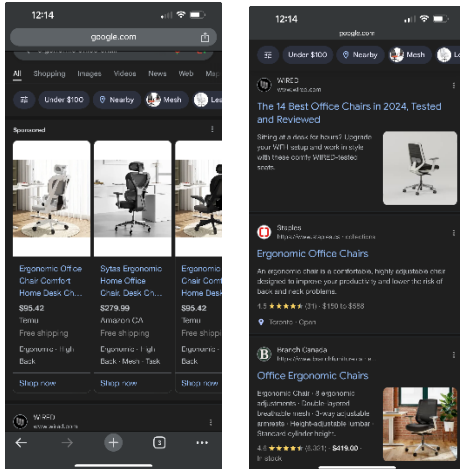


Examples of Marketing Strategies

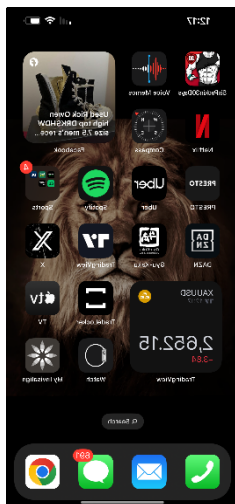
Active Attention

Below is an example of an active search for comfortable ergonomic chairs and companies like Amazon, Wired, and Staples maximize this strategy by leveraging SEO to showcase images and a brief description which will then attract a potential client to their page.



Passive Attention

While just being on my homepage, the Facebook widgets displayed a third-party seller's item for sale. This could be seen as a two-man implementation. First, Facebook attracting me to the app by displaying an item I could potentially be interested in, then if I open the app, I will be shown other ads that could attract me. Second, the third-party seller might have paid for ads to potential buyers and so that is why it is being displayed on the widget



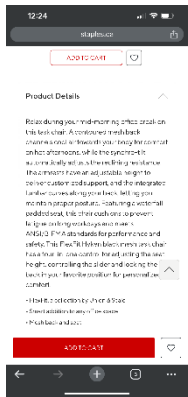
Increasing Desire

Here, a simple description of a few words can attract a multitude of people to the website which can then be monetized



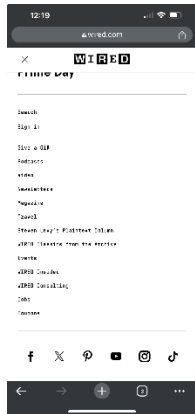
Increasing Belief in Idea

On this page, more information about the product was shown and we can see that the product adheres to safety and performance standards outlined by organizations in that governing boy



Increasing Trust

On this website, the company links its social media accounts like X, Instagram, Facebook where a client can also go and see reviews and other feedback on the product offered by the company. This works as a booster in the trust levels.



Why They Work

All these strategies outlined work because someone who intentionally or even randomly stumbles on these websites have all the burning questions answered:

1. Is the value worth the cost?
2. Will the product work?
3. Do I trust the business/person selling me this product?

This is enough to get all the attention garnered into cash!

12:14



google.com



Under \$100

Nearby



Mesh



Lea



WIRED

www.wired.com

The 14 Best Office Chairs in 2024, Tested and Reviewed

Sitting at a desk for hours? Upgrade your WFH setup and work in style with these comfy WIRED-tested seats.



Staples

<https://www.staples.ca/collections>

Ergonomic Office Chairs

An ergonomic chair is a comfortable, highly adjustable chair designed to improve your productivity and lower the risk of back and neck problems.

4.5 ★★★★★ (31) · \$150 to \$588



Toronto · Open



Branch Canada

<https://www.branchfurniture.ca> · e...

