

Evidence based marketing - what is it and why do we need it?



By [Kirsty Dugmore](#)

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The truth of the matter is that evidence-based marketing needn't be intimidating. Plainly put, this groundbreaking interdisciplinary field is the integration of several scientific disciplines into the field of marketing. It's evolving the marketing industry and offering marketers the tools and insights, based on empirical evidence, on how to achieve brand growth.



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Evidence-based marketing uses the disciplines of behavioural economics, observed consumer behaviour and neuro-marketing to better understand how consumers are making the purchasing and brand decisions that they do.”

Creating mental availability

This promising discipline offers insights into predictable patterns and behaviours and offers practical advice that marketers can implement in their marketing and media strategies.

Behavioural economics, to cite just one example, conducts analyses into consumer decision making based on empirically studied psychological traits.

Typically, behavioural economics says that, as human beings, we are predictably irrational with constant flaws in our decision-making processes. Consumers make snap decisions using ‘mental shortcuts’ that are available to them – but memories are stored in a way that isn’t easily accessible. The challenge for brands is to create ways to create mental availability when a consumer is in the market for their specific product or service.

Stay one step ahead

The lesson here is that brands need to realise that their customers are not constantly thinking about them and that to stay one step ahead of competitors they have to focus on making it easy to be thought of.

With the assistance of evidence-based marketing, brands can make sure that they're part of the consideration set when consumers consider buying specific products or services.

Evidence-based marketing has the very real ability, through easy to implement strategies, to turn a brand's growth trajectory around.

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