

The Propaganda Method

*A behavioral-science system for
engineering B2B SaaS demand — and
the funnel that closes it.*

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[↓ DOWNLOAD THE FIELD MANUAL \(PDF\)](#)

THESIS

Advertising is applied psychology.
Everyone else is guessing.

Most B2B SaaS marketing is decoration. A new creative test here, a fresh audience there, a dashboard that looks busy — motion mistaken for progress. Underneath it, almost no one can answer the only question that matters: *why does a specific human decide to stake their name on you?*

We built Propaganda Inc on the opposite premise. Buying decisions are not random. They run on predictable cognitive machinery — attention, emotion, bias,

trust, social proof, loss aversion. That machinery has been studied for a century. It can be engineered against, on purpose, repeatably.

This document is the system we run on every account we scale. It is not a list of tactics. It is a way of seeing the buyer — and a method for moving them. We call it **The Propaganda Method.**

THE PROBLEM

You're paying for clicks. Buyers pay in conviction.

Every agency you've hired optimizes for the cheap metric — the click, the impression, the cost-per-lead on the dashboard. Those are easy to report and easy to sell. They are also the wrong target.

A click is a behavior. Nobody books a demo, attaches their name to it, and walks it into their boss because they *clicked*. They do it because they became **convicted** — certain enough to risk their reputation on you. And between the moment a buyer first sees you and the moment they're convicted, there is a measurable lag almost no one engineers for.

~5%

OF YOUR MARKET IS IN-
BUYING-MODE AT ANY GIVEN
TIME

<25%

OF B2B CAMPAIGNS RUN
LONGER THAN SIX MONTHS

1

SCARED HUMAN WHOSE
DECISION YOUR WHOLE
PIPELINE DEPENDS ON

So the spend goes to traffic that never crosses the gap. Your creative attracts tire-kickers and "circle back next quarter." That's the tax you've been paying for months — and it isn't a budget problem. It's an engineering problem.

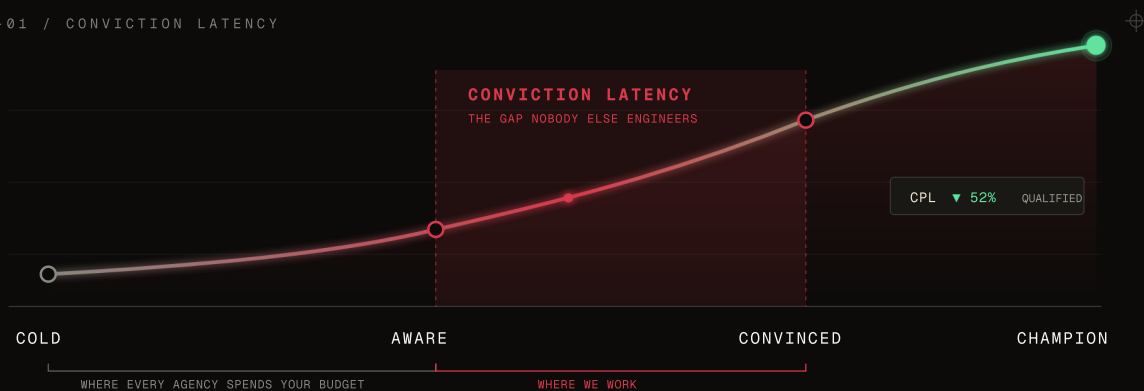
Conviction Latency.

The time and trust it takes to move one human from *aware* to *certain enough to stake their name on you*.

Every other agency spends your money on the part *before* the gap — impressions, clicks, traffic. Nobody engineers the gap itself. So you pay, in full, for an audience that never converts.

The entire job of growth is to **collapse Conviction Latency** — to shorten the distance between a cold stranger and a convinced champion, deliberately, with behavioral science instead of luck. Measure it, attack it, and the cost per *qualified* lead falls because you're no longer paying to drag people across a gap by accident.