Office Ergonomic Chairs

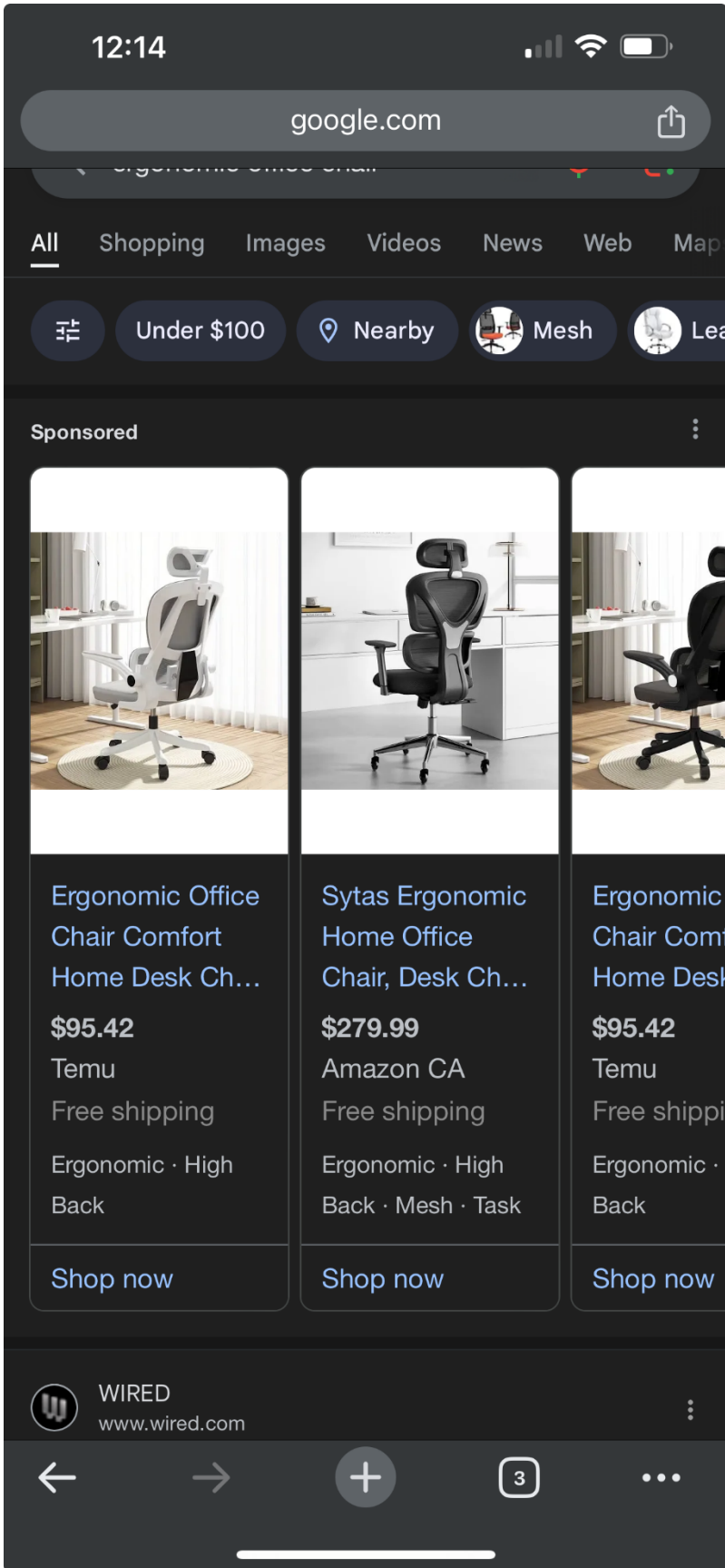
Ergonomic Chair · 8 ergonomic adjustments · Double-layered breathable mesh · 3-way adjustable armrests · Height-adjustable lumbar · Standard cylinder height.

