



Guide to Winning

# Micro-Moments



Ben Polk

Google Agency Development Manager

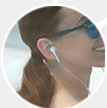
July 18th, 2017



# 150x per day



Wake up and  
read news online  
6:50am



At bus stop, listen  
to new music playlist  
8:30am



On the bus, read articles  
about finance & concerts  
8:42am



Browse online deals  
for things around house  
11:15am



At work, book plane  
tickets  
11:36am



On bus, check email  
for sales this weekend  
5:29pm



Browse reviews of  
clothes on YouTube  
7:15pm



Use maps to get  
directions to  
Creole food truck  
1:13pm

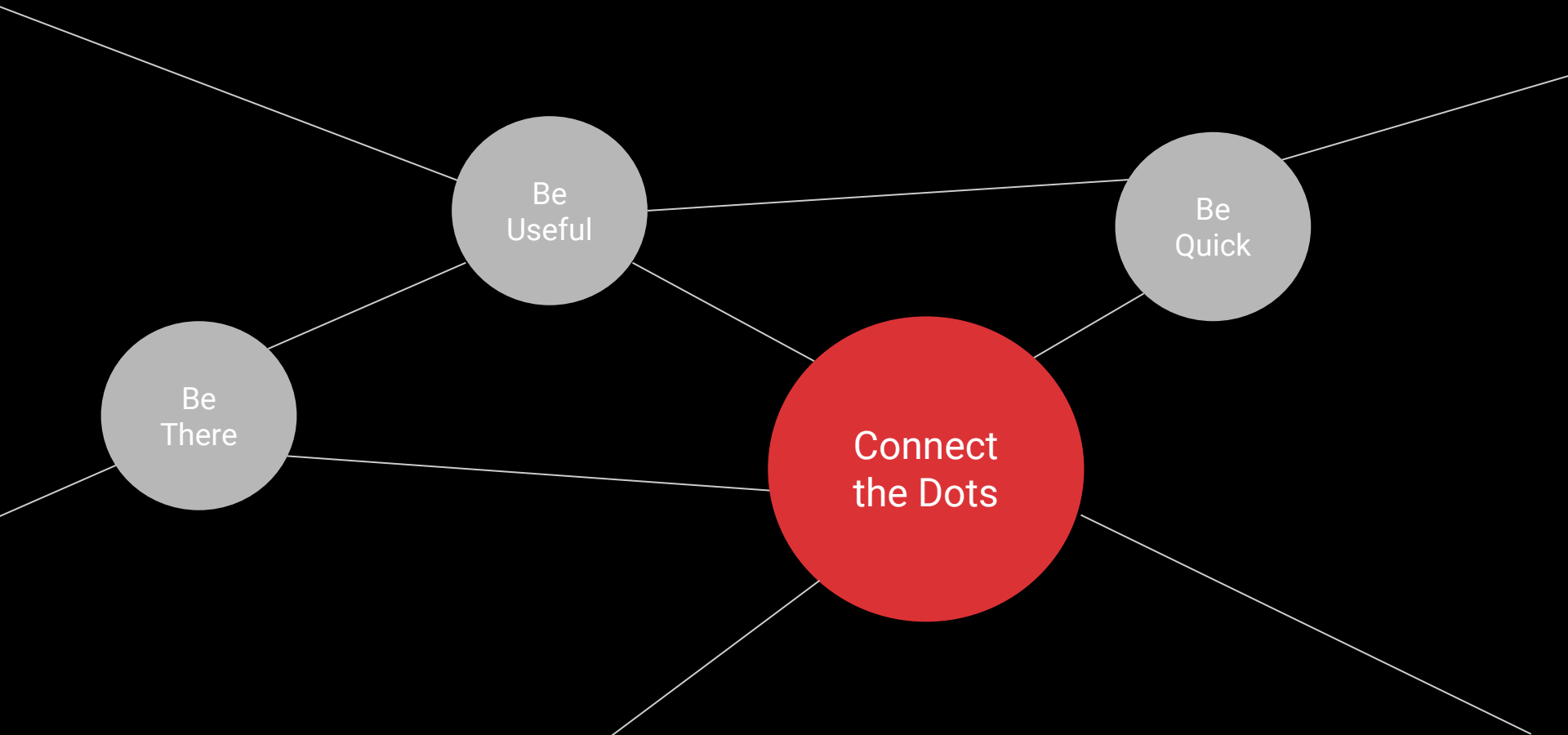


At lunch, play Scrabble  
while waiting in line  
1:33pm

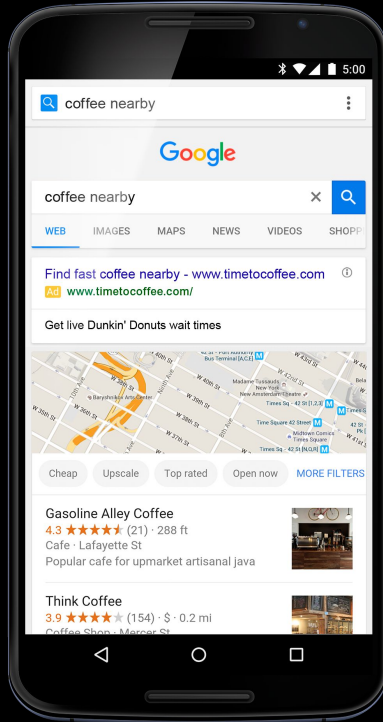


Use flashlight app to  
