

THE  
ZERO  
MOMENT  
OF  
TRUTH

A WAYPOST



PUBLICATION



# THE ZERO MOMENT

The Zero Moment is the exact moment when a consumer decides to search or buy a product, or has a question that needs an immediate answer.

That is the moment where your possible buyer starts asking questions like “Which perfume lasts longer?” “Which brand is more eco-friendly?” and millions of other online queries.

# INTRODUCTION

Technology alters the way we think and act every day. The gigantic consumer market, which defines a large portion of the global economy, has evolved into a modern tech cocktail. The old rules no longer work, the old behaviors are no longer typical.

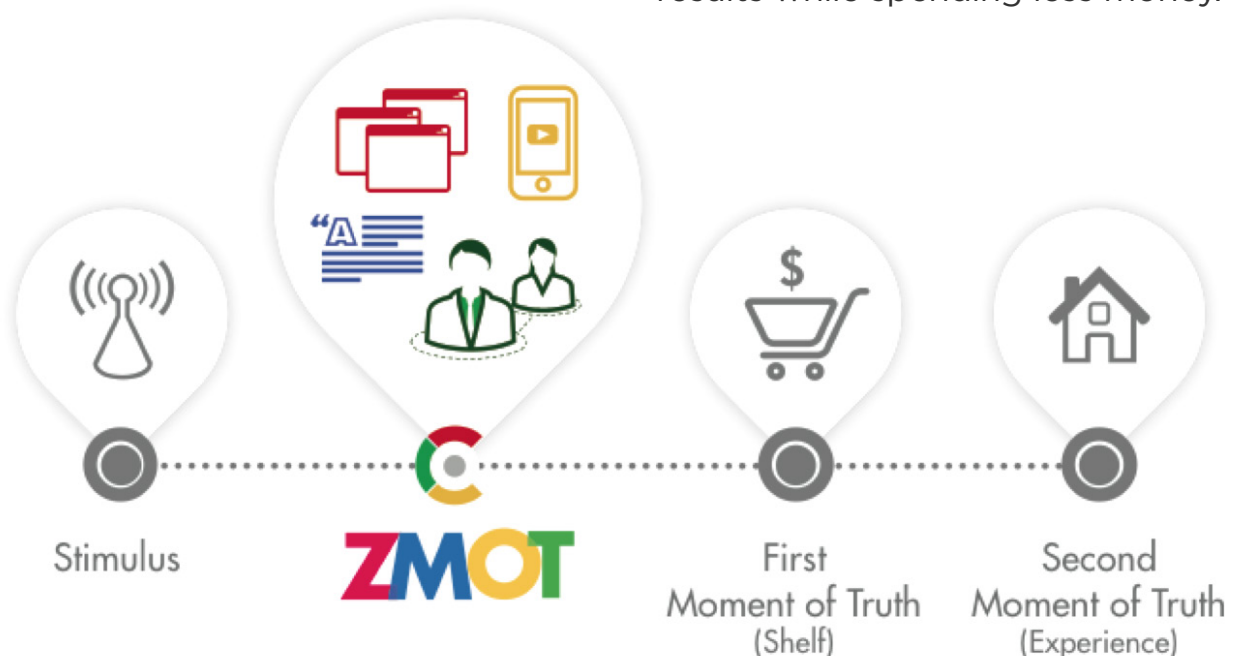
Similarly, the Internet has reformed the decision making process of the 21st century buyer. That process is now called Zero Moment of Truth, or simply ZMOT, a term introduced by Google and used by brands across the world.

## Why should your business care about ZMOT?

In the pre-Internet era, creative product packaging or a celebrity endorsed TV commercial could help your sales increase rapidly. Now, the process where consumers search for products and make purchasing decisions has an entirely different logic.

Ultimately, the ways your business uses to interact with your target audience, communicate with them at the right moments, convince them to trust you and invest their money with you should also change.

Thanks to new data and consumer behavior observations, your brand can now revive its strategy and achieve better results while spending less money.



# CHANGING THE WAY WE DO MARKETING

Considering that the Internet has changed our lifestyle more in the past 30 years than industrial innovations did for centuries, it's clear that ZMOT is a powerful new mentality that revolutionizes our approach to smart marketing.

## Mobile is on the Rise

**Marketing before ZMOT:** The search for a product or answer used to begin with turning on a laptop or a PC. This meant that the search process bound us physically to a specific location on a specific time of the day.



**ZMOT Marketing:** Mobile technology is a leading trend that escalated in 2015 and continues to do so. Today, there are no more physical limits to when, where, and how often your consumers can search for you and your product.

Our smartphones help us get answers right away, solve problems immediately, and learn about anything we ever wished.

Even if you are not aiming at a sale, you can still use ZMOT to influence the taste and future purchasing decisions of your buyer persona now. Google reports that 91% of smartphone users turn to their phone for ideas while doing a given task. Therefore, sharing a valuable idea can be your Zero Moment of Truth.

## No Geographical Limits

**Marketing before ZMOT:** Google's research on the modern consumer behavior online initially started within the US market. But economies are bigger than countries, and your consumers can be everywhere.

