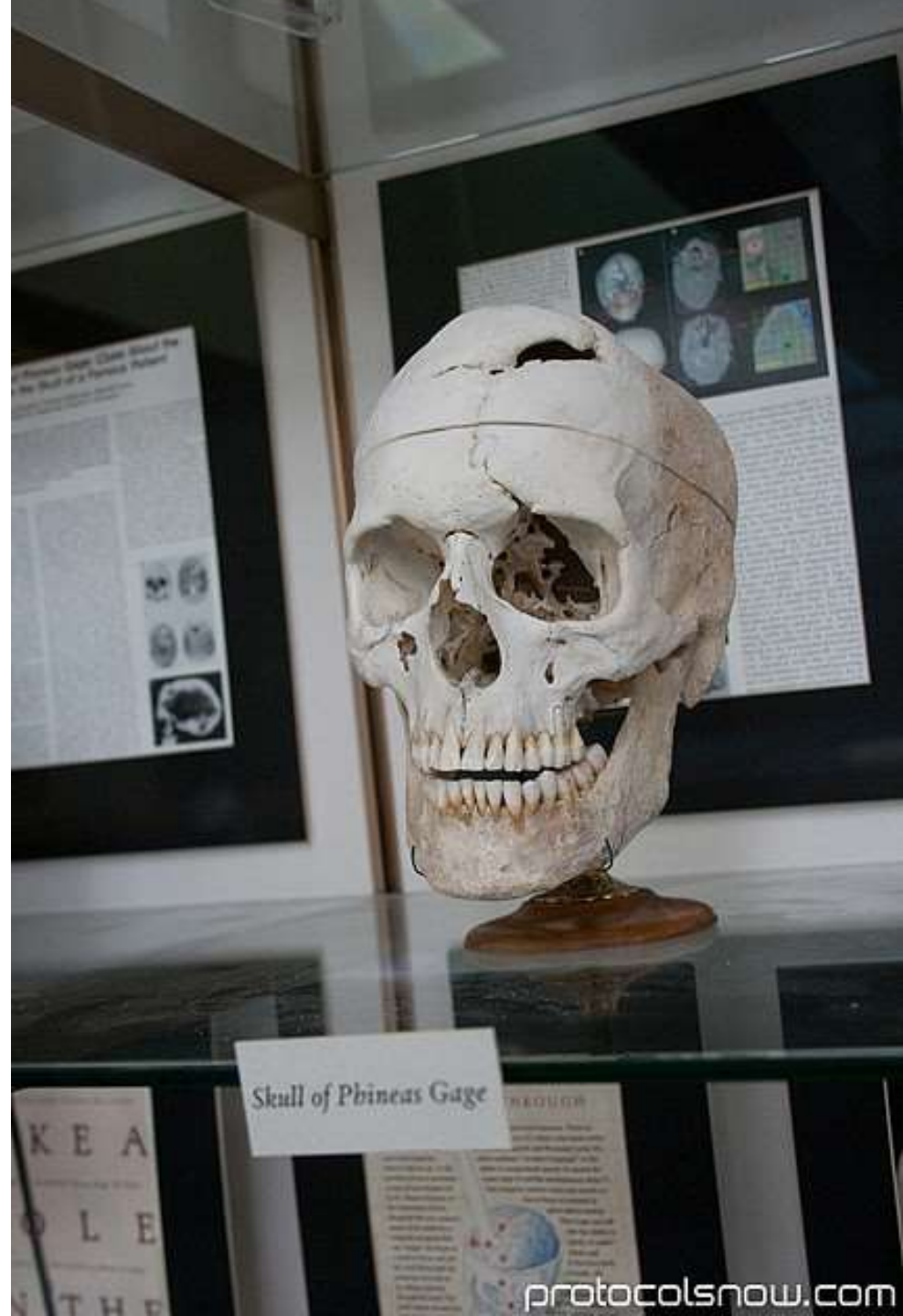


£2,500

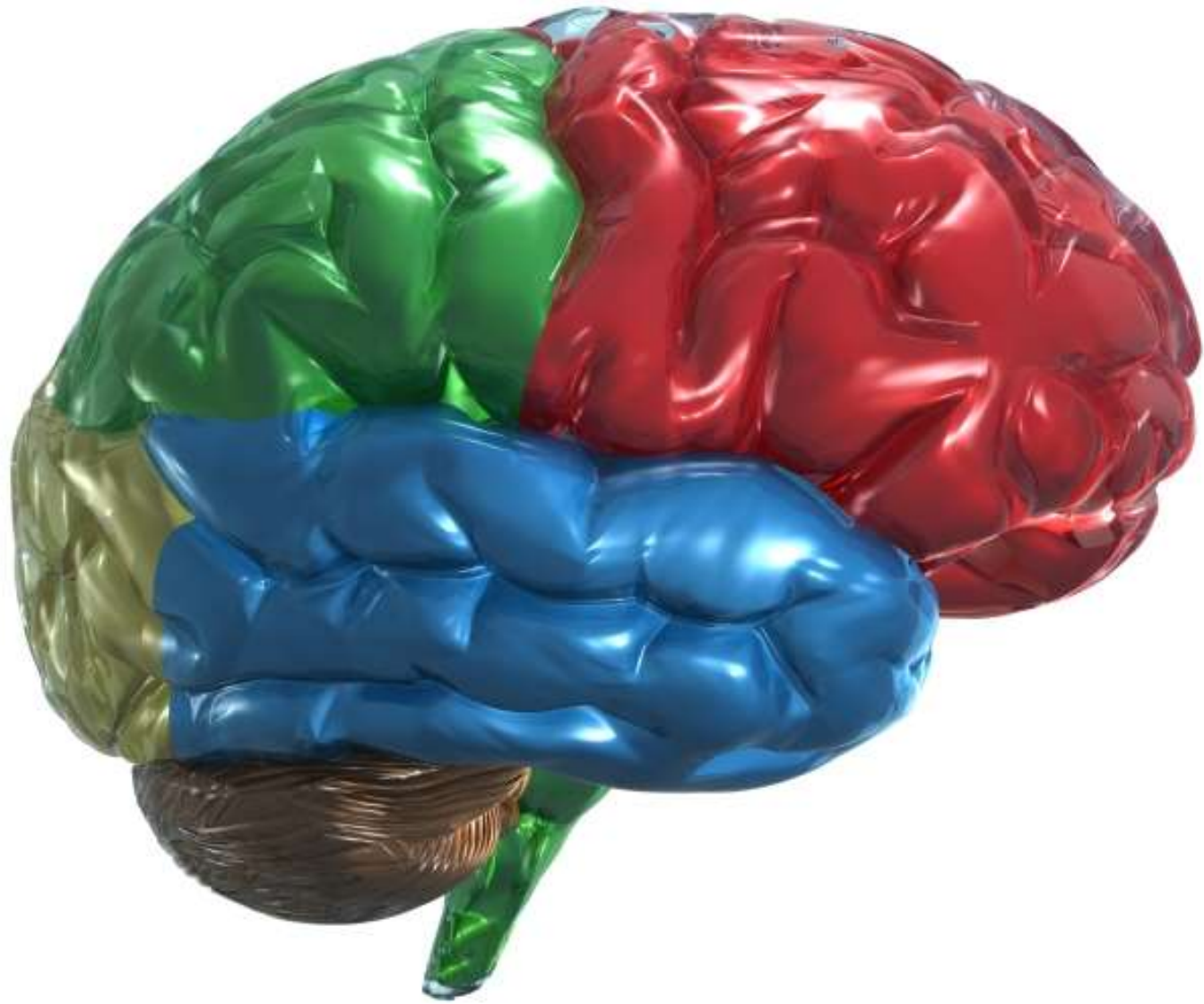
€2,868



*Photo courtesy: Jack and Beverly Wilgus*



Skull of Phineas Gage



0.56



Google™

You Tube

facebook

twitter™



BBC

amazon.com

LinkedIn

YAHOO!









Back to outside

F



Navigation + Size

Keywords

Trust



lewe menu

znajomi online

Aktualności

