

Fear Marketing

Fear Marketing Fill-in-the-blank

Answer the following

Are you using fear marketing strategies in your business?

If you are using fear marketing strategies are you factual in your message content?

Are you using fairly fear marketing strategies without annoying your customer?

Have you systemise and automate your strategy that was successful and documented why it has failed

The purpose of the fear Marketing FOMO strategy fill-in-the-blank questionnaire is to assess if you using this strategy in your business.

fear-based marketing can be defined as the use of consumers' fears to motivate them to purchase a product or contribute to a cause. The consumer appraises the product in light of their fear of the consequences of not buying.

The emotion of fear is triggered using tactics like verbal warnings of specific risks or the use of graphic or gruesome images.

The purpose of fear marketing is to get consumers to become afraid of things like burglars and car accidents and how they could negatively impact their own lives, encouraging them to buy a home security system or new or better car insurance.

You can evaluate its effect on your audience, its application to your business, customers acquisition, leads generation and sales.

Understanding the strategies and tactics used in the playbook can increase your income if you use them in conjunction with each other to produce better results and gain successful sales.



Marketing Tips

- Fear marketing is powerful therefore use it sparingly to get the customer to purchase your product or service.
- If you lie using fear marketing your customer might disappear and shame your company resulting in a severe loss of customers.

My Personal Support Package



If you need one to one support. We offer a 30 minutes zoom or what's app call monthly to support you and encourage you to implement the playbook tactics and strategies to your advantage and achieve greater in your business.