

CENTENNIAL COLLEGE BPRM

# PR IN THE MICRO-MOMENT

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## *What are Micro-Moments?*

- **TERM COINED BY GOOGLE**
- **WHEN WE TURN TO OUR SMART PHONE TO FIND OUT INFORMATION.**
- **91% OF SMARTPHONE USERS DO THIS**

# Divided into 4 Game Changing Moments That really Matter



## I-want-to-know moments:

When someone is exploring or researching, but is not necessarily in purchase mode.



## I-want-to-go moments:

When someone is looking for a local business or is considering buying a product at a nearby store.



## I-want-to-do moments:

When someone wants help completing a task or trying something new.



## I-want-to-buy moments:

When someone is ready to make a purchase and may need help deciding what to buy or how to buy it.

*Using micro-moments replaces information we would look to receive from our social network friends with an internet search.*

*We no longer need to pick up the phone to call a store to find out if they have your shoe size. The information is now a click away.*

# What does this mean for a PR Professional

## I WANT TO KNOW

News and Information. Find out what words people are using

## I WANT TO GO

Locations and events to reach people

## I WANT TO DO

Ideas, tips and feature stories

## I WANT TO BUY

All about purchasing

## **OLD-DID WE GET COVERAGE VS NEW- ARE WE THERE?**

Old way of thinking: Did we get the story covered? How did we do?

New way of thinking: Are we present with the information and answers people are searching for? Are the answers readily available and accessible?



*Understanding how micro-moments can impact the way we develop and share stories*

*Micro-moments shift the way we view our audience.*

# WHAT DEMOGRAPHICS ?

With the rise of mobile, demographics no longer gives a complete idea of what people are looking for in a particular moment.





## GOOGLE RESEARCH HAS FOUND

- When solely focused on demographics any given company could be missing up to 70% of potential customers
- Time pressure decisions can alter loyalty
- 9/10 People are not certain of the brand or company they want when they search---major opportunity
- 80% are likely to buy from organizations who held the answer to their question.