O czym teraz mówisz?

Heatmap overlay on the main content area, showing high engagement (red/yellow) in the top-left corner of the feed.

Wydarzenia

darzenia

Sponsorowane

FFWA 11

sponsorowane

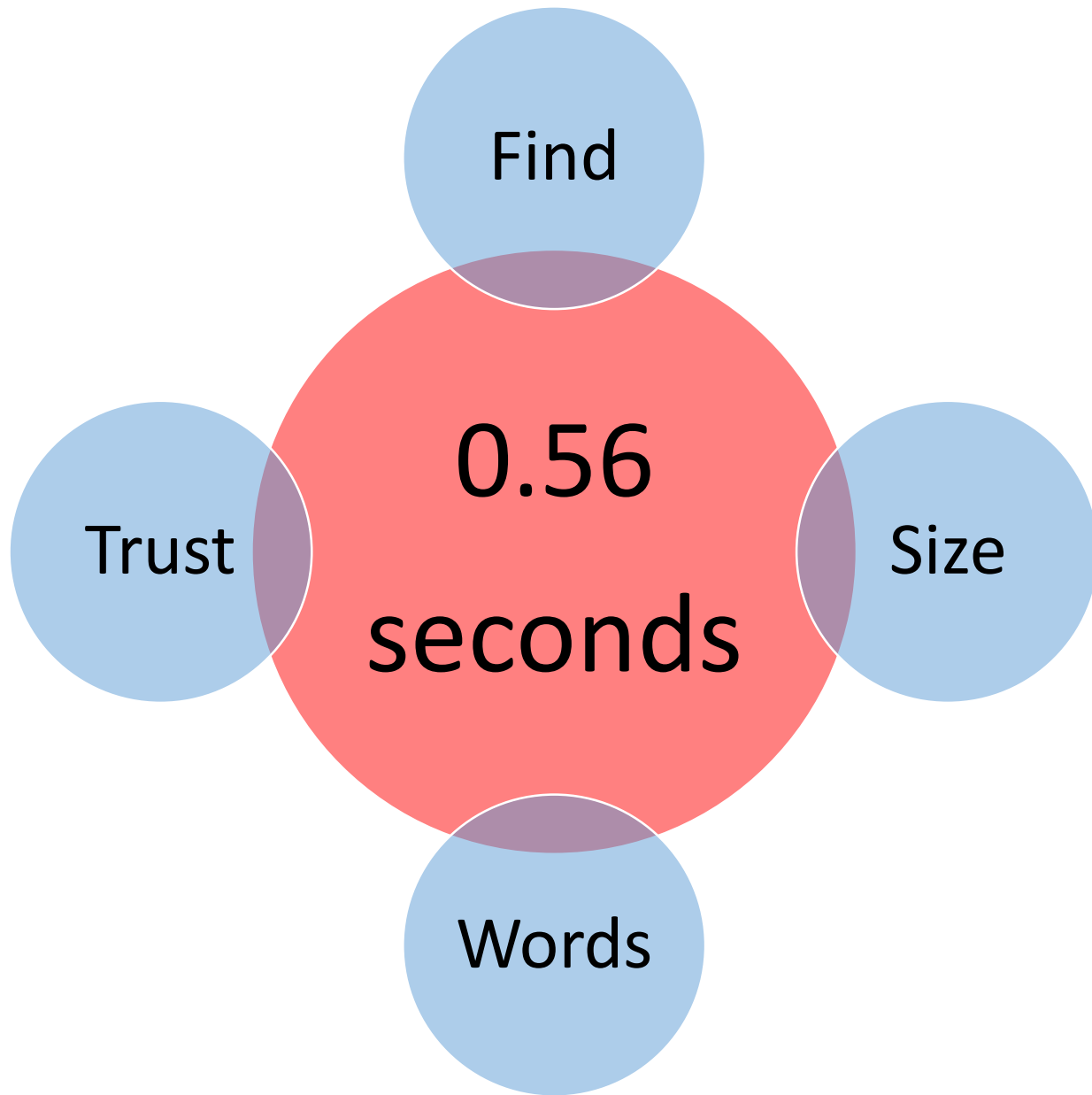
Prośby

zaproszenia

Łącz się

- Kto jest na Facebooku?
- Kogo nie ma na Facebooku?
- Kto jest tutaj za Twoją namową?
- Łącz się w drodze





