



## MARKETING & SELLING

# Appealing to Customers: Balancing Logic and Emotions

**Consumer marketing and advertising often use a range of appeals to attract customers including humor, romance, scarcity and fear. But what's the right mix in the seed business?**

When it comes to purchasing, many people assume business owners make their decisions solely based on logic and data, while emotional appeals are reserved for consumer or lifestyle products—like sports cars or adult beverages. But effectively marketing in the seed business often involves a mix of logic and emotion.

When it comes to seed products, the logic side of things is usually apparent like a yield advantage, certain disease tolerances or traited insect protection. But are those the main reasons why your customers buy from your brand? In some regards, the logical or rational reasons to buy aren't always the most compelling or differentiated. So, what is emotional about the seed purchase? How about taking pride in a solid business decision? Feeling excitement for what the season could bring? Being confident about providing for a good harvest? Staying active in the farming community? Doing meaningful work? Or continuing on a legacy and way of life? These types of emotional appeal can help enhance the logical reasons farmers should do business with your brand.

Research shows that 95% of decision making takes place subconsciously, meaning emotion drives our purchasing far more than logic.<sup>1</sup> This means that even technical, science-based products can benefit from marketing that addresses both logical and emotional appeals. In fact, it may be more important to have an emotional connection for larger, B2B purchases, since research shows that B2B customers are more emotionally connected with their vendors and service providers than average consumers, and more than 50% of business buyers reported an emotional connection to a specific brand.<sup>2</sup> That connection can significantly influence the buying decision, making business purchasers eight times more likely to purchase a product or service even if paying a premium compared to similar options.<sup>2</sup> This is especially true in the seed industry, with people-based businesses built on partnerships and trust.

When marketing to potential customers, an emotional appeal can help build affinity and establish connections, while a logical appeal can address a grower's specific needs and concerns. The emotional connection is an important part of brand differentiation, and can be used to improve how data and information are presented to better appeal to customers.

What combination of logical and emotional appeals do you think will resonate with your customers? It's something to consider as you review your marketing and advertising this fall.



<sup>1</sup> Mahoney, Manda. "The Subconscious Mind of the Consumer (And How To Reach It)." Harvard Business School. January 13, 2003. <https://hbswk.hbs.edu/item/the-subconscious-mind-of-the-consumer-and-how-to-reach-it>.

<sup>2</sup> Nathan, Sam, and Karl Schmidt. "From promotion to emotion: Connecting B2B Customers to Brands." Think with Google. October 2013. <https://www.thinkwithgoogle.com/consumer-insights/consumer-trends/promotion-emotion-b2b/>.

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