find dropped keys  
11:09pm









# Succeeding in a micro-moment world

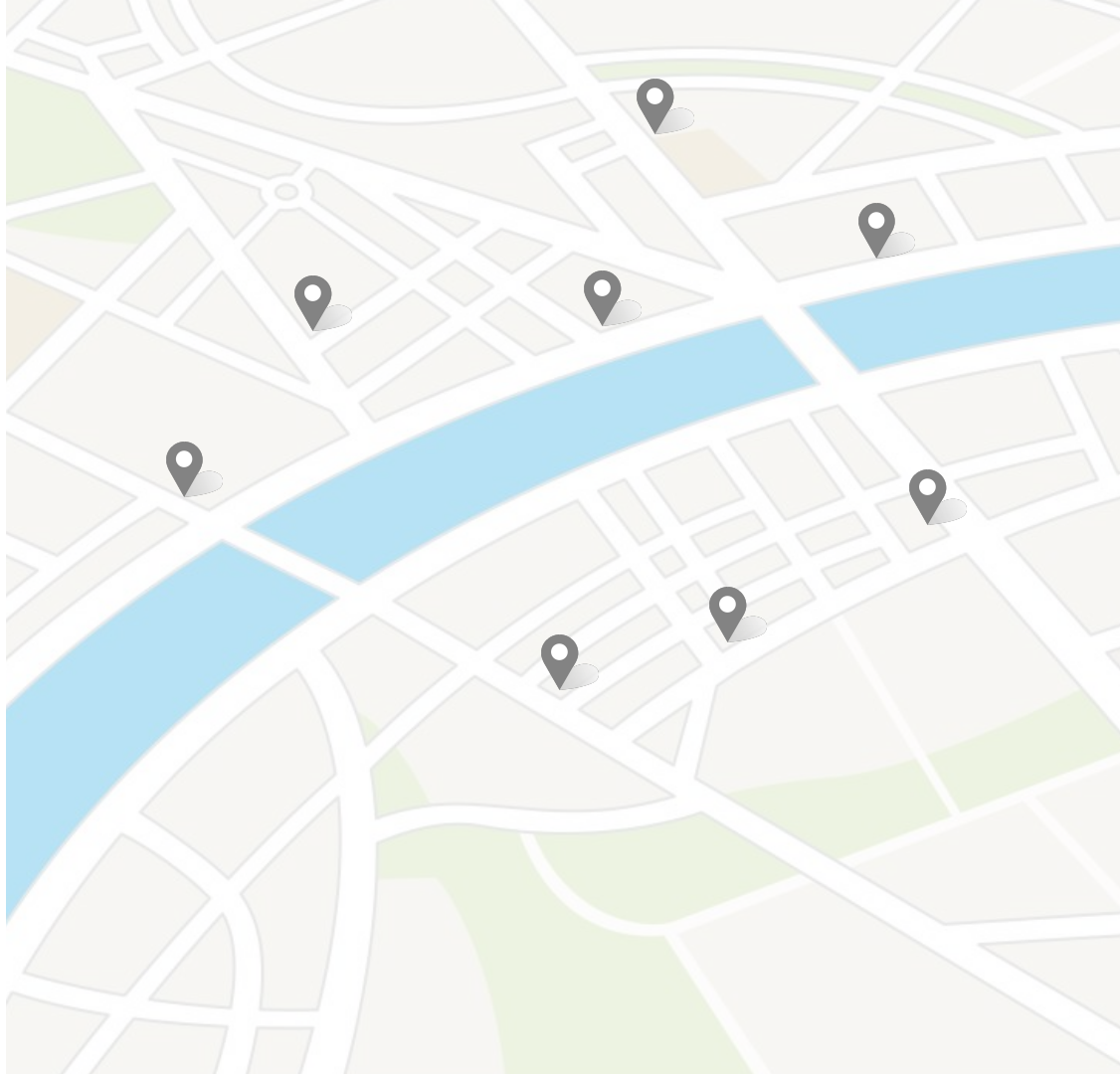












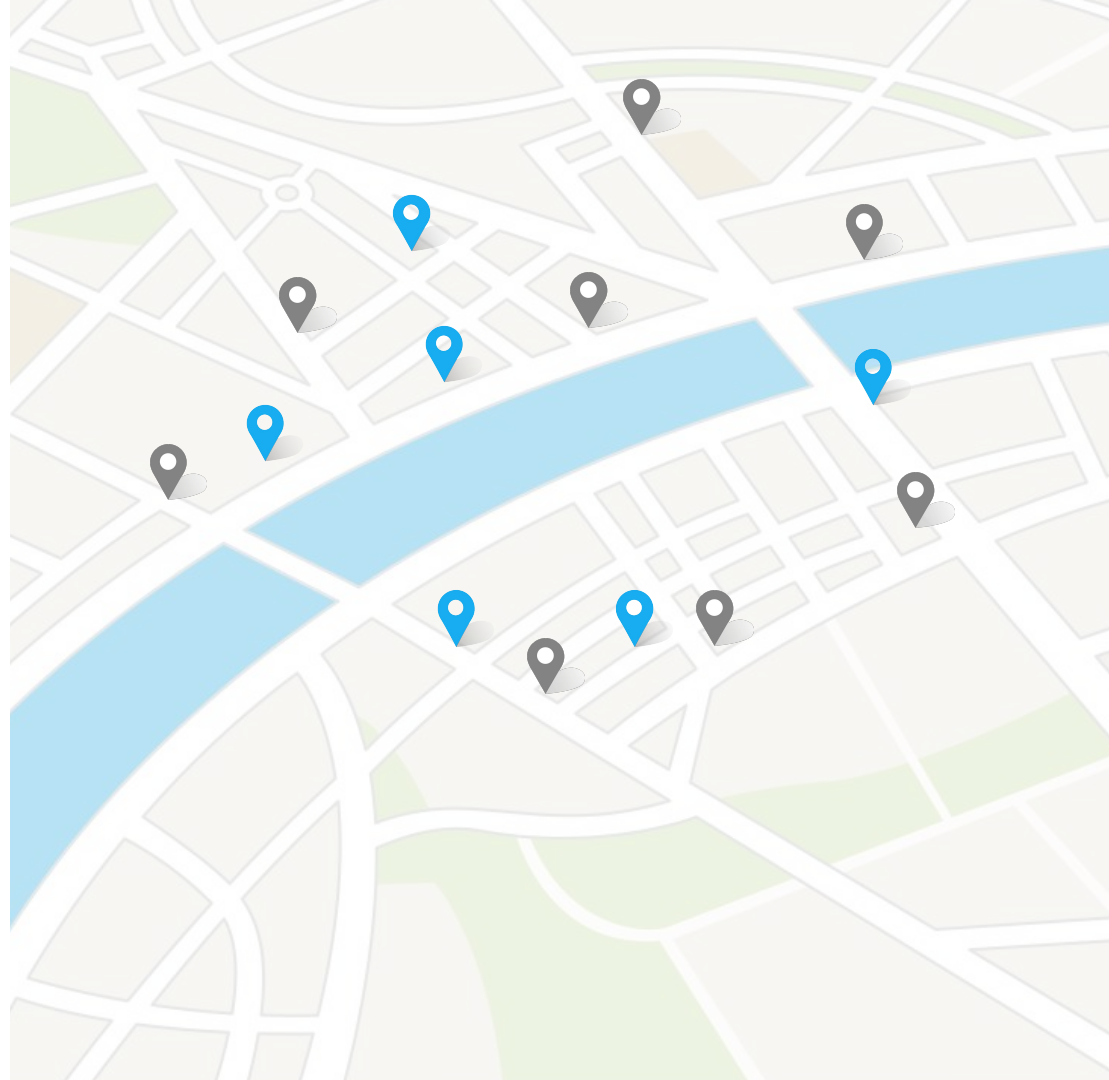
# Moments

-  7:05am Text Jim
-  7:45am Check time
-  8:12am Read text from Jim
-  9:03am Send work email
-  1:23pm Post vacation photos
-  3:29pm Text Karen
-  5:38pm Take picture of traffic
-  5:40pm Post picture of traffic



