

Micro-Moment Marketing

How to Turn Customer Journey Touchpoints into
Real-Time Action



Student Course Book

Table of Contents

Introduction.....3

Module 1 - Use Moments of Truth to Define Your Customers Journey7

Module 2 - Identify the Micro-Moments Inside the Moments of Truth.....

 Lesson 1: Refine Your Customer Journey Using Micro-Moments

 Lesson 2: Identify Micro-Moments in Real Time

Module 3 - Create Micro-Moment Messages

 Lesson 1: Effective Content for Micro-Moments

 Lesson 2: Develop Targeted Content for Customer Micro-Moments

Module 4 - Leverage Micro-Moments through Marketing

 Lesson 1: Mobile Optimization

 Lesson 2: Optimize Content for Search Engines

 Lesson 3: Social Media Tactics.....

Module 5 - Ensure Micro-Moments’ Success

Module 6 - Implement your Micro-Moments Strategy

 Lesson 1: Create Your Plan

 Lesson 2: Measure Your Success

Module 7 - Next Steps.....

Introduction

You know those times when you suddenly need some information, such as an answer to a question, the best local restaurant, or where to buy laces for your sneakers right away? What do you do? Take out your phone or hop on your computer to find out! Those immediate needs to know, go to, do, or buy are what marketers call micro-moments.

As a marketer or business owner, you can tap into these moments to help you deliver targeted, timely, and personalized content that improves your customers' experiences and ultimately leads to higher sales.

While keeping pace with changing consumer behaviors can be challenging, Micro-Moment Marketing provides a framework for staying relevant and responsive. By focusing on these moments, you can ensure you meet potential customers right when they need you, wherever they are - physically and digitally.

This approach allows your business to stand out from competitors and thrive - regardless of size or resources.

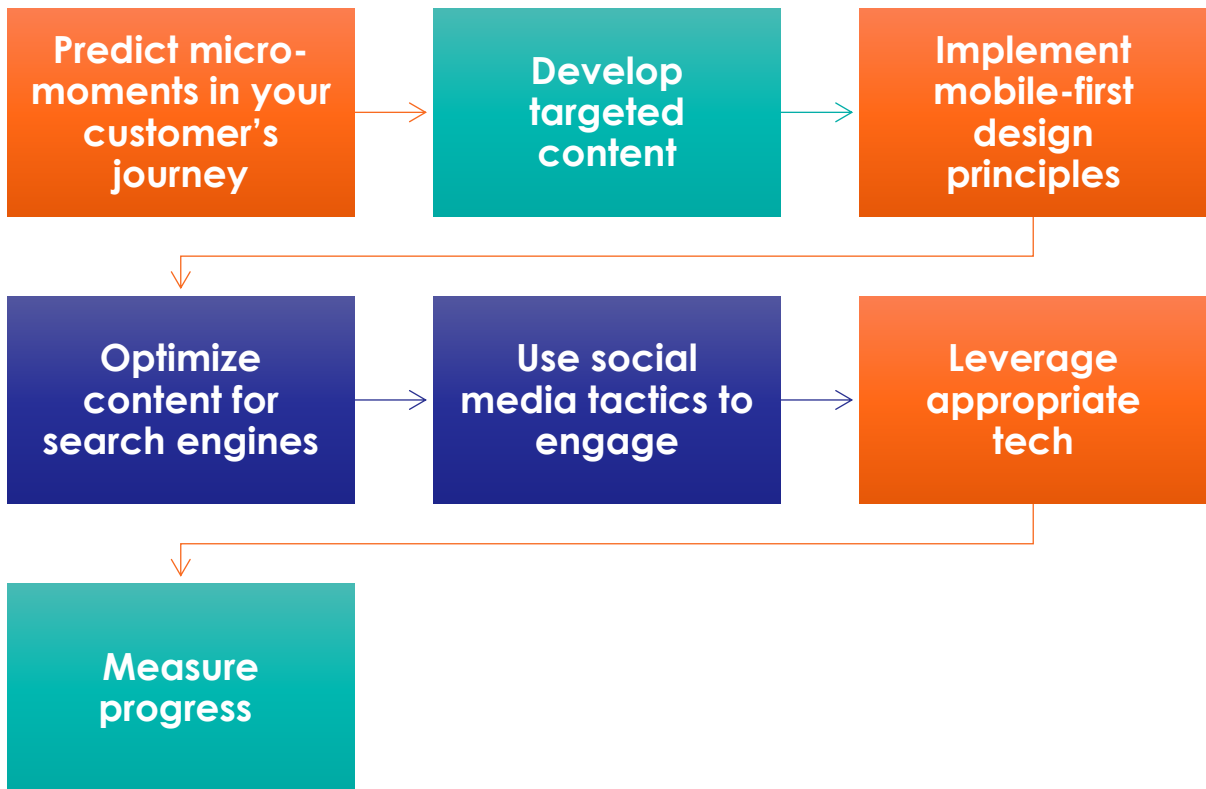
One of the primary challenges for small businesses is delivering the right message at the right time. Missed opportunities mean lost sales. Micro-moment marketing is about identifying and acting on critical touchpoints in your customer's journey by providing what's needed instantly. Whether it's a potential customer searching for a product comparison, a loyal customer tracking an order, or a new visitor looking for local services, you can provide tailored content to meet their needs in real time.

