

Moments that Matter: 5 Questions To Ask Your Team

Now that you have a better understanding of your customers' moments that matter and have homed in on the ones that you want to win, you need to figure out how your brand can be there and be useful. So, get your team together and use these questions to help you get started.

Are we there in the moments that matter?

To win in mobile, you have to commit to being there in the moments-that-matter to your consumers and your business.



Think about:

Showing up for the most-searched topics for your brand or category. Grab your mobile device and try searching for content based on the moments you identified. Is your brand there? Do you like what you see? What about when you do the same for YouTube?



Take action:

Create a plan to boost your ad and content coverage across these moments that matter.

Are we useful in these moments?

It's not enough to be there in these moments—you also have to be useful.



Think about:

Unique, tangible ways your brand can help solve a problem or make life easier in-the-moment.



Take action:

Create useful content that adds value to these key moments that matter. Here are some examples to get you thinking:

Provide local inventory information so they can see what's in stock nearby.

Create 'snackable' and educational content, like how-to videos.

Offer the ability for consumers to seamlessly check out with an "instant buy" button.

Is our mobile site or app meeting our customers' needs?

To answer this, you need to be aligned on the goal of your site or app: are you trying to drive engagement, mobile commerce, registrations, calls, or visits?



Think about:

How customers use your mobile site or app. Could you reduce the number of steps it takes to reach the intended goal?



Take action:

Go through your brand's mobile site and app to make sure it's easy to navigate, and presents the right message at the right time.

Do we make it easy to purchase?

No matter where the consumer chooses to buy, the step from research to purchase should be a simple and frictionless one.



Think about:

The I-want-to-buy moments.
Someone is ready to make a purchase and may need help deciding what or how to buy. You have to be there with the right information and an easy checkout process to seal the deal.



Take action:

Give consumers the information they need to make the purchase, like product details, reviews and local availability. Then empower them to purchase in whatever way suits their needs, whether in-store, on mobile, via call center or across devices.

Are we providing a seamless experience across channels?

Mobile is the connective tissue across the online and offline worlds, and drives valuable actions that can directly impact your bottom line.



Think about:

How your channels work together to provide a cohesive customer experience.



Take action:

Delivering a seamless experience requires closer collaboration across teams that may have different incentives — such as digital, brand, local and store merchandising teams. You may need to rethink how your teams are organized, where they sit, and how they interact. Creating shared goals will make measuring and optimizing the whole consumer journey much easier.