# Micro-moments

-  7:15am Find brunch place
-  7:53am Watch how-to repair roof video
-  8:59am Research vacation destinations
-  10:07am Read about best running shoes
-  1:23pm Watch mountain biking videos
-  5:38pm Look up best doctors



# Google has major reach across the United States

95%

of all US internet users  
are reached through  
Google



YouTube reaches more  
US adults 18-49 **than any  
other cable network**



**187 Million**  
monthly visitors  
3+ searches a day



Largest **display network** in  
the US reaching **94%** of  
population monthly



**1 Billion** users  
world's most popular email  
service



## Yesterday's Reality

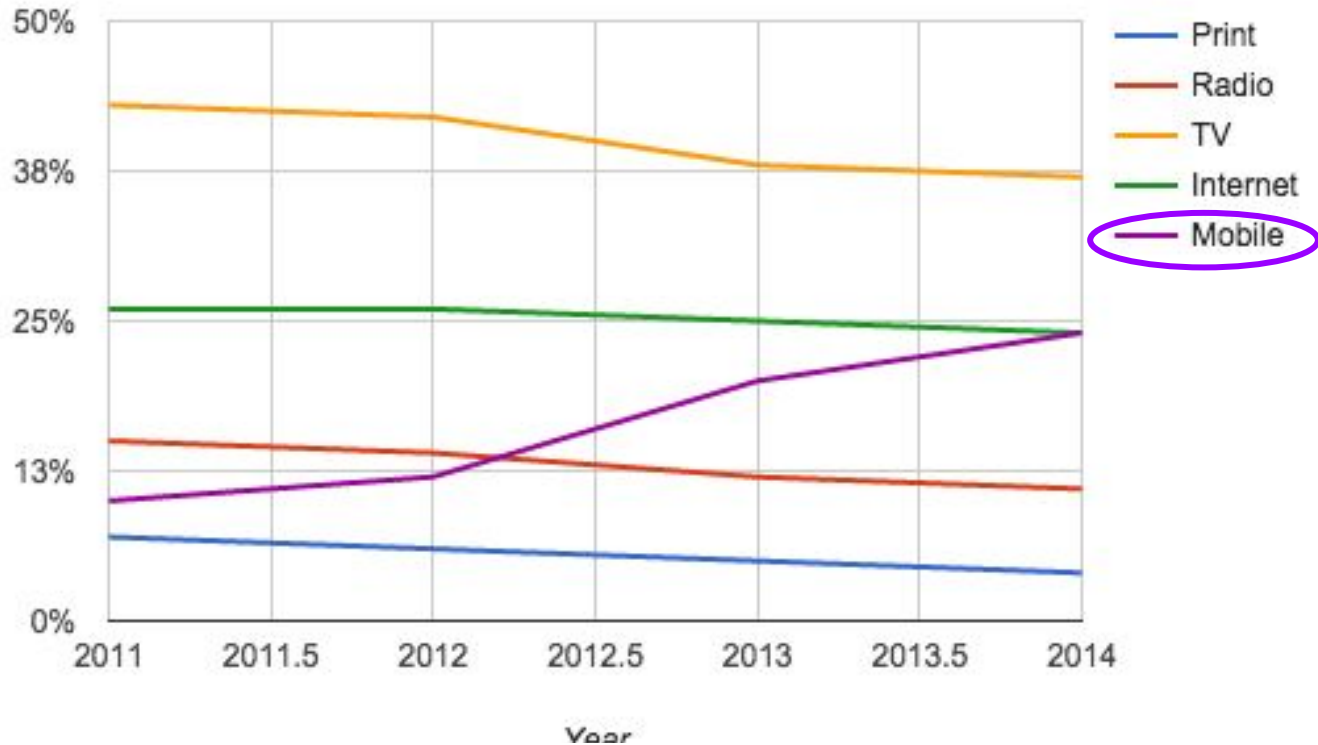
Everything was anchored around a physical location.  
Foot traffic directed business' decisions.

