

# Nine ways bias is getting in the way of your marketing success

...and what you can do about it

Bias. It's the way existing beliefs and perceptions get in the way of understanding and interpreting new information. Or your new marketing idea.

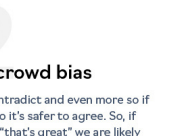
You have biases. Your colleagues have biases. Everyone has biases. They may not be explicit, you may not notice them... but they are there.

So, to get the best marketing outcomes, you need to watch out for these nine sources of bias. It's the first step to avoiding unnecessary marketing underperformance.



## 01 Relationship bias

People will usually prioritise a relationship over honest dialogue. People you know likely won't tell you what they really think of your marketing idea, to avoid upsetting you.



## 02 Follow the crowd bias

We don't like to contradict and even more so if we feel uncertain so it's safer to agree. So, if someone else says "that's great" we are likely to say something similar.



## 03 Same blinkers bias

People with the same existing points of view may automatically have the same perspective on your marketing idea, notably you and your colleagues. You're all steeped in your existing shared mindset, it's often called "group think".



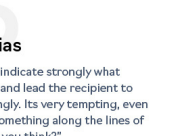
## 04 Non diversity bias

Your clients come in all shapes and sizes, all personality types. Don't ignore the occasional view that's different to the rest because it comes from a different place. Better decisions get a wider perspective.



## 05 Confirmation bias

If we already have a point of view. We're unlikely to change it, regardless of new input. That's just human behaviour for us all. It's very comfortable to dismiss possibly correct views we don't agree with. Thinking we are being very logical and smart.



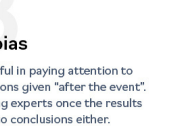
## 06 Question bias

Your question may indicate strongly what answering you "want" and lead the recipient to answering accordingly. It's very tempting, even automatic to say something along the lines of "I like this, what do you think?".



## 07 Anchoring bias

We judge a new piece of information unwittingly biased by whatever preceded it. It's best to ask for marketing feedback immediately and without preceding discussion.



## 08 Hindsight bias

One has to be careful in paying attention to feedback and opinions given "after the event". We are all marketing experts once the results are in. Don't jump to conclusions either.



## 09 Cost bias

Just because you spent a lot of money on something, doesn't necessarily make it good. It's tempting to think that a high price tag must mean "better." Some of this is self justification of a previous decision (to spend the money).

## Sensecheck's 7 tips for getting the most useful feedback on your marketing:

