

The logo consists of the letters Z, M, O, and T in a bold, sans-serif font. The 'Z' is pink, the 'M' is blue, the 'O' is yellow, and the 'T' is green. The letters are set against a white rectangular background, which is centered within a horizontal orange band.

ZMOT

The rulebook on how
people shop has changed

Presented by Ed Keough – idea
reporter and VP Sales and Marketing –
Futureguard - NuImage Awnings



Has anyone here heard of ZMOT?

Did any of you Google it before coming here once you saw the title of this presentation?

- This is the MOST important and will prove to be the most obvious marketing shift since television advertising.
- Understanding and embracing ZMOT will be the difference between the long term success of your company or simply fading into the background.

The Dry Cleaner Search



Rewind to 9/21/2005

- The Wall Street Journal published an article about consumer shopping research by Proctor & Gamble.

● FMOT

- The “First Moment of Truth”
- Followed by SMOT the “Second Moment of Truth”

This is still true today...BUT

- Now there's a new critical moment of decision that happens before consumers get to their grocer's freezer case or local awning or marine canvas shop. Whether you sell yachts or shaving cream, your customers' first impression — and quite possibly their final decision — will be made in that moment:

- ZMOT

- The “Zero Moment of Truth”

A Zero Moment of Truth is:



A BUSY MOM IN A MINIVAN, looking up decongestants on her mobile phone as she waits to pick up her son at school.



AN OFFICE MANAGER AT HER DESK, comparing laser printer prices and ink cartridge costs before heading to the office supply store.



A STUDENT IN A CAFE, scanning user ratings and reviews while looking for a cheap hotel in Barcelona.



A WINTER SPORTS FAN IN A SKI STORE, pulling out a mobile phone to look at video reviews of the latest snowboards.



A YOUNG WOMAN IN HER CONDO, searching the web for juicy details about a new guy before a blind date.

CHANGING THE RULEBOOK

- *“When consumers hear about a product today, their first reaction is ‘Let me search online for it.’ And so they go on a journey of discovery: about a product, a service, an issue, an opportunity. Today you are not behind your competition. You are not behind the technology. You are behind the consumer.”*
- Rishad Tobaccowala - Chief Strategy & Innovation Officer - VivaKi

Defined

- **ZMOT is that moment when you grab your laptop, mobile phone or tablet and start learning about a product or service.**
- **Would it surprise you to know that a full 97% of Americans now say they look at product reviews or information before making a purchase?**
- **Or that 79% of consumers now say they use a smartphone to help with shopping?**
- **Or that 83% of moms say they do online research after seeing TV commercials for products that interest them?**

Our Awning and Marine World

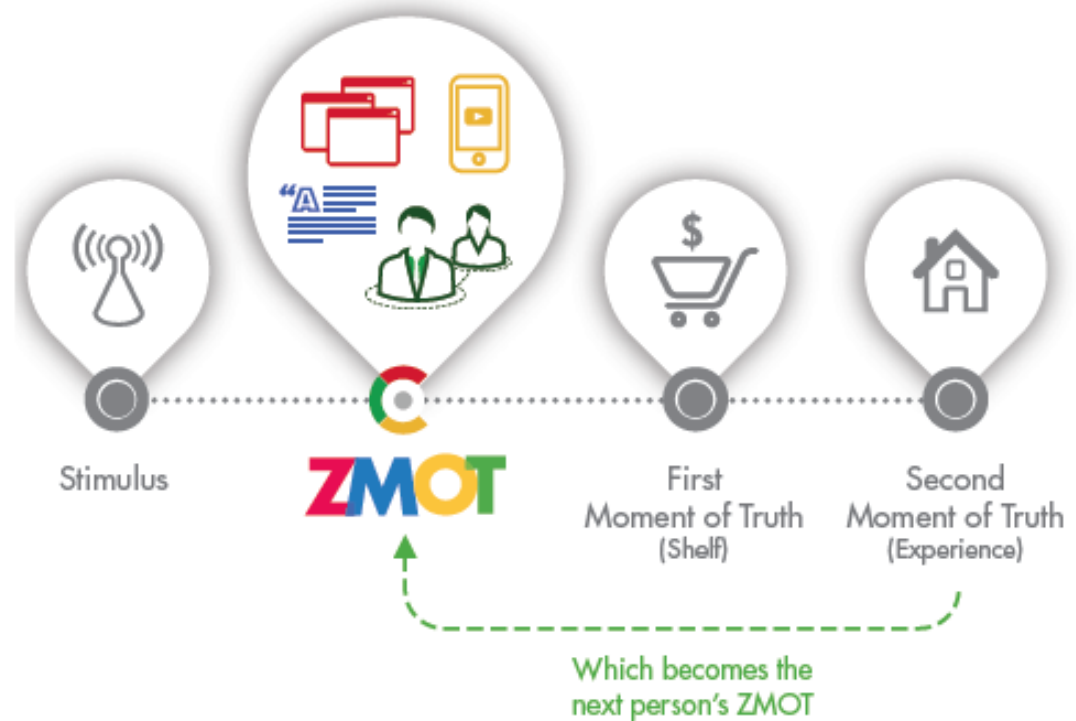
- The Tonya Ricketts story

The new reality

- Old Model:



- New Model



So what can you do?

- You can no longer rely ONLY on the old model of running ads in the Yellow Pages, Newspaper TV and Radio.
- You MUST work to build paths for ZMOT shoppers to find current relevant information about your company and services

How? and How Much\$\$\$\$?

