

Micro-Moments: 5 Questions To Ask Yourself

When someone has a want or need, they turn to the nearest device to look for answers, explore their passions, and make decisions. These are intent-rich micro-moments. And they're the best opportunity marketers have to connect with people at the exact moment they are looking for something.

To win these moments, you need to have a deep understanding of your consumers' **intent** and **context**. Here are five questions to ask yourself to put both at the center of your strategy.

What do I know about my customers' moments, beyond just their demographics?

Brands that understand and respond to intent are best positioned to connect with **all** of their potential customers, not just those that fit an age and gender profile.



Think about:

Revisiting what you know about your customers and getting more granular insights about specific moments of intent that matter to them.



Take action:

Use tools like **Google Trends**, **Google Consumer Surveys**, and **YouTube Trends** to uncover valuable insights into what your customers are looking for and watching.

Which moments matter most?

There are many mobile moments, but not all of them are right for brands. Focus on the ones that count.



Think about:

What the key make-or-break moments are—where you absolutely need to be there so you're not handing opportunities to your competitors. These can be broadly grouped into four categories: when your customers want to know, **go, do, or buy**.



Take action:

Create a Moments Map. Identify a set of moments you want to win or can't afford to lose. Examine all phases of the consumer journey to map moments when people want to find inspiration, learn about your products, make a quick purchase, or anything in between.

What are their questions and needs in these must-win moments?

For each moment you want to win, put yourself in the consumer's shoes.



Think about:

Specific consumer needs in-the-moment. What are the top things people want to know about your category? What do they want to do with your products?



Take action:

Look into things like top searches, trending searches, and top question-phrased searches relevant to your category. And remember that some of the best insights come from good old-fashioned methods — like talking directly to your customers!

How do their needs vary based on their context?

Once you know your customers' intent, it's time to layer on **context**.



Think about:

How your consumers' needs might change based on their situation. For example, are they looking for different things during store hours vs. after-store hours? Looking up instructions on their phone while on-the-go vs. at home on their desktop?



Take action:

Look for search insights within your category to determine whether certain topics show unique patterns based on the device, time of day, or location. Your customers likely expect different messages or functionality depending on these different contexts.

Am I accounting for all the key moments across the consumer journey?

Today's consumers move seamlessly across many devices and channels. Understanding this behavior gives you a more complete view of your consumer's path to purchase — and reveals insights about your most valuable customers.



Think about:

All the ways people use mobile to connect with your brand. Are they using multiple devices to complete a task? Do they start their research on one device and complete the purchase on another? Do they shop across online and offline channels?



Take action:

Start to account for the influence of all touchpoints on a customer's journey—online, offline, and across devices. A good place to start is with the **Estimated Total Conversions** report in AdWords, which helps you measure the full impact of your digital spend across mobile and desktop, on sites and in apps, and even in stores.

For more micro-moment insights, recommendations, and case studies, visit thinkwithgoogle.com/micromoments-guide