Even if you have limited resources, you can implement micro-moment strategies to help streamline your marketing activities, making them more efficient and impactful.

And with the help of real-time data and analytics, you can identify the perfect opportunities to deliver the right targeted messaging.

In this course, you'll learn how to map your customers' buying journey and predict their micro-moments. You'll discover how to create content that speaks directly to those moments, optimize it for mobile devices, and leverage technology to track and measure your success. By the end of the course, you'll have a complete action plan for implementing micro-moment marketing in your business. Get ready to see customer satisfaction and sales grow.

Here is your roadmap through the course:



Learning Objectives:

By the time you complete this course, you'll be able to:

- Pinpoint moments of truth and develop a customer journey map to help you understand your customer's buying experience better.
- Identify micro-moments in real-time and use them to improve your customer's experience and create more targeted, effective marketing.
- Develop tailored content that engages and attracts customers at the right time, turning leads into loyal buyers.
- Craft mobile-friendly, optimized content and engage with customers through social media during critical micro-moments.
- Foster a business culture that prioritizes customer needs and addresses common challenges to implementing micro-moment strategies.
- Create a micro-moment marketing plan for your business, including metrics to measure your progress and results.

This course is broken down into six major modules and individual lessons to teach you how to leverage micro-moments in your customer's journey to enhance their experience and drive higher sales.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

Action Steps:

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you know what you want this course to deliver, let's dive in!

Module 1 - Use Moments of Truth to Define Your Customers Journey

In this first module, you'll get to know your potential customers better by examining their customer journey. You'll identify the significant touchpoints in that journey, such as making a purchase or receiving customer support, known as moments of truth.

Define Your Customer's Buying Journey

Customer Lifecycle Marketing is a broad framework that explains the customer's buying journey from never having heard of your brand to becoming a raving fan.

It goes further than the traditional marketing funnel, which finishes once a purchase is made. When you use the Customer Lifecycle Marketing model, your focus shifts from making one-off sales to developing long-term relationships. Your aim is to build a lifetime customer base to help your business grow.

If you haven't come across this model before, here's an explanation:

Customer Lifecycle Marketing Model



Each of the three phases has two marketing objectives, with engagement forming the hub that keeps the cycle moving and making it dynamic.

Phase 1: Attract - make consumers aware of your brand and offers and help them identify their needs.

ATTENTION:

This is only an excerpt from our full course **Micro-Moment Marketing**. The full, customizable course contains 7 major modules and Action Steps.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.