



# 15-Point Psycho Social Marketing Analysis

Do you know what your marketing is secretly saying?

Is it working for you or against you?  
Find out where you stand and see how you can improve effectiveness.

The AboutPeople Psycho-Social Analysis is a deep dive into the heart of perception. We get inside the mind of your customers/clients and look at how you currently communicate with them: website, print materials, blogs, social media, ads, letters, articles, white papers – everything. Here are some of the major things we look for:

**First Impression:** Do I (the reader) feel comfortable and welcome?

1. What is the overall first impression?
2. How appropriate and effective are images, colors, type, layout, movement, line length, linguistics, etc.?
3. Is your identity portrayed in a way that invites the reader in and makes him/her feel comfortable and eager to explore more about you?

**Usability:** Can I quickly and easily find what I need?

4. Is your content easy to read?
5. How logical is your site to navigate?
6. Are the important pages and content cross-linked?

**Credibility -** Do I trust you and your messages?

7. Are you effective with social proof (testimonials, case studies)?
8. Do you use 3rd party objective references (outside sources, articles, links)?
9. Do you use Expert and Scientific proof (research, licenses, awards, etc.)?

**Connection -** Do I feel a connection to your company or product?

10. Is the language focused outward on the client or inward on you?
11. Do you represent a true service/resource or just give a sales pitch?
12. Are your values and what you stand for apparent?
13. Are you transparent? Do you show behind-the-scenes people and process?

**Engagement -** Am I given a safe way to taste or try?

14. How easy is it for people to take the first step and get involved with you?
15. Do you provide them with a free report, consulting session or other “taste”?