A hand holding a smartphone displaying a red t-shirt with 'ONKOSI' text. The phone is held in front of a background of various t-shirts. A green horizontal bar is positioned to the left of the text.

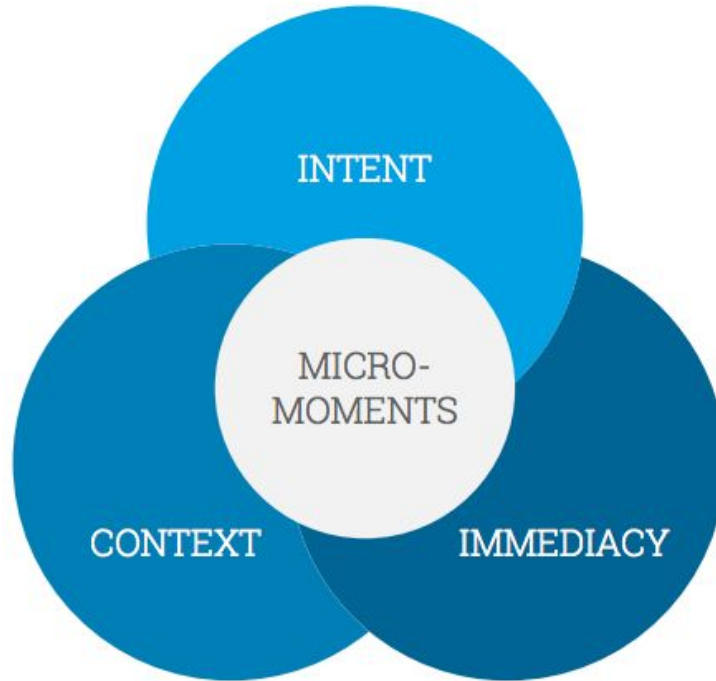
Today's Reality:  
Digital drives action, intent & traffic

# Time to meet your prospects on their phones

Consumer Media Consumption Trends



# Micro-Moments: Moments That Truly Matter







I-want-to-watch  
what-I'm-into  
moments

53%

of online video viewers  
watch online video to be  
inspired or entertained

YouTube is the

#1

platform 18-34 year-olds  
choose to explore their  
passions



I-want-to-know  
moments

65%

of online consumers  
look up more information  
online now versus a  
few years ago

66%

of smartphone users turn  
to their phones to look up  
something they saw in a  
TV commercial



I-want-to-go  
moments

2X

increase in "near me"  
search interest in the  
past year

82%

of smartphone users use a  
search engine when  
looking for a local business



I-want-to-do  
moments

91%

of smartphone users turn  
to their phones for ideas  
while doing a task

100M+

hours of "how-to" content  
have been watched on  
YouTube so far this year



I-want-to-buy  
moments

82%

of smartphone users  
consult their phones  
while in a store deciding  
what to buy

29%

increase in mobile  
conversion rates in  
the past year

# Succeeding in a micro-moment world

| Be There

| Be Useful

| Be Quick

| Connect the Dots

# Succeeding in a micro-moment world

■ Be There

| Be Useful

| Be Quick

| Connect the Dots

Be There

# Showing up gets your name in the game to be chosen, not just seen

Many customers aren't that loyal



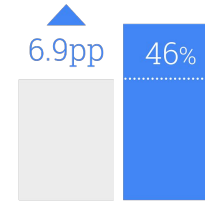
of smartphone users have **discovered a new company or service** when conducting a search on their smartphones

You get a shot at your competitor's customers



smartphone users have purchased from a company or brand other than the one they were seeking because of information provided **in the moment they needed it**

Being there drives brand awareness



Showing up in mobile search ad results can **increase unaided brand awareness** by an impressive **6.9 percentage points, or 46%**

Be There

# Key Questions



Consider the most searched topics for your brand or category. Try those searches on desktop and mobile. Are you there, and do you like what you see?



What is the share of consumer intent you're capturing with your mobile marketing strategy? How big is the gap versus desktop? How big is the gap versus your peer set?



Are you only there at the bottom of the funnel or are you there across the full range of customer needs, wants, and curiosities?



Are you also considering the various contexts of those needs, and are you adjusting your strategy accordingly?

