

# Survey Marketing

Reading 2005-2023

Compilation 2018-2023

After a master's degree in Economics

Finding out the psychology behind marketing  
What creates customer engagement

Beyond marketing psychology  
also applied psychology in various other fields

Marketing, one way communication

The customer often makes up his mind in less  
than a second

Marketing more in line with how the recipient  
receives information

Some effects of customized marketing

Instills confidence



Creates energy

Opportunity for more satisfied customers

Less risk of commoditization,  
loosing pricing power

- Instills confidence
- Creates energy
- Opportunity for more satisfied customers
- Less risk of commoditization, loosing pricing power