

Master of Online Persuasion

Optimizing your online effectiveness by putting consumer psychology into practice



ONLINE DIALOGUE
Guiding you to digital maturity

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Become a Persuasion Professional!

In the course 'Master of Online Persuasion' we'll take a 5 month long deep dive into our brain. What can science learn us about how our brain is motivated? How it perceives? What it remembers? How it makes a decision? And how different types of external factors are influencing these processes?

And most important: you'll learn how to influence the decisions and experiences of that consumer brain.

On top of all the brain science theories and persuasion techniques, we'll also 'get our hands dirty'. Using the newly learned persuasion techniques we'll run a lot of tests on your and the other attendees websites, social profiles and apps (this will directly boost the Conversion Rates of your online presences). Moreover we'll assist with the A/B-tests.



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What will you learn?

✓ *Theoretical knowledge on how our brain works*

We will explore thoroughly the 8 major psychological theoretical frameworks of online persuasion. The aim is to learn when you should use which persuasion techniques in order to optimise most effectively. We draw from various relevant psychological sciences (such as consumer and social psychology, behavioral economics, decision-making science, and neuromarketing).

✓ *Practical Persuasion Techniques*

For each of the 8 major psychological theoretical frameworks, you will learn the ins and outs of around 10 persuasion techniques. In total you will learn more than 90 proven effective persuasion techniques that boost the Conversion Rates of your website, apps, and social media.

✓ *Online Persuasion AB testing*

You will learn practically how to translate the persuasion techniques into successful A/B-test variations, as well as how to interpret the results and grow your own customer intelligence. Expect to run at least 8 A/B-tests, and share all these tests with the other attendees.

Knowledge, topics & lectures

- 1** *Needs & Motivations*
How are we motivated?
- 2** *Attention & Perception*
How do we perceive?
- 3** *Memory & Learning*
How do we acquire habits and how do we remember?
- 4** *Decision-making: System 1*
How emotional are we?
- 5** *Decision-making: System 2*
How rational are we?
- 6** *Social & Environmental Influence*
How does the environment influence us?
- 7** *Persuasive Marketing*
How is your offer most persuasive?
- 8** *"Surprise Day"*
Ehm, that remains a surprise! ;-)

It's almost a bachelor in consumer psychology

More than 90 proven effective online persuasion techniques!

For you?

This course is meant for you when you've been working for a while as (online) marketer or digital analyst and are striving to take your online growth and/or customer intelligence to the next level. Given the level of the course, a college degree (in Dutch: hbo / wo) is desired.

What will you get during the 7+1 Deep Dive Days?

✓ **Theory Lecture** Here we discuss the relevant frameworks and theories from various psychological sciences.

✓ **Persuasion Techniques Lecture** Here you will learn what persuasion techniques follow from the theoretical frameworks and theories and how to apply them pragmatically.

✓ **Workshop** In the workshops you'll directly apply the knowledge you gained on how to boost the persuasiveness of your online presences. You'll use your newly acquired knowledge to test and increase the effectiveness of your sites, apps and social media..

✓ **AB test cycles** Together we do the analysis, formulate hypotheses and create highly persuasive variations of your online presences (such as specific web pages). You will A/B-test these variations in between the Deep Dive Days on your own web, mobile and social presences. We'll all share the test results and insights during the next Deep Dive Day.

"My goal was to be more effective in my A/B testing (with the use of scientific psychological theories instead of only analytic knowledge) and I succeed!"
(Annemarie Klaassen)

"The best and most effective way to learn how your consumer's brain works and thereby you will get a broad range of persuasion techniques to achieve your online goals" (Roald Tichelaar)

What else do you get?

Online academy There's an online environment specifically for the course where you can always ask the teachers and your fellow students questions and feedback. And all the course materials such as lectures, videos, articles and exams will be available for you there.

Extra material Every training session we also provide additional 'homework'. You'll have to read a number of articles, book chapters and videos in order to become a true master of online persuasion. Expect about 4 hours of homework per Deep Dive.

Aftercare The online academy and all the materials will remain available to you afterwards.

Moreover you get

Presents & Card Deck You'll get one or more presents, as well as a card deck with all the persuasion techniques.

Alumni day The Online Dialogue Academy will invite you for Master-of-Online Persuasion alumni days.

Statement of Accomplishment day Students who reach a score of 80% or above will receive a "Statement of Accomplishment" (and the - now already legendary - "Master of Persuasion - cap").

Best-in-Class The best student gets a mention on the "Which Test Won"-jar from Online Dialogue.

Lecturers

Bart Schutz, Eline van Baal, Ton Wesseling and Jules Stuijbergen are responsible for the lectures in Online Persuasion. There's a limit of 8 students per course.



Bart Schutz Bart is a consumer psychologist, behavioral economist and neuro-fanatic. He makes websites, apps and social profiles sell more to happier people. But above all Bart is a Persuasion Professional. He inspires and advises (multinational) corporates and startups with creating an irresistible online dialogue that optimally separates customers from their money, while making them really happy. Bart studied economic psychology and has a long usability history. Nowadays he is Chief Persuasion Officer and managing partner at the international award winning company Online Dialogue and founder of the Wheel of Persuasion.



Eline van Baal Eline studied social psychology at Utrecht University and is specialized in observing and analyzing human behavior. After her study she continued analyzing behavior on websites through developing en reviewing a/b tests.



Ton Wesseling With 30 years of experience in working with computers & 15 years of experience in the Online Marketing Optimization Ton was one of the first believers in data driven optimization. What happens why? How can we optimize this behavior? Analytics, Testing & Targeting, Ton is a well-known data driven web specialist



Jules Stuijbergen With years of hands-on data analysis experience, a background in psychology and experience in system management Jules has unique knowledge and skills in analyzing and optimizing websites.

Practical issues

- Location** ODhouse, Catharijnesingel 45, 3511 GC Utrecht (ODhouse.nl).
- Schedule** The course lasts for 5 months with 8 fixed course days on Tuesdays from 14:00 till 19:00 (incl. food).
- Investment** The price of the course is €4880 (excl. TAX) It is possible to pay this amount in two equal parts.
- Study load** Besides the 8 course days there will be another 4 hours per course day of independent study (including scientific papers, TED-talks and tests).
- Teaching materials** All study materials will be available for free online.



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