**ZMOT Marketing:** There are no online geographical borders, which means that ZMOT has also expanded into the global market. In fact, it is possible to observe the peculiarities of consumer behavior in different cultures and traditions.

Launching businesses overseas is less risky if you are already equipped with the local buying traditions and habits. Information is power, isn't it?

## Social Proof and Word-of-Mouth

**Marketing before ZMOT:** The greatest marketing success stories throughout history reveal how brands could easily take over book clubs and picket-fence conversations to win over housewives – the main decision makers for household shopping at the time. Likewise, men's clubs were infiltrated to influence luxury purchases like automobiles. Only a few decades ago, word-of-mouth and social proof were exclusively offline, being spread by newspapers, television, and face-to-face conversations.

**ZMOT Marketing:** Google reports that searches for ratings and reviews have increased greatly, showing that there is a strong demand of online word-of-mouth and social proof, and many top-performing brands are using this to their advantage.



B2B industries are also making use of this new medium. Regardless of the product or service the company offers, marketers and business representatives will consult the biggest marketplace in the world – the Internet – before making a business decision.

## It's All about Specifics

**Marketing before ZMOT:** Collecting and using data in business is actually mutually beneficial both for the business and its consumers. Why? Consumer behavior analysis before the e-revolution could provide only vague and general data, on which businesses made their marketing choices. This also meant that consumers would often get a lot of noise advertisements of products they didn't really need. Businesses, on the other hand, would spend millions of dollars on campaigns and strategies that didn't even reach their desired target group.



**ZMOT Marketing:** A number of on-line tools and websites like Google and Hubspot now provide extremely specific information and statistics that can be used for making not only marketing, but also business decisions. For instance, a hamburger chain no longer needs to invest its budget in advertising to the entire community, while vegetarians and vegans no longer have to deal with advertisements calling them to try the new juicy meat dish. An incredible win-win! The data available to brands and businesses comes in multiple layers, and if your ideal customer watches only thriller movies only in Spanish, eats only fish, and drinks only wine, ZMOT can help you two meet.

## Impulse Shopping and Re-marketing

**Marketing before ZMOT:** How long does it take to buy a book in the store? You stroll around, turn over every book and read the summary, multiply that action by dozens to find a book worthy of a purchase, you might even ask for a second opinion from the store consultant. Then, finally, after you've made your choice, you walk to the cashier ... did you really make the right decision though?

If your consumer changes his mind on his way to the cashier, the sale is lost, possibly forever.

**ZMOT Marketing:** The purchasing process happens much quicker online than it does offline. With the multitude of reviews, ratings, tips and articles from experts and bloggers available in the next tab, it takes much less time to capture the attention of the consumer and make the sale, provided you have found a consumer that needs your product. A purchase takes only a click.

We, humans, love to live in the moment. We don't want to go to 10 stores to find the perfect traveling bag, we want everything here and now. If you're using ZMOT, you are there at the right moment. According to Google, 82% of all smartphone users search for help online while in a store. There's your time to shine!

And if your consumer changed her mind on the checkout stage, you can still reach out to her using remarketing techniques.



# WHAT CAN YOU DO ABOUT ZMOT?

## Mark the Moments

ZMOT is all about moments, and the sooner you understand this concept, the quicker your marketing strategy will proceed.

Start by creating a Map of Moments, based on the peculiarities of your product or brand. For instance, if you are offering an IT service, determine the exact moments your customer will need this service. There is never a single moment, so you will need to prioritize.

There is no real value in spending your efforts on a person or business who does

not own a computer or doesn't have any issues with it. Instead, focus on moments that are relevant to your service, like a need to upgrade a laptop for a new job, fix an issue or simply reinforce the data security of the bank next door, etc.

Choose your battles and use your resources wisely.

## Understand Needs and Interests

A big part of a good marketing strategy lies in initial research rather than the following activities. Understand what your audience really needs and where they will most likely look for information.

Will they start their journey with a search? Or would they head over to Yelp right away? What if they're driving at the moment and the only help they can get is from Google Maps? Are you there?

These are simple questions that bring your brand one step closer to your customer.



## Deliver a Relevant Message

Recognizing the moment and being there is not enough. Let's say that you have gained the attention of your customer, they are looking at you and expecting to hear your offer. What do you tell them?

For every moment and need there is a unique message. A morning coffee is different from the coffee you have at work. Yes, they might taste absolutely the

same, but they give you entirely different sensations, don't they?

So, if you were the brand offering coffee, you would send a message of productivity and increased energy during the day, while your morning message would be filled with the incredible smell of a freshly brewed coffee waiting next to your breakfast.





# CONCLUSION

Brands and businesses have been using ZMOT for the past 5 years. It is an indispensable tool for increasing sales, planning smart marketing campaigns and outrunning the competition.

Utilizing ZMOT allows brands to establish long-term relationships and mutual respect. There are hundreds of people out there searching for your product to make their moment incredible. Thousands of them are hitting the Google search button every second, looking for ideas and inspiration that you can deliver.

*Did you like this E-book? Please, share it with friends and colleagues who might benefit from this information at this very moment.*

*Contact us and tell us your opinion, suggest new topics for future e-books, or simply chat about the Zero Moment of Truth for your consumers.*

*Tweet at us using #EmbraceTheZMOT hashtag.*