# Who are your visitors?

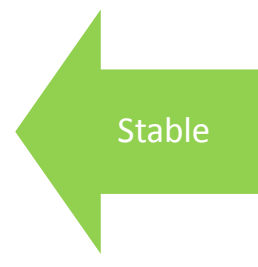
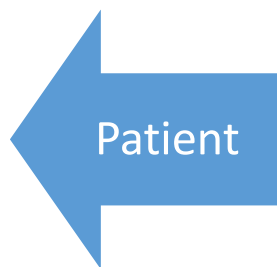
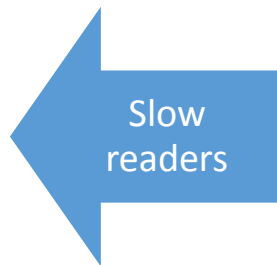







Image courtesy of Stuart Miles / FreeDigitalPhotos.net



Getting information off the  
Internet is like taking a  
drink from a fire hydrant.

Mitchell Kapor

Picture: SparkCBC, Flickr

Adapted from <http://www.flickr.com/photos/sparkcbc/127718121/>

Red

Blue

Green

Orange



Via [www.webpagesthatsuck.com](http://www.webpagesthatsuck.com)  
Contender for 2012 Worst Website Awards



THE WEDDING COLLECTIVE



## THE WEDDING COLLECTIVE

wedding n

1 : the social event at which the ceremony of marriage is performed [syn : wedding ceremony, nuptials, hymeneals]

2 : the act of marrying; the nuptial ceremony; "their marriage was conducted in the chapel" [syn: marriage, marriage ceremony]

3 : a party of people at a wedding [syn: wedding party]

4 : a working class district of Berlin.

wedded adj

1 : taken in marriage: w~ to : attached really strongly to.

collective adj

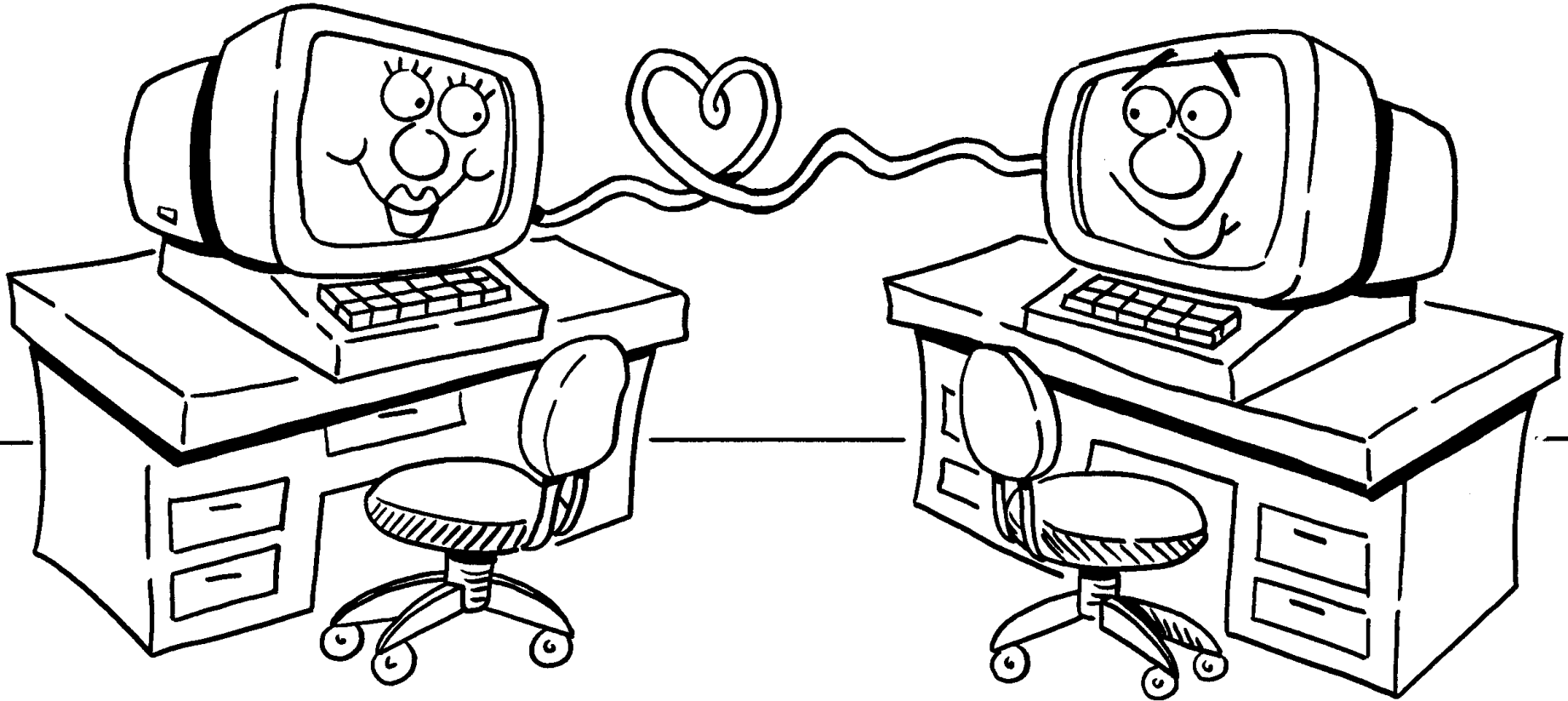
1 : done by or characteristic of individuals acting together; "a joint identity"; "the collective will"; "a corporate action" [syn: corporate]

2 : forming a whole or aggregate [ant: distributive]

3 : set up on the principle of collectivism or ownership and production by the workers involved

n :members of a cooperative enterprise

LOVE BYTES  
COMPUTER DATING  
SERVICE







**YOU**

**Me**

**WE**





A close-up photograph of computer keyboard keys. The central focus is on two keys: a brown one with the word 'Offline' in white and a green one with the word 'Online' in white. Both keys are slightly raised and have a soft shadow. To the left, a white key with a black horizontal bar is partially visible. To the right, a white key with a black 'C' is partially visible. The background is a blurred grey.