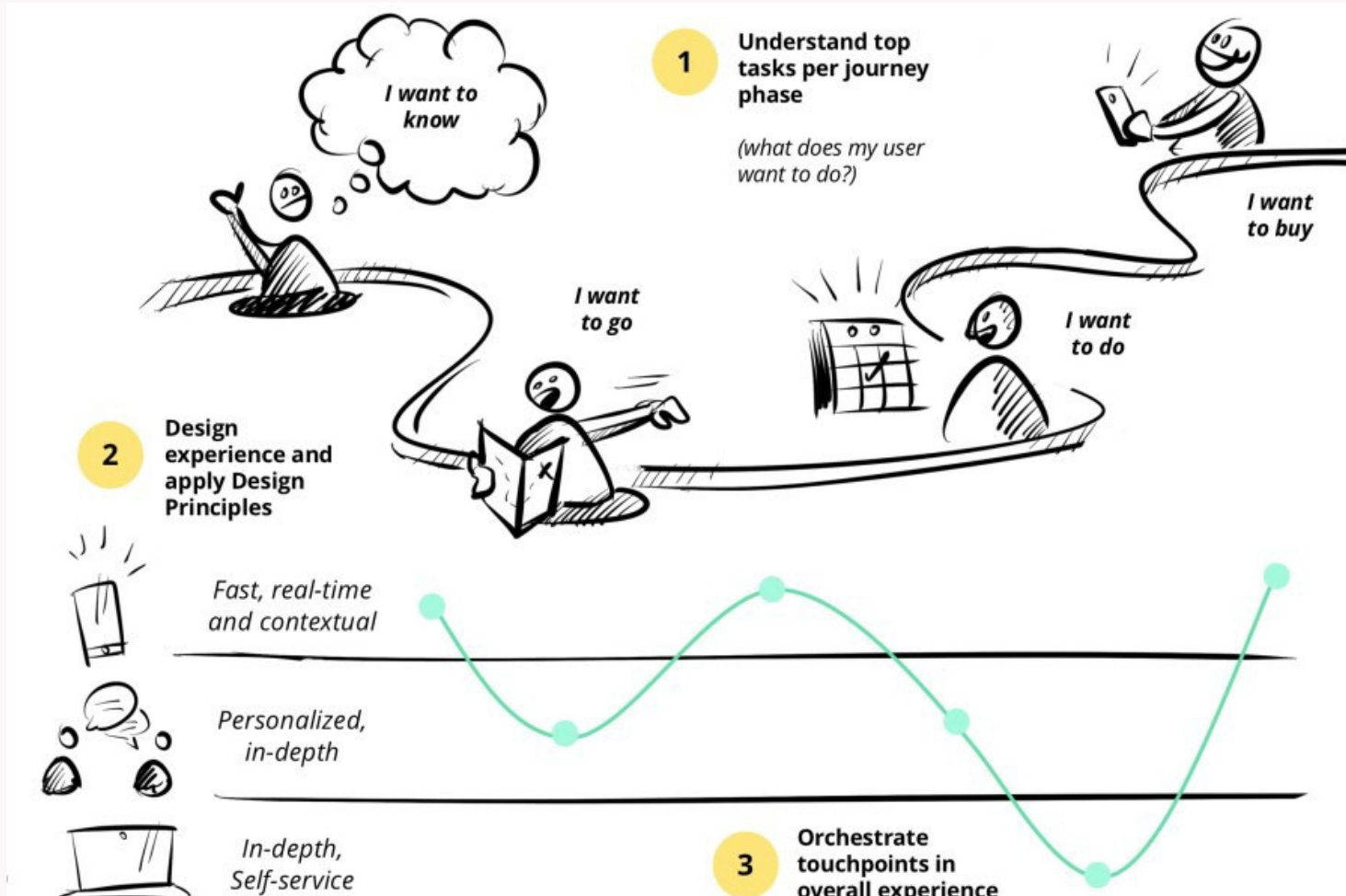
*In PR we must pay attention to:*

*The immediate need may not have anything to do with who the company is targeting.*

*Immediate needs trump loyalty*

*What audiences are looking for, buying, paying points, what attracts them and what doesn't.*

# HOW DO YOU DESIGN FOR MICRO-MOMENT?



# UNDERSTAND TOP TASKS PER JOURNEY PHASE

WHAT DO THEY WANT TO KNOW? WHAT ARE THEY DOING ON YOUR SITE? WHERE DO THEY WANT TO GO OR DO? WHAT MOTIVATES YOUR AUDIENCE?

UNDERSTANDING YOUR AUDIENCE'S SPECIFIC NEEDS YOU CAN DESIGN YOUR PLATFORM BASED ON WHAT THEY LIKE. YOUR DESIGN IS BUILT WITH THEIR EXPERIENCE IN MIND.

Eg. You have a travel booking website. What does your audience do most on there? Are they booking trips? Are they browsing to compare? Where are they located?

# DESIGN EXPERIENCE AND APPLY DESIGN PRINCIPLE

NOW YOU KNOW THE TYPE OF EXPERIENCE YOUR CUSTOMER DESIRES. HOW ARE YOU GOING TO APPLY THEM?

APPLY A DESIGN PRINCIPLES TO EACH PHASE OF YOUR JOURNEY AND APPROPRIATE CHANNELS.

WHAT ARE IMPORTANT BRAND VALUES AND DRIVERS FOR YOU? SPEED? AUTHENTICITY? TRANSPARENCY? SECURITY?

WHEN DEFINING DESIGN PRINCIPLES KEEP YOUR BRAND IN MIND

Eg. Design Principle could be: **Fast, real-time and contextual.** Then applying it could be: **Reducing the amount of screens on mobile to action something that requires more on desktop.**

# ORCHESTRATE TOUCHPOINTS IN OVERALL EXPERIENCE

NOW YOU CAN PIECE EVERYTHING TOGETHER AND MAKE SURE THAT YOUR TOUCHPOINTS ARE ORCHESTRATED.

MAKE SURE EACH PHASE IS CONNECTED WITH THE NEXT TO PROVIDE A PERSONALIZED EXPERIENCE THAT WILL DRIVE ENGAGEMENT AND CONVERSATION.

ENSURE YOUR AUDIENCES PREFERRED FUNCTIONALITY IS INTEGRATED WITH EACH PHASE OF THEIR EXPERIENCE.

Eg. Along with mobile optimization, your audience would like to present their travel search findings with others in their family, consider integrating screen casting to mobile website. Now the whole family can watch the results on a bigger screen like a T.V.

# LET'S DESIGN A MICRO-MOMENT.

Think about a service you would like to provide. Then create what you would like your website to look like.

How will your audience find you?

What are they doing on your website?

What are some things you would consider to make your user experience seamless?

How will people connect with you when they are there?

Let's discuss



## *Tips and Facts to consider*

- **40% OF SHOPPERS WILL GIVE UP ON A TRAVEL OR RETAIL SITE THAT DOESN'T LOAD IN 3 SECONDS**
- **2/3 PEOPLE GET IDEAS FROM VIDEO**
- **61% MORE LIKELY TO BUY FROM A SITE THAT CUSTOMIZES INFO BASED ON LOCATION**
- **9/10 PEOPLE ARE NOT CERTAIN OF THE BRAND OR COMPANY THEY WANT WHEN THEY SEARCH**



A black smartphone is lying on a dark, textured wooden surface. The phone is positioned diagonally, with its top edge towards the upper right. The screen is dark and displays the text "THANK YOU!" in large, bold, yellow capital letters. Below this, in smaller white capital letters, it says "Have a nice day!". The background is a dark, grainy wood texture. The entire image is framed by a thin yellow border on the left and right sides.

**THANK YOU!**

Have a nice day!