# Succeeding in a micro-moment world

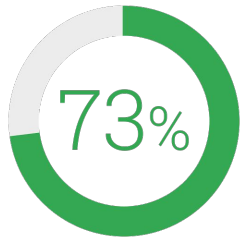
| Be There

■ Be Useful

| Be Quick

| Connect the Dots

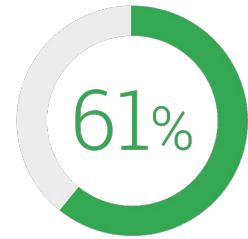
# Without utility in the moment, not only will consumers move on, they actually might not ever come back



of consumers say that **regularly getting useful information** from an advertiser is the **most important attribute** when selecting a brand



of smartphone users have bought from a brand **other than their intended one** because the information provided was useful



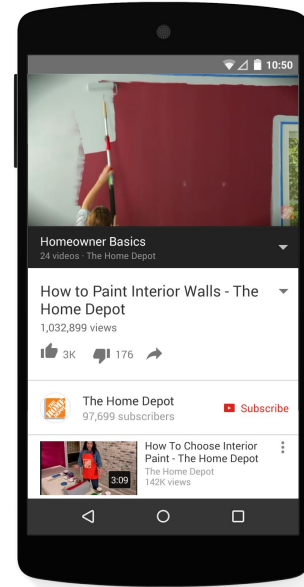
of smartphone users say they're more likely to buy from companies who **customize mobile information to their location**

Be Useful

# I-Want-to-Know Moments

69%

of smartphone users are more likely to buy from companies whose mobile sites or apps help them easily find answers to their questions



**Action:** Create snackable, educational content — not the hard sell

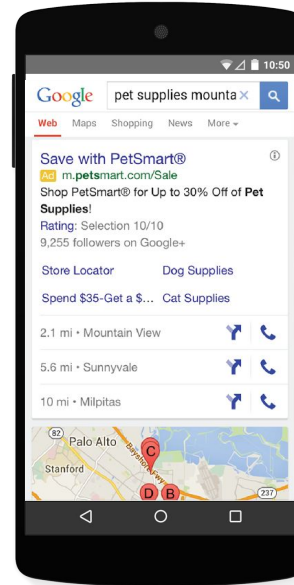


Be Useful

# I-Want-to-Go Moments

71%

of smartphone users  
say they've used a store  
locator to find a shop  
location



**Action:** Use location signals to highlight relevant locations, store inventory, and driving directions

Be Useful

# Key Questions



What do customers want to learn about your category, products, or services?



Are you helping customers find nearby locations and highlighting your availability on mobile?



What are customers doing with your business or service? Do you have “how-to” video content to support their efforts?



Where are customers engaging with you? How can you support clients who are visiting you on-location or while on-the-go?

# Succeeding in a micro-moment world

I Be There

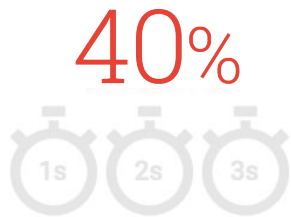
I Be Useful

■ Be Quick

I Connect the Dots

Be Quick

# If speed thrills, friction kills



of customers will **abandon a site** that takes **over 3 seconds** to load



of smartphone users will **immediately switch to another site** or app if it's too clumsy or slow



Dissatisfied visitors will **never return to a website** where problems have occurred

Be Quick

# Action: Eliminate Steps

67%

of smartphone users who switch to another site or app will do so because it takes too many steps to purchase or get desired information

City, CA 94118

Date of Birth

MM / DD / YYYY

**Information Disclosure:** To offer you an accurate quote, we will use information from you and other sources, such as your driving and claims histories. Please review our [Privacy Policy](#) and information about our use of [consumer reports](#).

**Okay, start my quote.**

[No, thanks.](#)

> FAQs

NEED HELP? 1-877-648-0149

Implement one-click functionality

Phone

*In case we need to contact you about this transaction.*

**DEVICE TYPE**

Cell

**COUNTRY**

United States (+001)

Area/City code and telephone number

1 2 ABC 3 DEF -

4 GHI 5 JKL 6 MNO .

7 PQRS 8 TUV 9 WXYZ <X

Design efficient forms

★macy's

**Have a profile?**  
Sign in to enjoy faster, easier checkout.

**Email Address:**

**Password:**

Password is case sensitive

**Forgot Your Password?**

**checkout**

**No profile yet?**  
No problem! You'll be able to create a profile during checkout.

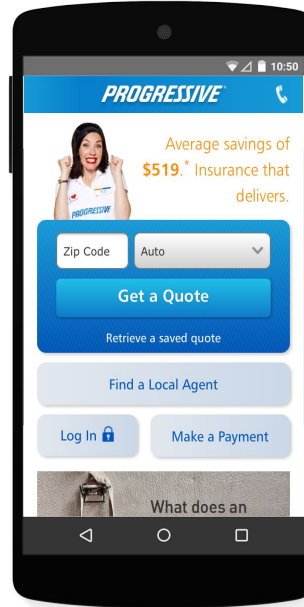
Provide alternatives to finish the transaction

