

# Micromoments & Intent-Driven Marketing

*Being in the right place at the right moment — the seconds that decide everything*

## LESSON GOAL

By the end of this module, you will understand how customers make decisions in brief, high-intent moments — how to identify your brand's critical micromoments, which channels win each type, and how to prepare so your brand shows up with the right answer at the right second.

WHAT MICROMOMENTS ARE

THE 4 CORE TYPES

CHANNEL MATRIX

HOW TO WIN

READINESS AUDIT

### Parts 1-3 · The Framework

- Why attention is scattered — not constant
- Why micromoments are fast, fragile, and decisive
- The 4 core types: Know, Go, Do, Buy
- Real brand examples for each moment type

### Parts 4-5 · Application

- How to win — Google's three core principles
- Channel-to-micromoment mapping matrix
- How to discover your brand's real micromoments
- Are you ready? The brand readiness checklist

**The winner is often not the best brand overall  
but the brand that showed up at the right moment.**

*In micromoment marketing, delay is the same as losing*

**The Module 4 Thread:** Modules 1-3 built your strategic foundation. Module 4 is about execution — being present in the moments that actually drive decisions. Micromoments are where strategy meets reality, where preparation meets opportunity.

# What Micromoments Are & Why They Matter

Customers don't think about brands — they experience sudden, high-intent moments

Customers don't spend their day thinking about brands. Instead, they experience thousands of small, scattered moments of intent — sudden needs, questions, desires, or problems that demand an immediate answer. These brief windows are called **Micromoments**.

## What Makes Micromoments Powerful

- They happen **before** strong brand loyalty forms
- They happen **before** full comparison occurs
- They are driven by immediate, high intent
- The brand that answers first and best often wins
- They occur mostly on **mobile** — in context, in motion

## What Makes Micromoments Fragile

- They last only seconds — attention is fleeting
- One bad experience and the customer is gone — often forever
- Slow loading = the same as not showing up at all
- Irrelevant answer = immediate abandonment
- Poor mobile UX = the competitor wins by default

**In micromoment marketing, delay is the same as losing.** Speed, relevance, and simplicity frequently beat creative complexity. A fast, useful, simple answer from a less-known brand will win over a beautifully designed but slow response from a market leader.

## THE 4 CORE TYPES — OVERVIEW

### Every Micromoment Falls Into One of These Four Categories



#### I-Want-to-Know

"I need information or understanding"

*Google search, YouTube explainers*



#### I-Want-to-Go

"Help me find a place quickly"

*Google Maps, local SEO*



#### I-Want-to-Do

"Help me accomplish something"

*YouTube how-to, tutorials*



#### I-Want-to-Buy

"Help me decide right now"

*Reviews, comparisons, fast checkout*

#### MY NOTES

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# The 4 Core Micromoments

Each moment requires a completely different strategy — and rewards a different kind of brand

## 1 I-Want-to-Know

AWARENESS STAGE

"I need information or understanding — right now."

### WINNING STRATEGY

Educational articles, how-to videos, explainers, infographics, SEO-optimised blog posts

### BEST CHANNELS

Google (informational search), YouTube (problem explainers), Instagram/TikTok (short educational)

### BRAND EXAMPLE

**Philips Avent / BabyCenter**

**Dominate "how to improve baby sleep schedule" with guides and videos — building trust long before any product purchase.**

## 2 I-Want-to-Go

LOCAL INTENT

"Help me find a place or get there quickly."

### WINNING STRATEGY

Local SEO, Google Business Profile optimisation, Google Maps presence, accurate hours, mobile ordering

### BEST CHANNELS

Google Maps, Google Business Profile, local search ads, location-based mobile ads

### BRAND EXAMPLE

**Starbucks**

**Perfect Google Business Profile, accurate hours, mobile ordering. When "coffee near me" is searched — Starbucks often appears first and makes the decision effortless.**

## 3 I-Want-to-Do

CONSIDERATION STAGE

"Help me accomplish something right now."

### WINNING STRATEGY

Step-by-step tutorials, how-to videos, practical demonstrations, checklists, and interactive guides

### BEST CHANNELS

YouTube (dominant for how-to), Google (instructional search), TikTok/Reels (quick demonstrations)

### BRAND EXAMPLE

**IKEA / Gymshark**

**IKEA dominates with assembly and home organisation guides. Gymshark wins with workout tutorials — inspiring action and building brand association before purchase.**

## 4 I-Want-to-Buy

PURCHASE STAGE

"Help me make a purchase decision right now."

### WINNING STRATEGY

Reviews and ratings, comparison tools, clear pricing, strong CTAs, fast checkout, guarantees

### BEST CHANNELS

Google Shopping, website (CRO), retargeting ads, price comparison platforms, email

### BRAND EXAMPLE

**Amazon / Booking.com**

**Amazon: instant reviews, fast checkout, transparent pricing. Booking.com: real-time availability and strong guarantees at the exact moment of purchase intent.**

# How to Win & Channel Matrix

Google's three principles + which channels dominate which moments

## PART 4 — GOOGLE'S CORE FRAMEWORK

### Three Principles That Still Win

1

Be There

Appear when the customer has intent — not just when it's convenient for your campaign calendar. Anticipate the moment and be present.

2

Be Useful

Give exactly what the customer needs at that moment — not your brand message, not a product pitch. The right answer to the right question.