**Offline**

**Online**

# Implications of Internet Psychology for Marketing

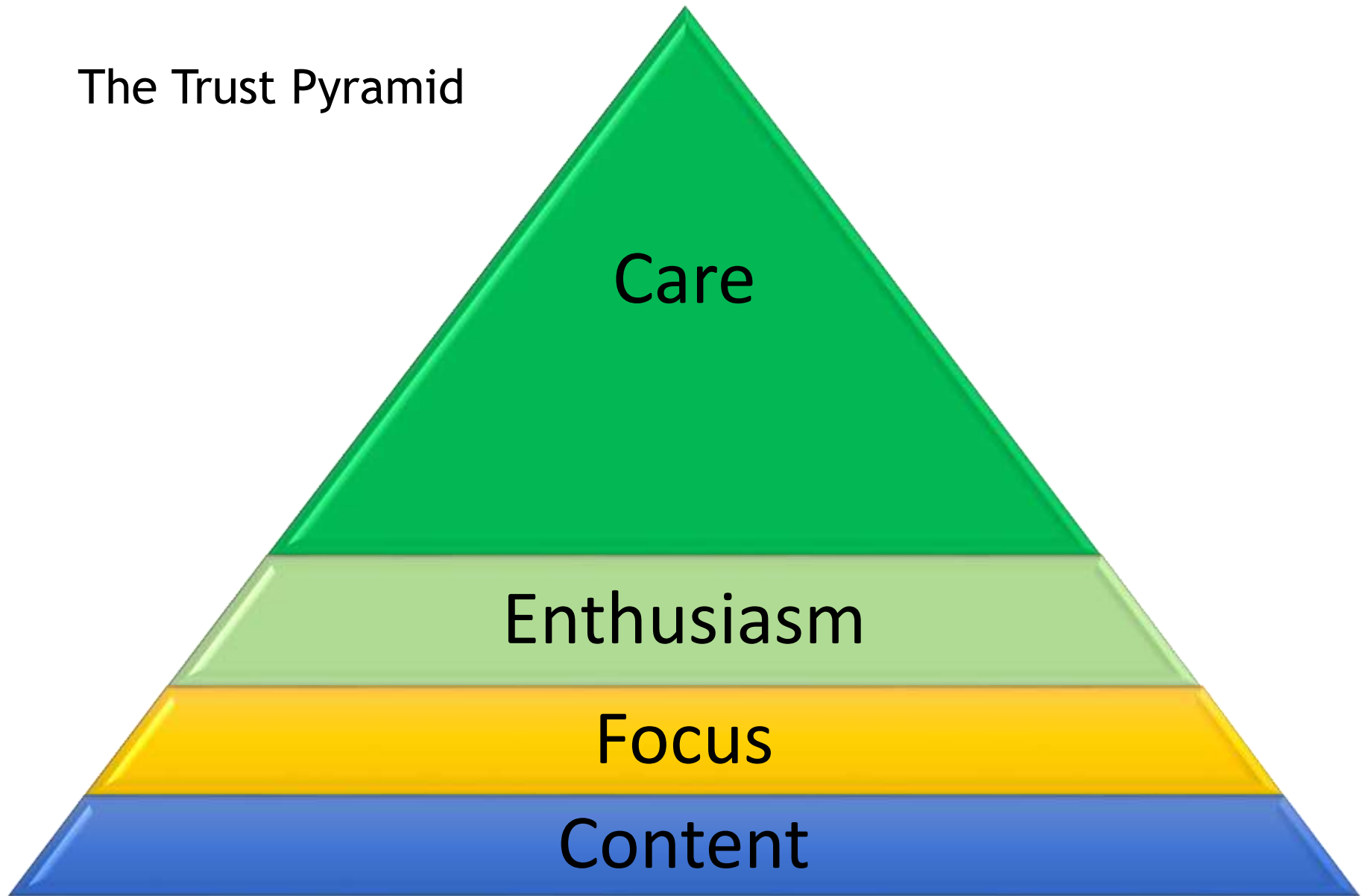
## Step One

- Build a massive OFFLINE brand





## The Trust Pyramid





8<sup>th</sup> January 1989

British Midland Flight  
London Heathrow to Belfast

Crashed on main M1 motorway

47 dead

74 seriously injured



# Implications of Internet Psychology for Marketing

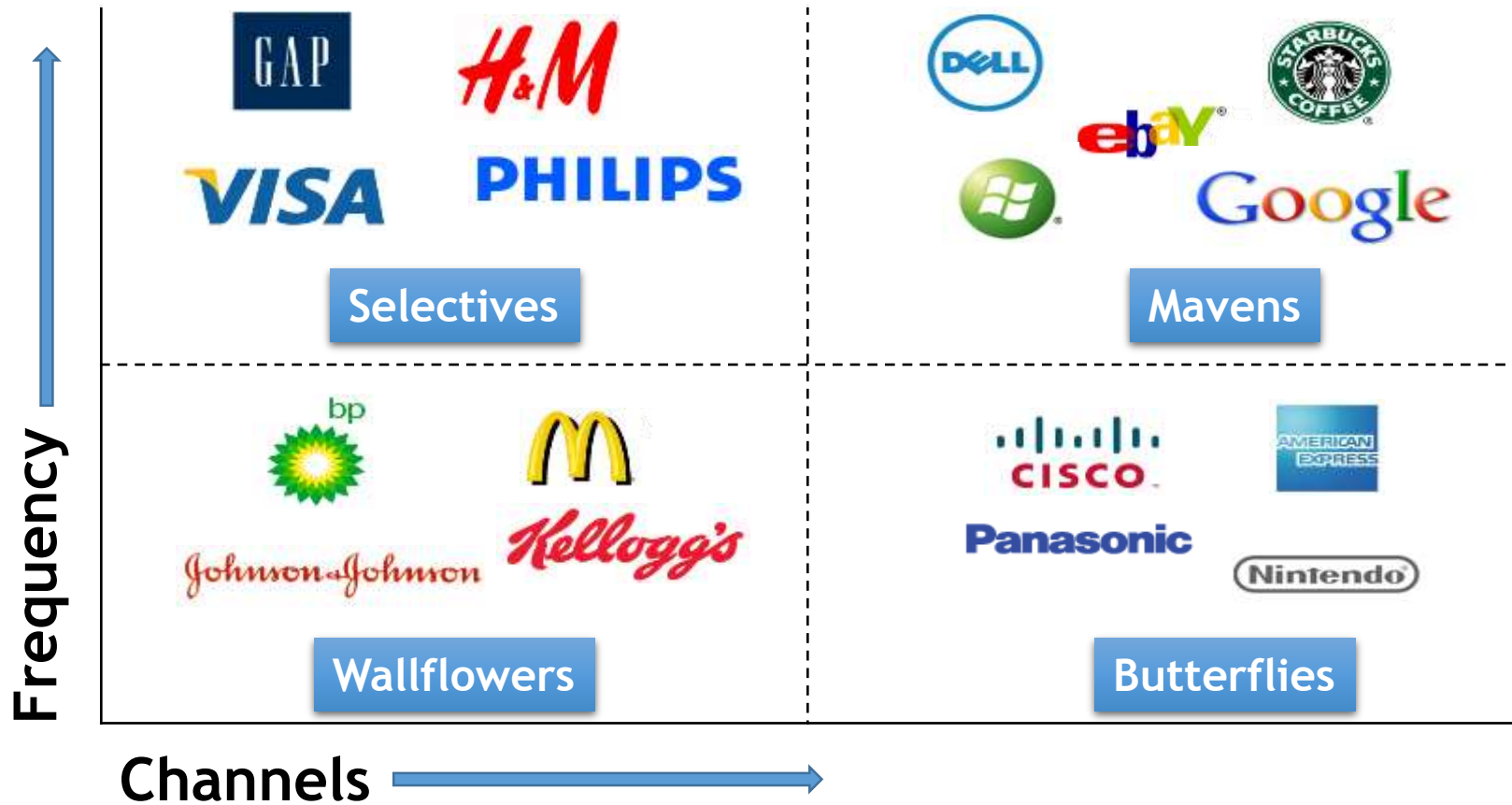
## Step One

- Build a massive OFFLINE brand