Be Quick

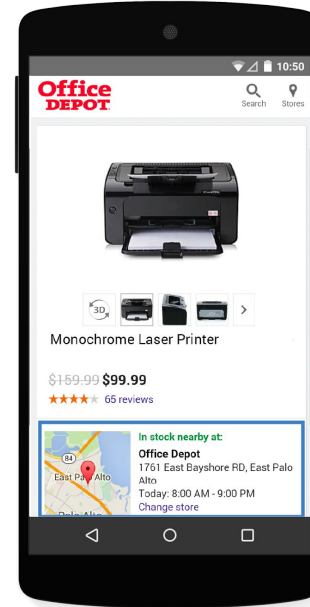
## Action: Anticipate Needs

61%

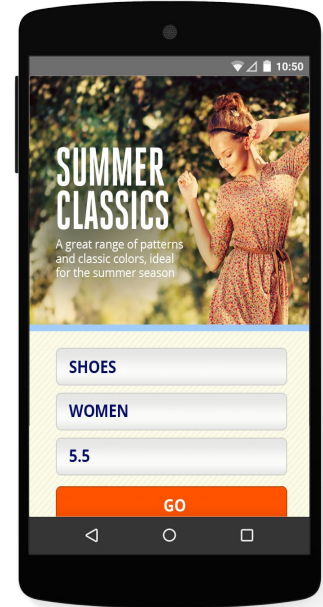
of smartphone users are more likely to buy from mobile sites and apps that customize information to their location



Put calls-to-action for primary activities in a prominent spot



Take advantage of built-in GPS capabilities



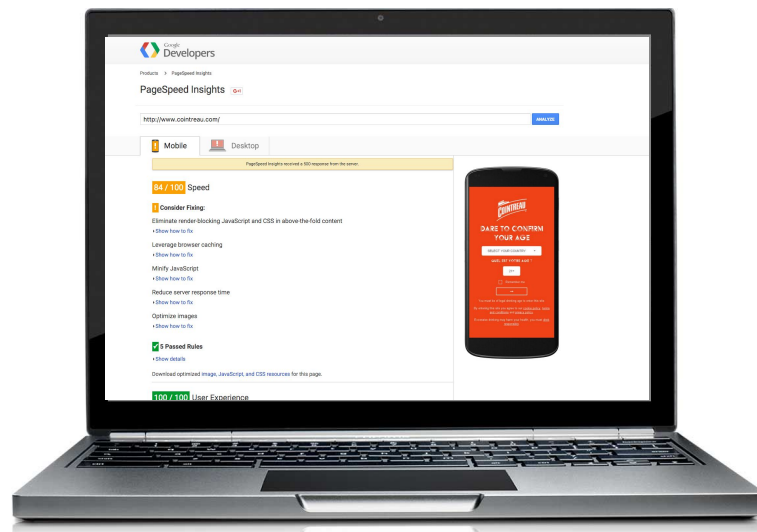
Use customers' past behavior

Be Quick

# Action: Load like Lightning

47%

of consumers expect a page to load in 2 seconds or less



Evaluate mobile site load time

Be Quick

# Key Questions



What is the key action you want users to take on your mobile site or app? How long does it take to perform it?



Which functions on your mobile site are absolutely, positively, undeniably essential for your customer?



What do you already know about your customer that can help you anticipate their needs?



How long does it take for your site to load?



