



# ALL MARKETING IS BASED ON FOMO

## ***Using the Fear of Missing Out to Influence Consumer Behavior***

### **SUBJECT AREA:**

- Marketing
- Strategy
- Decision-Making
- Psychology

### **AS A RESULT OF THIS PROGRAM,**

#### **ATTENDEES WILL:**

- Understand the drivers and triggers of consumer behavior
- Identify the two types of FOMO and how they correspond to essential marketing concepts
- Design a marketing campaign that leverages FOMO to drive consumers into action

### **FORMAT:**

- Keynote, workshop, and fireside chat formats available

Every great marketing campaign is built on one fundamental principle: FOMO. Whether it's a product launch, an exclusive offer, or a viral brand moment, the most effective marketing strategies tap into the deep psychological drivers that make people take action. But FOMO isn't just about scarcity or urgency—it's about aspiration, identity, and the innate human desire to belong. Marketers at all levels and in a wide range of industries can harness the power of FOMO to fuel engagement, build loyalty, and drive business growth. By building their strategies on the two types of FOMO, Aspirational FOMO—the desire to achieve a better version of oneself—and Herd FOMO—the instinct to follow the crowd—they can tap deeply into the psyche of their clients to build a much deeper connection.

Through compelling case studies and real-world examples, this keynote explores how today's most successful brands use FOMO to create cultural relevance and influence purchasing decisions. From luxury brands cultivating exclusivity to social media platforms leveraging community-driven momentum, marketing that truly resonates doesn't just sell a product—it sells a feeling, an identity, and a fear of being left behind. Beyond theory, this keynote delivers practical, actionable insights that marketing leaders can apply immediately. Using interactive exercises, participants will analyze their own marketing strategies through the lens of FOMO, identifying ways to enhance messaging, create urgency, and build campaigns that drive action.