FIG-01 / CONVICTION LATENCY

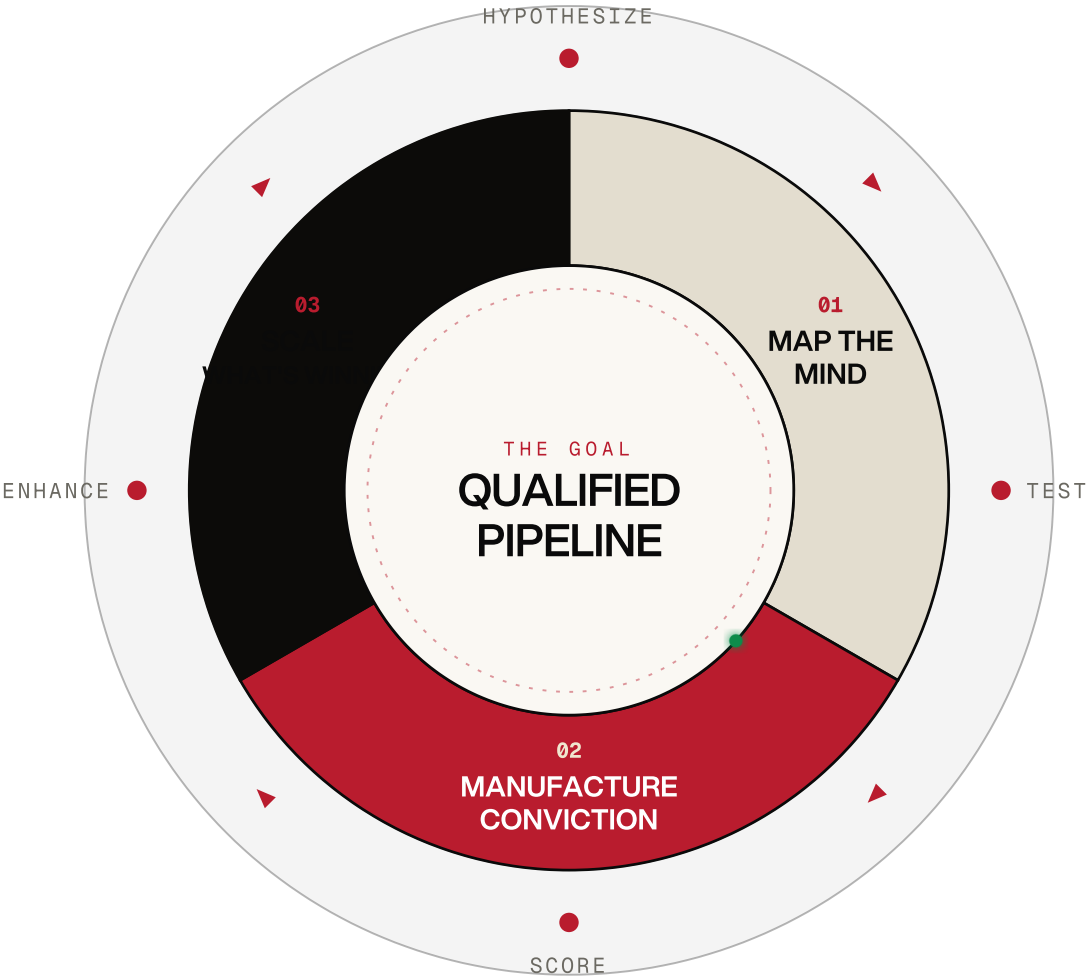


WHERE EVERY AGENCY SPENDS (COLD→AWARE) VS. WHERE PROPAGANDA INC WORKS (THE GAP)

The Propaganda Funnel

One system, built to collapse Conviction Latency as fast as possible. Three phases around a single goal — qualified pipeline — wrapped in a continuous optimization loop. Not a campaign with a start and an end. An engine that compounds.

FIG-02 / THE PROPAGANDA FUNNEL



THE OPTIMIZATION LOOP · HYPOTHEZIZE → TEST → SCORE → ENHANCE · RUNS CONTINUOUSLY

THE PROPAGANDA FUNNEL — THREE PHASES, ONE GOAL, A CONTINUOUS OPTIMIZATION LOOP

01

Map the Mind

Before a single dollar moves, we map the one person whose decision your pipeline depends on — not a demographic, a *mind*. Their exact awareness level. The emotion actually driving the decision. The cognitive biases working for and against you. Where they sit in the journey, given only ~5% of the market is in-mode at any time.

We don't write ads for a market. We write for the human whose career, bonus, and reputation are on the line — because that's who actually clicks "book."

02

Manufacture Conviction

Conviction is built in sequence — never out of order. We engineer trust first, then authority, then desire, then urgency. Skip a step and the buyer feels pitched; run them in order and the decision feels inevitable by the time you ask for it.



This is the copy and creative that turns a cold, skeptical stranger into someone certain enough to raise their hand — the same day.

03

Scale What's Winning

Once the psychology converts, we scale it scientifically — scored, statistical, repeatable. Every test is logged with a hypothesis, an outcome, and an ROI for your account. No flying blind, no scaling on a hunch.

You'll know *why* the ads win, not just that they did. That's the difference between a lucky month and a pipeline engine that compounds.

— THE ENGINE

The behavioral science underneath it all.

"Manufacture conviction" isn't a slogan. Each phase runs on documented principles of human decision-making — the same levers studied across a century of behavioral science and direct response. A sample of what we engineer against:

i. Loss aversion People work harder to avoid a loss than to capture an equal gain. We frame the cost of inaction, not just the upside.	ii. Authority & proof Specific, verifiable evidence collapses skepticism faster than any adjective. Numbers over claims, always.
iii. The first yes Small, early agreements make the buying decision feel consistent and inevitable instead of an uphill fight.	iv. Status & the hero B2B buyers aren't buying software — they're buying a version of themselves that looks smart for choosing it.



"We'd rather prove it than pitch it. The only metrics that matter are revenue up and lead cost down."

Real money. Real campaigns. Real buyers.

The system isn't theoretical. It's the same method we ran to produce the results below.

Whop — a \$1B+ creator-economy SaaS. We mapped the buyer, manufactured conviction in sequence, and scaled the winners. The funnel turned a modest spend into eight figures of closed revenue at a blended return most accounts never touch.

Mailmend — email deliverability software. Same system, different market: over **\$1.19M in profit added** at a **5.22× return**, with lead quality up and cost per qualified lead down.

\$245K → \$5M

WHOP · SPEND TO REVENUE

20.4×

WHOP · BLENDED ROAS

+\$1.19M

MAILMEND · PROFIT ADDED

5.22×

MAILMEND · RETURN

Run the method on your account.

The fastest way to see Conviction Latency collapse on your own numbers is to let us prove it — with our money, before you pay a cent. We'll spend up to \$15,000 of our own budget running your ads for 14 days. If we don't cut your cost per qualified lead by at least 50%, you've lost nothing.

ABOUT

Propaganda Inc

A B2B SaaS growth marketing agency built on applied behavioral science and direct response. We help software companies generate qualified leads and customers through paid advertising, landing pages, and conversion funnels — engineered around the psychology of how buyers actually decide.

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AUTHOR

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Founder of Propaganda Inc. Former lead copywriter at billion-dollar startup Whop. \$10.3M+ in ad spend under his campaigns and well over eight figures in revenue generated for clients and the companies he's worked for.

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