# Succeeding in a micro-moment world

| Be There

| Be Useful

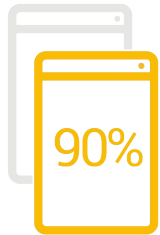
| Be Quick

■ Connect the Dots

Connect the Dots

# Micro-moments have fragmented the consumer journey

People purchase across screens



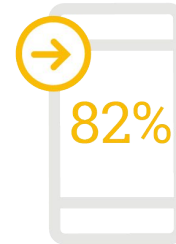
of people say they use multiple screens for everyday activities, such as booking a hotel or shopping for electronics

Digital drives people in store



of consumers do research before entering a store

Mobile is the new shopping assistant



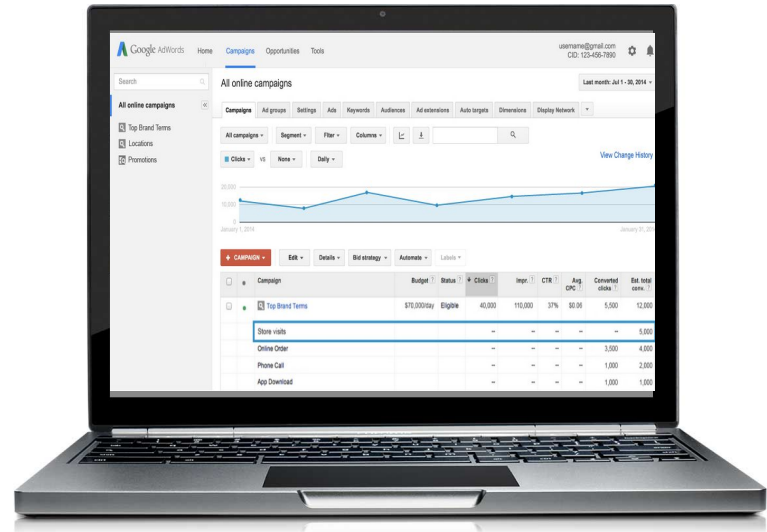
of smartphone users turn to their devices to help them make a product decision when in stores

Connect the Dots

## Action: Measure Across Channels

57%

of people are more likely to visit a store when they use mobile search to help make a decision



Measure how digital influences  
offline behaviors

Connect the Dots

## Action: Measure Across Screens

40%

of smartphone users  
who research on their  
mobile device go on to  
purchase on a desktop



Account for  
multi-device  
behavior



Make sure  
mobile gets  
credit for call  
conversions



Measure more  
than just app  
installs

Connect the Dots

# Key Questions



Are you measuring for clicks and sessions, or are you measuring the real bottom line?



Are you accounting for all types of mobile-driven conversions, including those that happen in your store, app, and call center?



What can your organization do to break down silos and keep them talking?

# Micro-Moments Checklist

## Be There

- ☐ Identify your Moments
- ☐ Understand your Share of Intent

## Be Useful

- ☐ Tap into Your Audience's Passions
- ☐ Create Snackable, Educational Content
- ☐ Use Location Signals
- ☐ Provide How-To Video Content
- ☐ Empower Purchases on All Channels and Devices

## Be Quick

- ☐ Eliminate Steps
- ☐ Anticipate Needs
- ☐ Load like Lightning

## Connect the Dots

- ☐ Measure Across Screens
- ☐ Measure Across Channels
- ☐ Nix Team Silos



# Meet Dianne



Monday  
7:38 AM  
At home

bromelein plus + knees



# Homework: What are your clients' micro-moments?



I-want-to-watch  
what-I'm-into moments



I-want-to-know  
moments



I-want-to-go  
moments



How-to-do  
moments



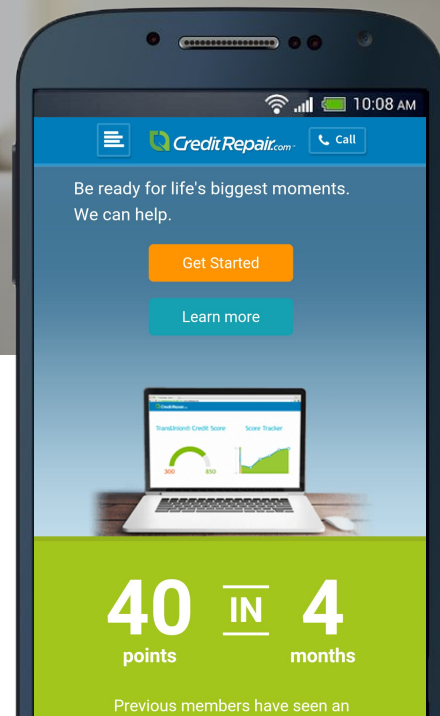
I-want-to-buy  
moments



**THANKS!**

# HELP-ME-FIRST MOMENTS

Progrexion grows mobile sales with a  
mobile metrics mindset.



# I'LL-GIVE-THEM-A-CALL MOMENTS

1000Bulbs.com used website call conversions to understand  
the full customer journey and increase sales at scale.

**1000Bulbs**.com