4.6 ★★★★★ (6,321) · **\$419.00** ·

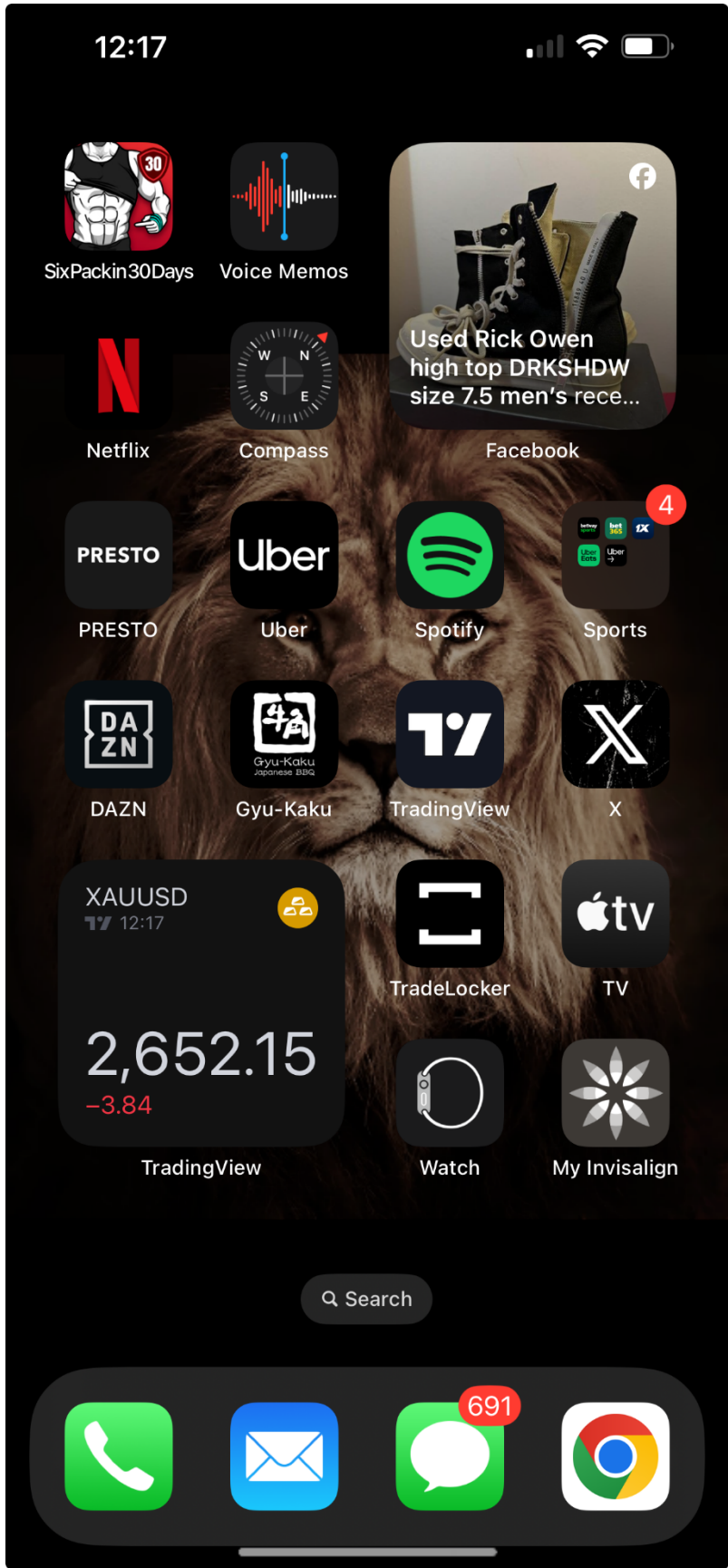
In stock



Active Attention 1



Active Attention 2



Passive Attention



WIRED

www.wired.com

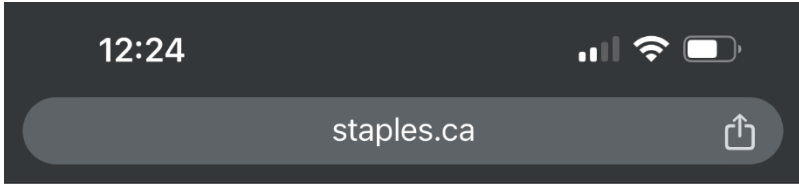


The 14 Best Office Chairs in 2024, Tested and Reviewed

Sitting at a desk for hours? Upgrade your WFH setup and work in style with these comfy WIRED-tested seats.



