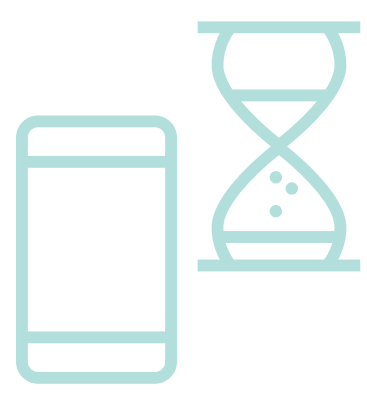


How to Win Micro-Moments: Be Useful

It's essential for brands to meet consumers in their moments of need. But how you meet them is equally important. In order to win the hearts and minds of consumers, you have to connect people to the information they need right there, in the moment.

Mobile adds a rich layer of context that allows you to think more granularly about how consumers' needs might change based on when or where they're engaging with your category or product. Are they at home, on the street, or in your store? Is it 6 p.m. Friday or 6 a.m. Monday?

WHY BEING USEFUL MATTERS



only

9%

of users will stay on a mobile site or app if it doesn't satisfy their needs (for example, to find information or navigate quickly).¹

WHAT CAN YOU DO?

Consider the unique, tangible ways your brand can help solve a problem or make life easier in real-time during a micro-moment. What messaging and content would be most useful?

If you aren't useful in these moments, not only will consumers move on, they might never come back.



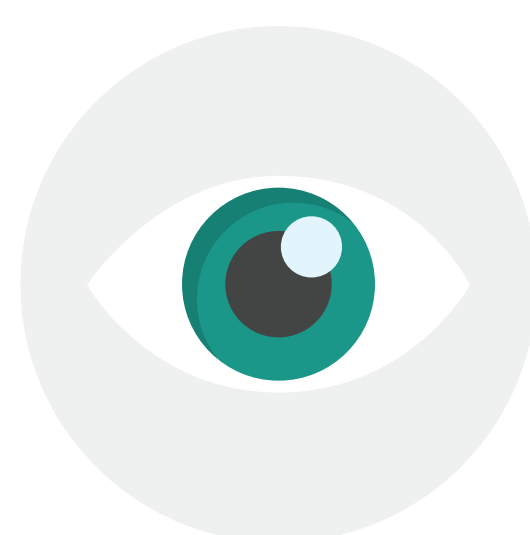
For example, consider creating 'snackable,' educational content for I-want-to-know moments, providing local inventory information so people can see what's in stock nearby for I-want-to-go moments, developing how-to videos for I-want-to-do moments, or offering an 'instant buy' button for easy checkout in I-want-to-buy moments.

REALTOR.COM WAS USEFUL



Realtor.com realized that searching for home listings is only the first step in the long and often confusing path to buying a home. To be helpful to first-time homebuyers, they created a series of videos (starring Elizabeth Banks) which gave consumers a step-by-step guide.

The 2 minute videos had 400k views within the first three weeks proving a successful strategy in being useful for the I-want-to-know moments along the home buying process.



The results?

400,000

views in the **first three weeks**

For more information on being useful and other micro-moments insights, visit thinkwithgoogle.com/micromoments-guide

SOURCING

¹ Consumers in the Micro-Moment, Wave 3, Google/Ipsos, U.S., August 2015, n=1,291 online smartphone users 18+.