



Financial FOMO



1. Which of the following is an example of companies using FOMO as a digital marketing tactic?

- a) Offering a one-click buy button
- b) Using a countdown sales timer
- c) Helping you reset your password
- d) Emailing you a birthday coupon



1. Which of the following is an example of companies using FOMO as a digital marketing tactic?

- a) Offering a one-click buy button
- b) Using a countdown sales timer**
- c) Helping you reset your password
- d) Emailing you a birthday coupon



2. What does FOMO stand for?

- a) Fear of More Obligations
- b) Fear of Missed Opportunities
- c) Finding Our Magic Opportunity
- d) Fear of Missing Out



2. What does FOMO stand for?

- a) Fear of More Obligations
- b) Fear of Missed Opportunities
- c) Finding Our Magic Opportunity
- d) Fear of Missing Out**



3. Research shows that ___ of people make purchases because of FOMO.

- a) 25%
- b) 45%
- c) 60%
- d) 90%



3. Research shows that ___ of people make purchases because of FOMO.

- a) 25%
- b) 45%
- c) 60%**
- d) 90%



4. People under the age of 30 make up ____ of all those who experience FOMO.

- a) 15%
- b) 31%
- c) 49%
- d) 56%



4. People under the age of 30 make up ___ of all those who experience FOMO.

- a) 15%
- b) 31%
- c) 49%
- d) 56%



5. What are the top two causes of most people's FOMO?

- a) food and jewelry
- b) events/parties and travel
- c) cars and houses
- d) shoes and clothes



5. What are the top two causes of most people's FOMO?

- a) food and jewelry
- b) events/parties and travel**
- c) cars and houses
- d) shoes and clothes



**You've completed the exercise, now it's time to learn
more about the current event:**



Discussion Prompt:

What are some examples of financial FOMO you have experienced in your own life?

