



# Emotional Advertising: Main Triggers and How They Apply to Landing Pages



Emotional advertising is a marketing strategy that aims to evoke strong emotional responses from consumers in order to create a deeper connection between the brand and its audience. There are numerous types of emotional triggers advertisers can leverage to achieve this effect, including fear, humor, nostalgia, and empathy.

Incorporating these emotional advertising triggers into your landing pages can bring numerous benefits to your digital marketing campaigns. So, let's have a look at why [emotional advertising](#) is important -

1. It enhances user engagement

2. It can directly impact conversion rates
3. It also fosters brand loyalty
4. It increases shareability
5. It allows you to delve deeper into your customer's motivations and desires

When using emotional triggers on landing pages, it's essential to maintain authenticity and alignment with your brand's values. Also, if you want to effectively use these triggers, you can take an idea from some popular emotional advertising examples like Nike, Coca-Cola, Google, and Apple.