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LIKEONOMICS: NEW BUISINESS POLICY

Nowadays consumers are becoming more and more distrustful about the claims brands make about their goods and services. Many times the consumers' supposition is that marketing messages are motivated by corporate greed or misleading intentions. In other words that is called a "believability crisis". We trust the opinions of strangers we don't know, but respect for their demonstrated knowledge in social media more than messages from well-known brands.

Companies are looking for new and different ways to reach their customers, establish or build on existing relationships and inspire customers not only to buy, but share their experiences with others. This is the essence of Likeonomics, which is based on four insights that have been talked about over and over in media, in a great extent analyzed in best-selling business and psychology books. These insights are global and influence every culture:

1. Being simple. People are paralyzed by too much choice and nothing can kill an idea faster than complexity. Simplicity is the secret weapon.
2. Be human. Trying to build relationships, it's a good idea to be human. Simply said, but not easily done.
3. Emotional. People make decisions emotionally, not logically.
4. Brutally honest. The growing attention on storytelling, related to our understanding of the power of emotion, as the ultimate form of communication, as it has been for thousands of years. The organizations and people, who tell better stories are the ones that inspire movements, get elected or sell millions of products.

Advertising efforts will no longer be based on who has the biggest budgets and delivers the most creative blether. Instead it will be about who delivers the most believable message. The aim is to gain back the lost trust from consumers by comprehending what makes people, organizations and ideas more believable.