

# 18 Psychological Triggers That Help You Sell More Online

Experiment with some of these tactics, spin them in different ways, and mix and match to see what is most effective for you.



Offer something for free



Leverage customer reviews



Use psychological pricing strategies to boost conversions



Use strong, eye-catching visuals



Leverage influencer marketing in your strategy



Find a solution for your customers' specific needs



Add a sense of urgency/ scarcity



Convert your price into a local currency



Use numbers and statistics to build credibility



Give customers a sense of belonging to a community



Sell benefits, not features



Highlight a package as "Most Popular" or "Recommended"



Use storytelling to trigger emotions



Build anticipation and curiosity



Communicate authority and show that you are a leader in your industry



Keep it simple - interest of individuals is triggered by easy to grasp situations



Make your prospects feel valued



Use color to influence people's emotions and behavior

For more information and resources, view the [Psychological Triggers That Help You Sell More Online](#) article on the 2Checkout blog!

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