## Step Two

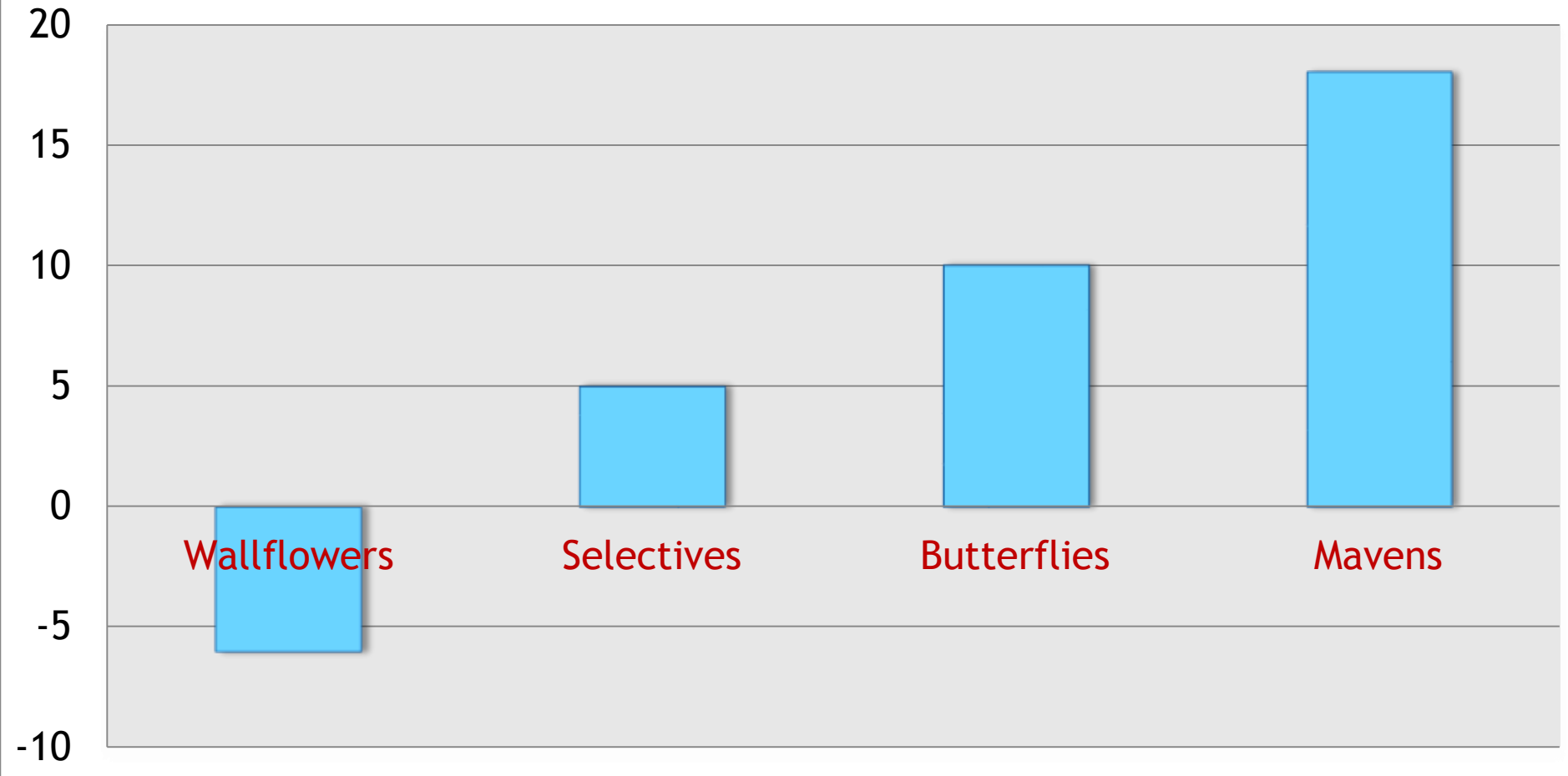
- Show them you CARE

# Social Media Engagement

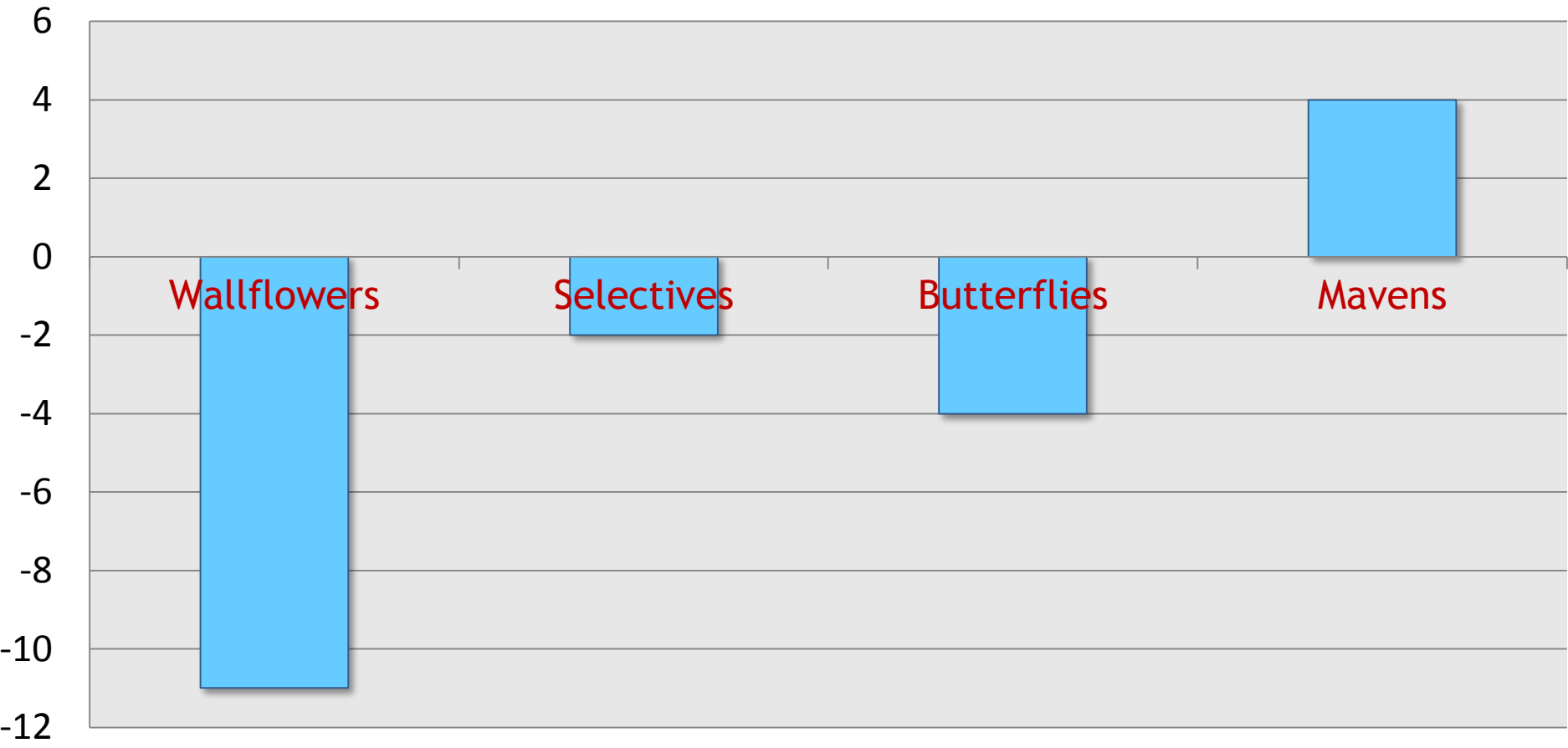


• <http://uklik.me/engagementstudy>

## Change in Revenue



# Change in Net Profit



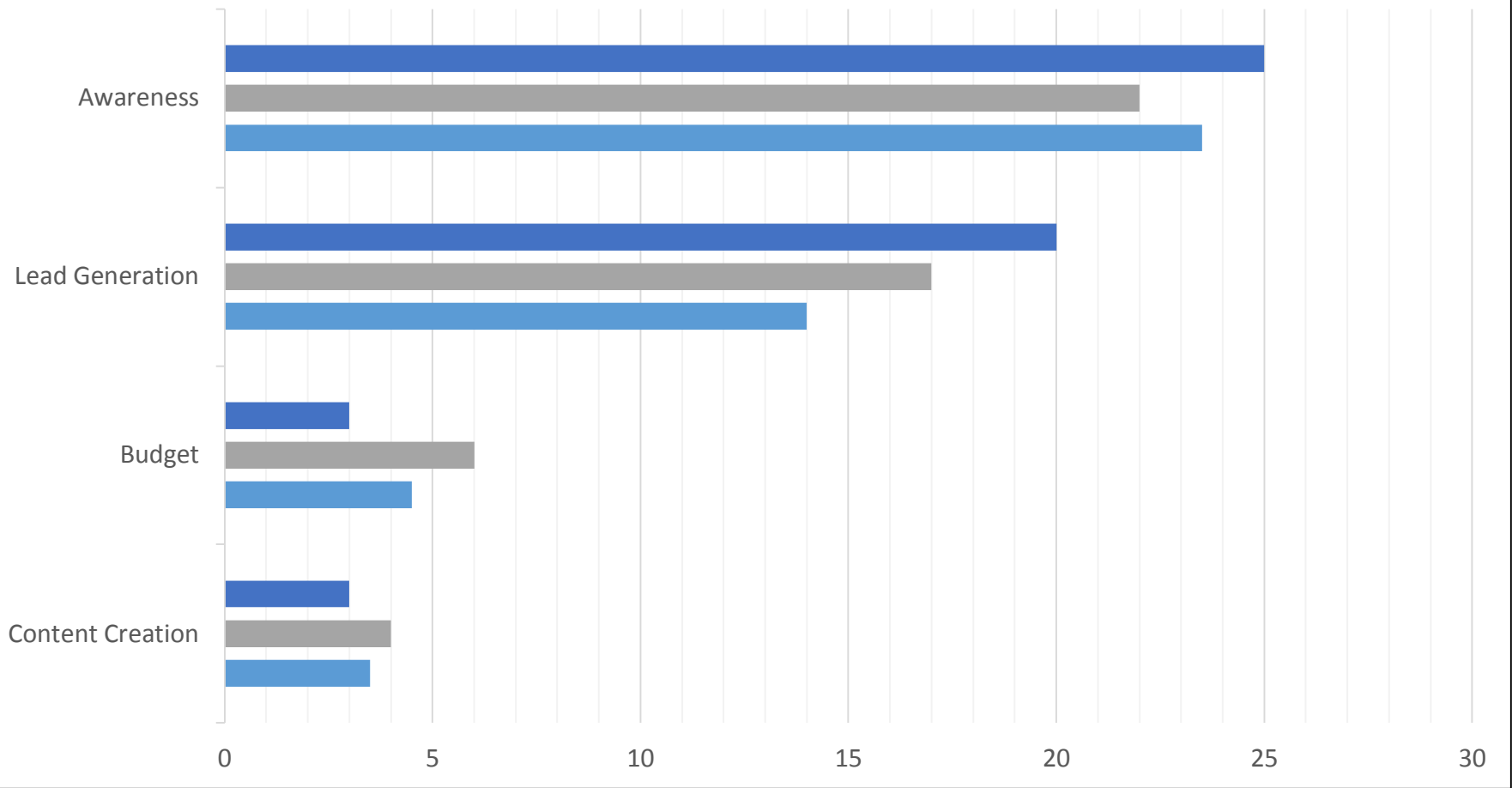




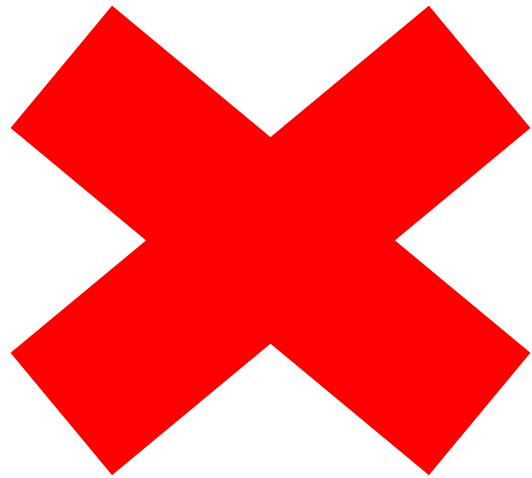


# Marketing Challenges

■ B2B ■ B2C ■ Overall



Data from Hubspot



81%

**“Without longer  
form, deeper-dive,  
more relevant  
conversation  
I don’t think social  
media would have  
anything to be  
social about”**

Biz Stone, Founder of Twitter, Founder of  
Blogger



Pic: Joi, Flickr



**useless tweets**

@uselesstweeters



 Follow

Doing absolutely nothing. Watching tv.

 Reply  Retweet  Favorite  More





Skip Intro





# ScrewAds - Block, Skip, Remove YouTu...

★★★★★ (472)

[Productivity](#)

[from Native Applications](#)

210,396 users

AVAILABLE ON CHROME



OVERVIEW

DETAILS

REVIEWS

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About 1,710,000,000 results (0.31 seconds)

Ads related to **business marketing** ⓘ

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**Business marketing - Wikipedia, the free encyclopedia**

[en.wikipedia.org/wiki/Business\\_marketing](http://en.wikipedia.org/wiki/Business_marketing)

**Business marketing** is the practice of individuals or organizations, including commercial businesses, governments and institutions, facilitating the sale of their ...

