

Why "micro-moments" is not just a buzzword

By [Nicole Sobotker](#), issued by [Incubeta](#)

4 Aug 2015

This year's most unmistakable digital marketing buzzword is "micro-moments" - a term used to describe the split seconds in which consumers make crucial decisions about products and services, moments which define their journey from brand discovery to purchase. But what do "micro-moments" really mean, and are they really something to take note of, or just a digital fad?



Whether it's promoting engaging content or driving a high-value sale, the basic principles of engaging with consumers remain the same. In the hyper-competitive digital advertising field, in which consumers are more brand-savvy and selective, thinking like a consumer remains of paramount importance.

"Micro-moment" may be a buzzword, but the principles it connotes are not - rather, they are just another hint to begin with the consumer in mind. While the term may have been coined to capture consumer instances on mobile, the interconnectedness of devices and need for omnichannel measurement in advertising means they apply to any digital marketing activity. Let's dissect the different aspects of "micro-moments" and the key lessons for marketers embedded within them.

Discerning

Today's consumer has more resources than ever available to them, to make informed decisions about their purchases. Very few consumers limit themselves to specific brands in day-to-day purchases, which makes the moments in which they evaluate brand choices crucial. In order to capitalise on a consumer's "I-want-to-know" moment, marketers need to evaluate the factors that make decision-making easier, and ensure their messaging provides definitive reasons to choose their brand in that moment.

Context

It is essential to make use of contextual factors like location and time to deliver the best user experience possible. Attempting to deliver a one-size-fits-all ad will dilute any marketer's message, and is likely to be drowned out.

Ensuring advertising is displayed in context is a quick way to capitalise on important, time-sensitive ("I-want-to-go") moments. An integral consideration here is reaching consumers who are making location-specific decisions, such as where to eat or where/how to travel. But even product purchases can be determined on the spot by location or time specific messaging.

Flexibility

In the early part of the mobile revolution, the message to marketers was to ensure their message and material was mobile-friendly. Now, with many decisions and purchases initiated and finalised across multiple devices, the directive for marketers is even more demanding - to ensure their message is seamless across every device a consumer uses.

With this comes heightened importance on measuring cross-channel actions - ensure your reporting evaluates consumer journeys across multiple screens and lands the correct message on the device being used at the right time.

Identifying a "micro-moment" is just another step in beginning with the consumer in mind, and connecting with them using a clear and relevant message that answers the uncertainty prompting them to look for information online.

So while the word "micro-moments" may be obsolete by next year, its lesson remains crucial - keep up with your consumers, capitalise on the moments in which they make decisions through dynamic marketing and measure their cross-channel movements as one.

Sources:

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ABOUT THE AUTHOR

I am an internet addict, digital voyeur and early adopter. A desire to indulge the creative and analytical equally spawned my obsession with data visualisation and meaningful analytics. I believe data should always be interesting and beautiful and tell a story. I am fascinated by the ways different networks and user experience parameters interact with each other online, and the amazing plethora of information that people send out every second, all over the world. I'm a digital chameleon, with experience spanning everything from copy writing and video editing to digital marketing to development. Life goal: take over the world.

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