



Marketing wisely on a shoe-string budget

This is the fifth in a series of articles intended to help chapter marketing teams maximize their “bang for the buck”, particularly when faced with a limited budget. Last time we took a close look at the Press Release. This time I want to take a look at using color in your advertising and the impact that colors have in your marketing plan through an overview of the Psychology of Color.

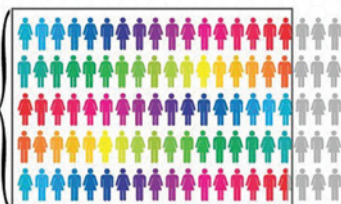
CHAPTER 6: The Psychology of Color

Perhaps no choice is as vital to marketing as color. When you are selecting the color for a product or for your email marketing campaign, color has tremendous impact on all of us. Subconsciously, we associate different colors with different things.

In this article, let’s examine the psychology of color and look at some common associations of different colors. By understanding the importance of color to consumers and characteristics of many individual colors we begin to see the connection between graphic design and psychology. The numbers are pretty fascinating!

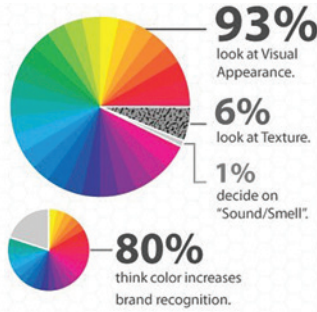
PSYCHOLOGY OF COLOR

84.7% of consumers cite color as the primary reason they buy a particular product.



WHEN PEOPLE BUY

Credit: WebFX



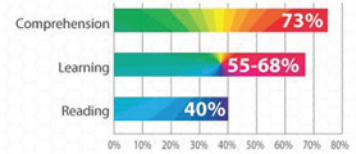
"Research reveals people make a sub-conscious judgment about an environment or product within **90 seconds** of initial viewing. Between **62%** and **90%** of that assessment is based on color alone."



OUTCOME OF THE USE OF COLOR

Ads in color are read up to **42% more often** than the same ads in black and white.

COLOR CAN IMPROVE



Credit: WebFX

The psychology of color directly plays into consumer behavior. Nearly 85% of consumers name color as the primary reason they purchase a particular product. 93% look at visual appearance when they buy a product and color improves comprehension, learning, and readability.

When you are looking at the best visual choices for your next project, keep in mind the impact that color has.



RED - Creates a sense of urgency, which is good for clearance sales. Encourages appetite, thus is frequently used by fast-food chains. Physically stimulates the body, raising blood pressure and heart rate, associated with movement, excitement, and passion.

BLUE - The preferred color of men. It’s associated with peace, water, tranquility, and reliability. Blue provides a sense of security, curbs appetite, and stimulates productivity. The most common color used by conservative brands looking to promote trust in their products.

GREEN - Associated with health, tranquility, power, and nature. Used in stores to relax customers and for promoting environmental issues. Green stimulates harmony in your brain and encourages a balance leading to decisiveness.

PURPLE - Commonly associated with royalty, wisdom, and respect. Stimulates problem-solving as well as creativity. Frequently used to promote beauty