[Origins of business marketing - Business & consumer markets ...](#)

**Marketing Donut: Small business marketing advice, tools and ...**

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[Marketing strategy - Market research - Experts - First](#)

**What is Marketing?**

[www.tutor2u.net/business/marketing/what\\_is\\_marketing.asp](http://www.tutor2u.net/business/marketing/what_is_marketing.asp)

Sep 23, 2012 – **Marketing** is about meeting the needs and wants of customers; •

**Marketing** is a **business-wide** function – it is not something that operates alone ...

Ads ⓘ

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# Implications of Internet Psychology for Marketing

## Step One

- Build a massive OFFLINE brand

## Step Two

- Show them you CARE

## Step Three

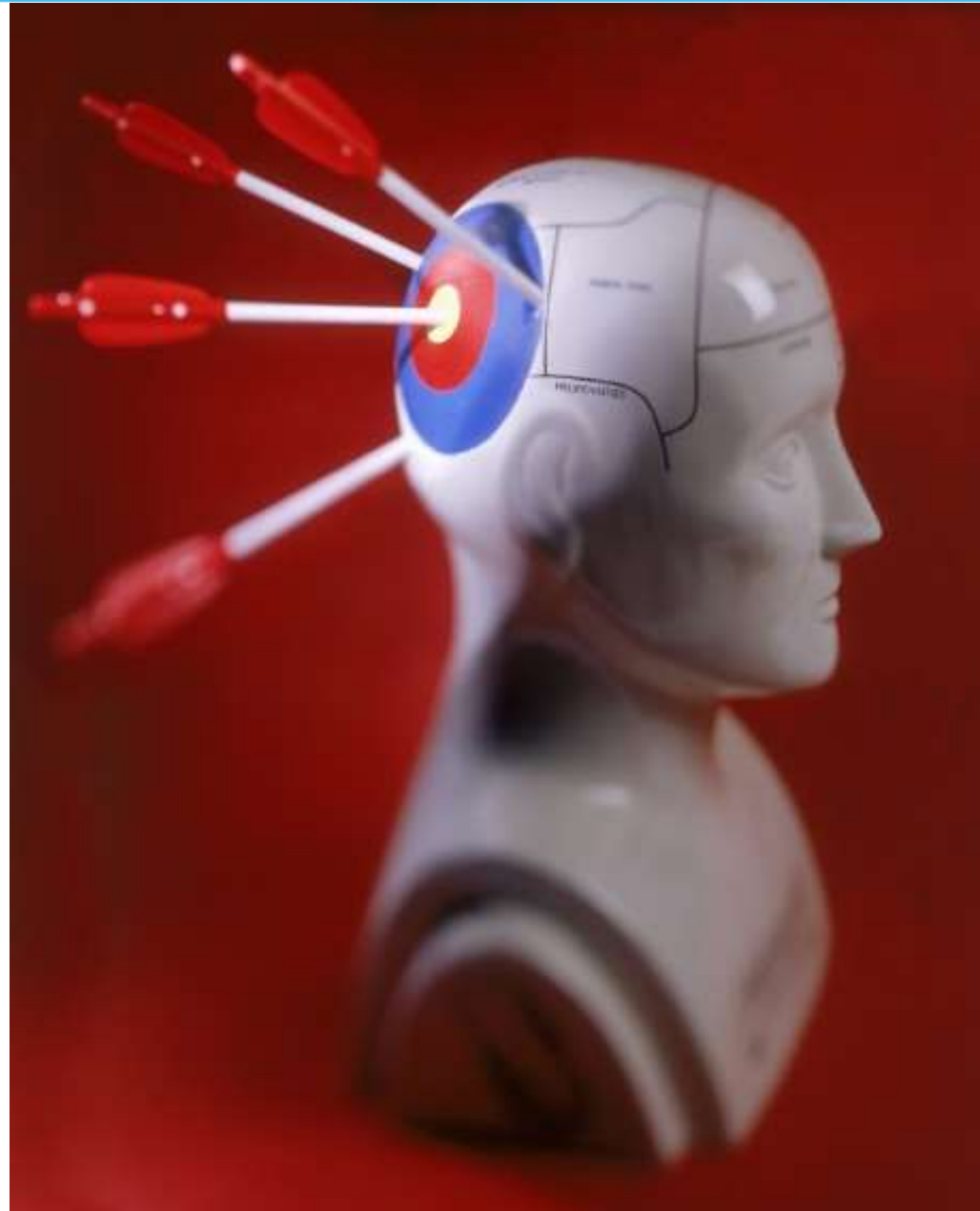
- Single FOCUS on one action

Google™

facebook

amazon.com

BBC





Sleepy Westie

 Mari Lorenz via Lula Pasqualis onto Westies



Insanely Easy  
**Easter Marshmallow Bark**



Easter Marshmallow Bark

 Jessica Cochran via Krystal Edwards onto Homemade Food Ideas



Introducing an About Page for Your Shop on Etsy

 Samantha Shalomenhersh onto Advertising & Marketing

<b>SPILE</b> - A comparison of two things using like or as.
<b>METAPHOR</b> - A comparison of two things NOT using like or as.
<b>HYPERBOLE</b> - An extreme exaggeration.
<b>IDIOM</b> - Saying with a different meaning from the usual dictionary meaning.
<b>PERSONIFICATION</b> - giving human qualities to something not human.
<b>ALLITERATION</b> - repeated sounds at the beginning of words.
<b>ONOMATOPEA</b> - a word that sounds like the sound it names.
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Figurative Language Flipbook

 Jen Joseph via Emily Spitzgo Stevens onto Poetry



karen millen England Heavy Cotton Lace Collection Dress - Lyst

 Urbir Sidhu via Dawn Aurora Dressmesweetiedarling onto Trendy



bunk design

 Tonia Finocchiaro via Nicole Selburg onto Kid's Room



HERE'S WHY SHE'S PRETTY GREAT. LOOK AT HER FANCY HAIR AND MAKE-UP AND OUTFIT. NOW LOOK



Zebra + leopard nails

 Monique Trujillo via Alanna Malcolm onto Nail Polish



Pop in your postcode to see your street

Go

Living Streets is the national charity that stands up for pedestrians. We work with you to create safe, attractive, enjoyable streets where it's great to walk.

## Make a change

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PUTTING PEOPLE FIRST

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Living Streets AGM  
14 March 2013

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### Pavement parking

### Latest news



# Passwords

Attention

Tolerance

Novelty



**Graham Jones**  
Internet Psychologist

# Download the slides

[www.grahamjones.co.uk/password-workshop](http://www.grahamjones.co.uk/password-workshop)