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Aroma Marketing is it manipulative or is it just another clever marketing technique? by [Sarah Willsion](#)

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This article explores the effectiveness and the morality of aroma marketing. The writer finds that aroma marketing has the same goal as any other type of marketing technique and is also the most pleasant technique.

Members of the public sometimes ask if aroma marketing or scent marketing manipulative? This question normally arises whenever the topic is discussed. Scent is the only one of our senses that goes directly to the emotional and memory part of the brain, the limbic system. While aroma marketing is very effective, it cannot be considered to be mind control!

The aim of marketing strategies are to get people to notice the brand being marketed, to like the brand and ultimately to buy its products. Therefore it could be considered that all marketing is somewhat manipulative. Successful brands, however, are in it for the long term. If a brand's products do not fulfil the promise made by its marketing, then it abuses the trust of its target market and will never be successful. This is even more true now than it was ten years ago, since word about abusive brands travels like wildfire on social networking sites and can quickly bring a brand to its knees, begging for forgiveness (if it is smart).

The complex human brain operates on many different levels and so the presence of a fragrance does not stop us from thinking about the features of a product, the value and whether one actually needs the product. What aroma does, however, is it improve customer experiences and make shopping visits for the consumer. When a customer enters into a pleasant environment, they will tend to stay there longer. Longer customer dwell time often translates into more revenue and repeat sales for that business. When customers are happy the business prospers, which is as it should be.

Because of the overload of marketing everywhere you go, the attention span of the average person has shrunk to that of a goldfish (9 seconds, to be exact). Today, the vast majority of marketing is unpleasant to break through and capture the customer's attention. The backlash? Entire technologies have arisen to allow people to skip ads (think Tivo and satellite radio). The absence of advertising is frequently used as an incentive for people to pay money for something they can get for free.

Now, take a deep breath and contrast the yelling car salesman on the radio with walking into an environment that smells wonderful, and think about what sort of marketing you would prefer to be exposed to. Chances are, your customers agree.

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We are an Australian owned full service scent marketing consultancy and supplier of premium scent marketing solutions. We specialise in ambient scenting and related scented solutions.

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