3

Be Fast

Deliver it instantly. A slow answer is no answer. Mobile loading speed, UX simplicity, and frictionless experience are non-negotiable.

## CHANNEL-TO-MICROMOMENT MATRIX

### Which Channels Win Which Moments

Channel	Know	Go	Do	Buy
Google Search	Primary	Primary	Strong	Primary
YouTube	Strong	Limited	Primary	Supporting
Instagram / TikTok	Awareness	Limited	Growing	Supporting
Email	Supporting	Limited	Strong	Primary
Reviews & UGC	Supporting	Strong	Supporting	Primary
Website	Strong	Strong	Strong	All Stages

#### HOW TO READ THIS

**Primary** = this channel dominates this moment type. **Strong** = effective supporting role. **Supporting** = secondary, reinforcing. Focus Primary channels first — stack Strong channels around them.

# Discovering Your Micromoments

How to find them — and how to know if your brand is actually ready to win them

## HOW TO DISCOVER YOUR BRAND'S MICROMOMENTS

### Five Sources of Real Intent Data



## BRAND READINESS CHECKLIST

### Are You Actually Ready to Win Micromoments?

CHECK YOUR READINESS — tick what is already in place

- Mobile speed under 3 seconds** — test with Google PageSpeed Insights. Over 3s = you lose the moment before it starts. Critical
- Google Business Profile complete and verified** — accurate hours, photos, descriptions, regular reviews. Essential for I-Want-to-Go moments. Critical
- Informational content for I-Want-to-Know moments** — blog posts, FAQ pages, or YouTube videos answering your customers' most common questions. High
- How-to content for I-Want-to-Do moments** — tutorials, guides, or demonstration videos relevant to your product or service category. High
- Reviews and social proof visible at purchase** — ratings, testimonials, and UGC present on product or service pages before the CTA. High
- Single, clear CTA on key landing pages** — one action per page. Decision fatigue at the buy moment = abandoned cart. High
- Keyword research covering all 4 moment types** — informational, navigational, transactional, and local intent queries mapped and targeted. Foundation

# Key Takeaways

What to remember — and your fillable Micromoment Map is on the next page

## MODULE 4A — CORE LESSONS

- \* Modern decisions happen in brief, high-intent micromoments — scattered across dozens of daily digital touchpoints
- \* The winner is often not the best brand overall — but the brand that shows up with the right answer at the right moment
- \* The 4 core types: I-Want-to-Know, I-Want-to-Go, I-Want-to-Do, I-Want-to-Buy — each requiring completely different content and strategy
- \* Google's three principles still win: Be There, Be Useful, Be Fast — in that order
- \* Speed, relevance, and simplicity frequently beat creative complexity in micromoment marketing
- \* Winning micromoments is about anticipation and preparation — not just reaction
- \* Delay is the same as losing — one slow page or irrelevant answer and the customer is gone, often forever

### Practical Exercise

- 1 Choose your main product or service
- 2 List 8-10 real micromoments your customers experience
- 3 For each: which type? what content? where should you appear?
- 4 Identify your biggest gap — the moment where you show up weakest
- 5 Complete the readiness checklist — how many boxes are ticked?

### The Competitive Advantage

- Most businesses focus only on I-Want-to-Buy moments
- Know and Do moments are less competitive — and build trust earlier
- Brands that win Know moments often win Buy moments automatically
- Local businesses that own Go moments own their geographic market

### MY REFLECTIONS & ACTION POINTS

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**Up Next — Module 4B:** Channel Types & Media Planning. We move from individual moments to building a complete channel strategy — owned, paid, earned, and shared media — and how to allocate budget and attention across them against your goals.

<b>I-Want-to-Know</b> <i>"I need information"</i>	<b>I-Want-to-Go</b> <i>"Find me a place"</i>	<b>I-Want-to-Do</b> <i>"Help me accomplish this"</i>	<b>I-Want-to-Buy</b> <i>"Help me decide now"</i>
<p>My real micromoments -- list specific customer questions/searches</p> <div data-bbox="102 349 411 878"></div>	<p>My real micromoments -- list specific customer questions/searches</p> <div data-bbox="456 349 766 878"></div>	<p>My real micromoments -- list specific customer questions/searches</p> <div data-bbox="813 349 1123 878"></div>	<p>My real micromoments -- list specific customer questions/searches</p> <div data-bbox="1171 349 1481 878"></div>
<p>Content I will create -- type, format, topic</p> <div data-bbox="102 954 411 1505"></div>	<p>Content I will create -- type, format, topic</p> <div data-bbox="456 954 766 1505"></div>	<p>Content I will create -- type, format, topic</p> <div data-bbox="813 954 1123 1505"></div>	<p>Content I will create -- type, format, topic</p> <div data-bbox="1171 954 1481 1505"></div>
<p>Channel &amp; priority -- where I will show up first</p> <div data-bbox="102 1612 411 2141"></div>	<p>Channel &amp; priority -- where I will show up first</p> <div data-bbox="456 1612 766 2141"></div>	<p>Channel &amp; priority -- where I will show up first</p> <div data-bbox="813 1612 1123 2141"></div>	<p>Channel &amp; priority -- where I will show up first</p> <div data-bbox="1171 1612 1481 2141"></div>

Be There. Be Useful. Be Fast. **Fast** winner shows up at the right moment.