Increasing Desire



Increasing Belief

ADD TO CART

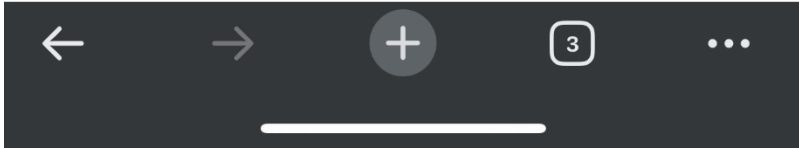
Product Details

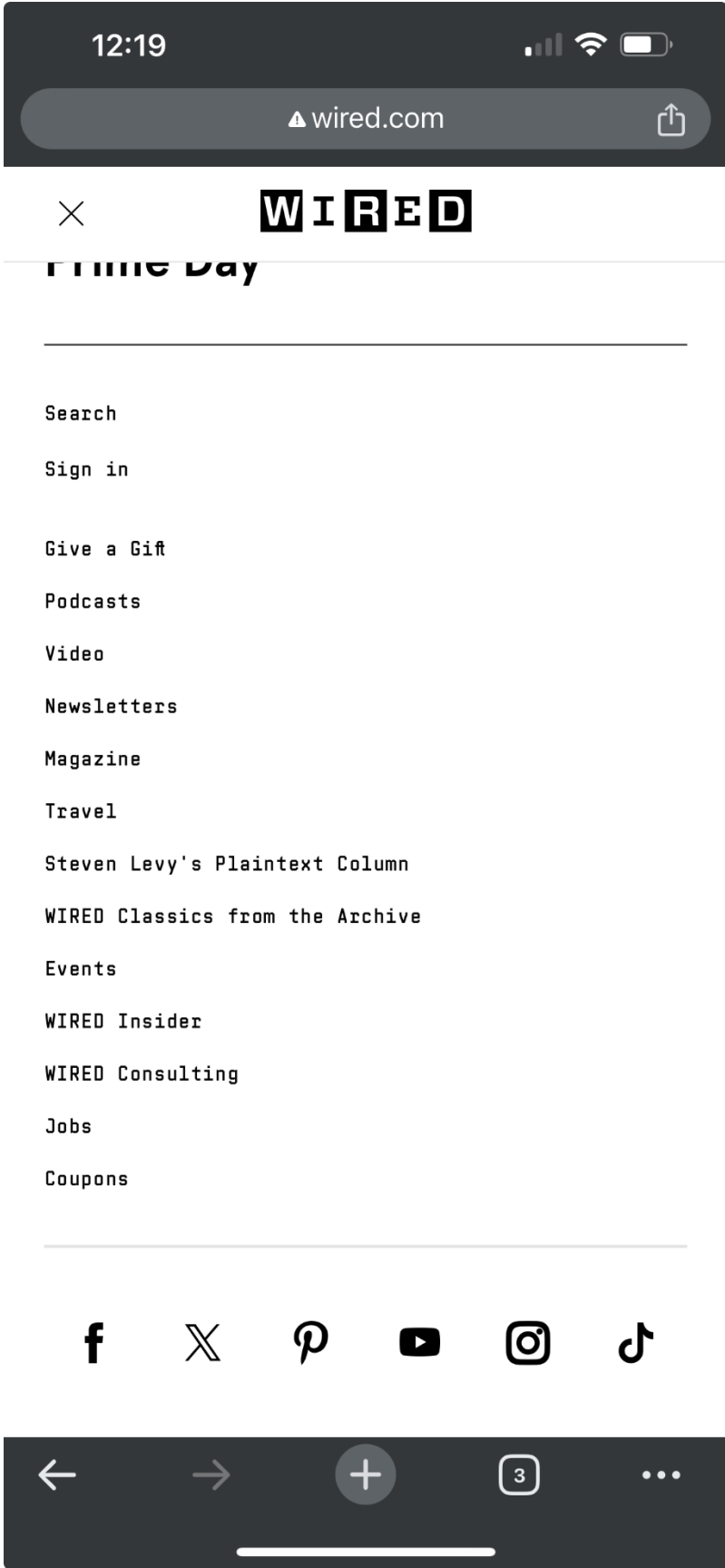
Relax during your mid-morning office break on this task chair. A contoured mesh back channels cool air towards your body for comfort on hot afternoons, while the synchro-tilt automatically adjusts the reclining resistance. The armrests have an adjustable height to deliver customized support, and the integrated lumbar curves along your back, letting you maintain proper posture. Featuring a waterfall padded seat, this chair cushions to prevent fatigue on long workdays and meets ANSI/BIFMA standards for performance and safety. This FlexFit Hyken black mesh task chair has a four-in-one control for adjusting the seat height, controlling the slider and locking the back in your favorite position for personalized comfort.



- FlexFit, a collection by Union & Scale
- Smart addition to any office space
- Mesh back and seat

ADD TO CART





Increasing Trust