

Habit Marketing vs. Traditional Marketing

Top 7 Reasons to Adopt Habit EngineeringSM



#1 Focus on Long-Term Behavior Over Time (Habit) vs. focusing on Short-Term, One-Off Decisions (Traditional)



Why Habit Marketing: Roughly half of daily behavior is repeated in the same place, at the same time, and our thoughts are usually on something else when performing those behaviors.

Why Understanding Habit is Important: Focusing on behavior that evolves over time with experience allows the marketer to bypass conscious thinking.

#2 Focus on Unconscious, Habit-Driven Behavior (Habit) vs. Focusing on Rational, Conscious, and Deliberate Decisions (Traditional)



Why Habit Marketing: Habits are efficient, quick to activate, and require no conscious effort; habits reduce the search for alternatives and are performed as the path of least resistance.

Why Understanding Habit is Important: This makes habits more powerful than other types of mental processes—strong habits usually defeat conscious efforts.

#3 Develop Physician Prescribing Habits (Habit) vs. Influencing Physician Prescribing Decisions (Traditional)



Why Habit Marketing: Marketing success comes from making it easy for consumers to automate repurchase. The conscious consumer mind is always working to off-load decisions to the habitual mind to form habitual behaviors.

Why Understanding Habit is Important: It is critical that marketers respect the prevalent role unconscious behavior plays in every consumer action and adjust their marketplace approaches accordingly.

#4 To Outperform Our Competition We Must Create, Disrupt, or Leverage a Habit to Create New Behavior (Habit) vs. Limiting Ourselves to Only Seeing Other Products as Competition (Traditional)



Why Habit Marketing: The **real** competition is the preexisting habitual behavior of your customer, **not** just the other competing products in the market.

Why Understanding Habit is Important: Focusing on behavior that evolves over time along with a customer's experience allows the marketer to tap into the preexisting, unconscious habitual behavior.

#5 Focus on the 'Cue' within the 'Context' (Habit) vs. Focusing on the Message or Value Proposition to the Customer (Traditional)



Why Habit Marketing: Through repeated exposures, the mind begins associating various stimuli within a context with behaviors and their outcomes. With repetition, this process turns stimuli in the environment into cues that the unconscious mind uses to automatically initiate behavior.

Why Understanding Habit is Important: Marketers should work to take control of the cues that automate behavior, because a consumer on autopilot is not consciously considering messaging or value propositions, but automatically responding to the cues around her. When cues are managed well, they can lead to nearly addictive responses.

#6 Focus on Combination of the Right Doctor/Right Patient (Habit) vs. Focusing on *Both* the Right Doctor and Right Patient (Traditional)



Why Habit Marketing: The brain has an innate ability to unconsciously recognize context and respond with the associated habitual behaviors. Marketers have long operated under the simple illusion that the consumer views brands in isolation.

Why Understanding Habit is Important: The 'context' in this case is the "right doctor/right patient" combination. By focusing on the right combination versus the right doctor and right patient in isolation, you will get strong associated habitual behaviors.

#7 Evaluate Customer/Brand Habits (Habit) vs. Evaluating Customer/Brand Satisfaction (Traditional)



Why Habit Marketing: Customer satisfaction does a poor job of predicting future purchase. However, by reinforcing consumer behavior, marketers increase the chance of repetition and in turn the chances of habit formation around their brand.

Why Understanding Habit is Important: Instead of striving for customer satisfaction, marketers should focus on customer reinforcement. A customer does not need to be satisfied to use a marketer's products, but he does need to be reinforced.