- The first easy step is Free!
 - Make sure your free Google local page is set up and verified so you appear on the local map.
<http://www.google.com/business/>
 - <https://www.google.com/webhp?sourceid=chrome-instant&ion=1&espy=2&ie=UTF-8#q=awnings+in+maine&rflfq=1&rlha=0&tbm=lcl&rifi=hd::si:10174655564857274475>
- Do the same with Yahoo and Bing
- Add some pictures and projects to your Google + page on a weekly basis.

Now Budget at least a little money

- Your web site
 - If you don't have one then get one – even if very basic.
 - If you do have one, make sure the information is current and up to date
 - Make a plan and budget to get a better site that is responsive so it adjusts it's display for smart phones and tablets.

A little deeper – Reviews and Referrals

- ZMOT shoppers look for reviews of products and especially service oriented businesses.
- There is great “Bolt On” web tool called Hyper-Local.

<http://hyper-local.com/>

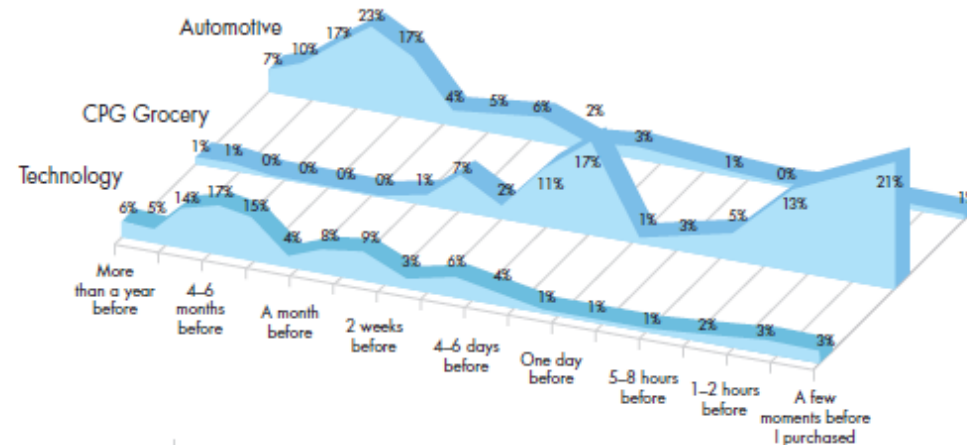
<http://www.eastsideawning.com/reviews-king-county>

Cost: \$200 month

And deeper still

- Pay Per Click Advertising on Google

Figure 3-2: Average purchase cycles for three diverse categories



Source: Google/Shopper Sciences, Zero Moment of Truth Industry Studies, U.S., April 2011
Automotive N=500, CPG Grocery N=500, Tech N=500

- That's a lot of dwelling. Google has studied paid ad clicks through what we call a search-ad pause analysis, to see what happens when advertisers turn paid search off. We looked at hundreds of paused campaigns to see if the advertisers could make up their lost paid clicks with clicks from regular organic search results. For the most part, they couldn't: on average, 89% of paid clicks were truly incremental.
- In short, with ZMOT you have a powerful shot at truly influencing customers in those "before the store" moments.

The “Mots” Merge

- *“We’re seeing a merging of all the moments of truth. You’ll be looking at a product on the shelf and using your cell phone to find information and read reviews and then maybe you decide it’s really cool, so you ‘like’ it for your friends, all within a minute.*
- *A consumer journey that once covered days, weeks or months just happened in a matter of seconds.”*
- — Matt Moog
- Founder and CEO ViewPoints Network

Message received????

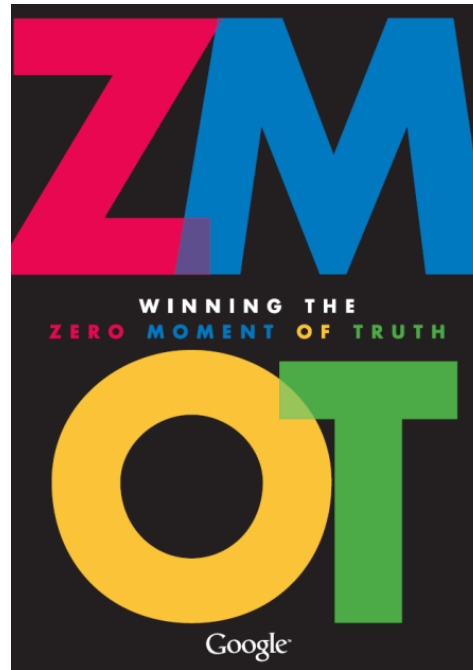
- Stimulus – Advertisements, Word of Mouth, Experience
- ZMOT – Zero Moment of Truth, web research for information, reviews, advice, testimonials
- FMOT – First Moment of Truth – Taking the plunge and buying a product or service.
- SMOT – Second Moment of Truth, Satisfaction or Unsatisfaction with the product or Service.
- The reaction to SMOT feeds the next persons ZMOT

Take Action

- Embrace ZMOT – There is no fighting it!
- Take the steps – commit to getting started and investing the time and at least some money
- This is a must do path to prosper in the 21st century business environment. Your business's mere survival is at stake!

Thank you

- This presentation concept and supporting data primarily comes from:



- Winning the Zero Moment of Truth
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