Capturing Your Audiences In The Moment

How to be there, be useful and be quick.

Every Moment Matters…

"Micro moments are critical touch points within today's consumer journey, and when added together, they ultimately determine how that journey ends."

We are now part of a culture where over two-thirds of smartphone users are **checking their phone within 15 minutes of waking up** in the morning and who actually **feel anxious when they don't have their phone with them.**

According to an Internet Trends Report conducted by KPCB - we **check our phones 150 times a day.** Which means, if you're not reaching out to your stakeholders via mobile - you're missing out on a pretty huge opportunity to connect with them.

So many people turn to their phones to **inform their choices or make decisions.** These moments are an open invitation to engage with your audiences; providing them with content and information that will help to inform their final purchasing decision.
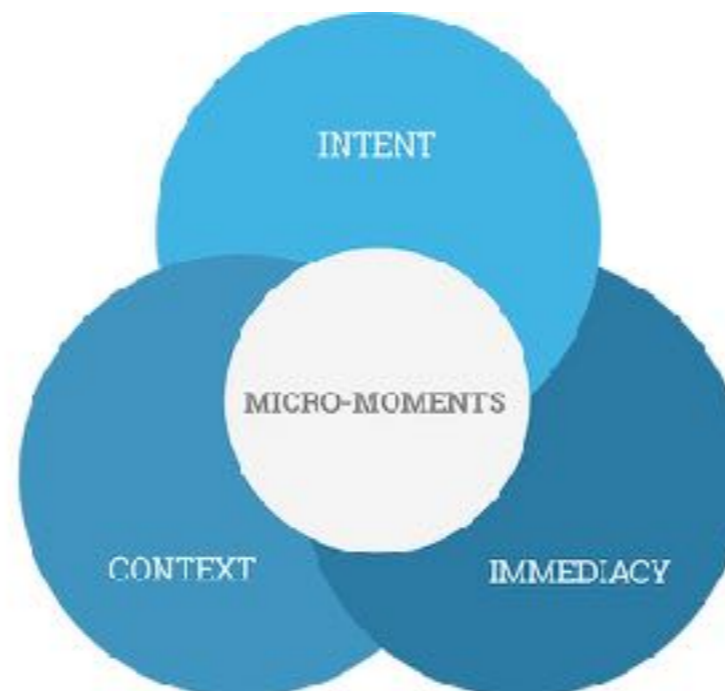
The Conversion Process

Mobile conversion rates have shot up by 29% over the last year, which is exactly what makes these 'I-want-to-know' or 'I-want-to-do' moments even more significant.

Consumer journeys are fractured into **hundreds of tiny decision-making moments** at every stage of the funnel. It's up to you, as a school, to **respond to these moments with the appropriate content.** The best way to do this is to create your own **moments map** in order to understand exactly **what it is they are looking for and where they are looking for it.**

Depending on which stage your prospective parents and students are in their decision making journey, you will have to marry these micro-moments together with the corresponding content/information to **determine how the journey ends.**

[?] **Influence of School Branding**

Inbound Marketing Methodology

ATTRACT	CONVERT	CLOSE	DELIGHT
STRANGERS	VISITORS	LEADS	CUSTOMERS	PROMOTERS
Blog Keywords Social Media	Forms CTAs Landing Pages	Email Workflows Open Days	Surveys Social Media Alumni

Reaching The Right Audience

▶ Prospective Parents

We no longer rely on long sit-down sessions at our keyboards to make purchasing decisions. Companies, businesses and brands are now doing more than ever to make the decision making process easier, **faster and more streamlined.**

The majority of research taken place by your prospective parents - during the 'Attract' phase - will take place online. This could be on their smartphones, tablets, laptops or desktops.

To fully understand what information is useful to them in this stage of their decision making process, you must first **step into their shoes.**

During this initial phase, search terms could be/include any of the following:

- **Schools in [location]**
- **Best schools in [location]**
- **Primary schools in [location]**
- **Secondary schools in [location]**
- **Private/Independent schools in [location]**
- **What is the best school near me?**
- **How do I know which school to send my child to?**
- **How to decide which school to send my children to?**

Creating Your Target Personas.

In Their Moment

You should always be **listening and responding to your audience's wants and needs** and **you can't do this without understanding them, where they are in the journey and the challenges they are facing.**

When it comes to reaching out to parents - we can assume that **time is not on their side** and they would consider themselves as *busy*. This means that - as a school - you have to work even harder to **tap into their moments** because they probably won't last very long. This **time sensitive and information hungry audience segment** is one of your most significant, which is precisely why it's so important to **spend the time creating a moments map to identify what questions they are asking at each phase in the conversion process.**

1 Awareness

"Which school should I send my child to?"

During the awareness phase prospective parents are trying to find out as much as they possibly can about your school.

These are the kind of questions they will be asking at this stage in the process;
- What are the school's core values?
- What is the OFSTED rating?
- Where is it located?
- What is the school like?
- What is the mission of the school?
- What makes it different from other schools?

This is where you should respond with **WHY** you are doing what you're doing.

2 Consideration

"How is this school better than the other options?

If a parent has started to consider your school as an option to send their child they will naturally begin to start asking more specific questions.

- What extra-curricular activities are available?
- How will the school support my child?
- What will my child's life be like at the school?
- When is the Open Day?
- What do existing parents and students think of the school?
- What facilities do you have to offer?

Talk about **HOW** your school will help their child learn & grow.

3 Decision

"Why should I choose this school?"

When it comes to making the final decision, it's the tiny details that count. Answer unanswered questions and make the decision process easy.

- What are the pros and cons of the school?
- What sets this school apart from the others I was considering?
- Will my child feel comfortable and happy at this school?
- Did the school's values align with my own?
- What is the application process?

Clearly demonstrate **WHAT** you are offering - the rest is up to them.

Winning Every Moment

When it comes to standing out from your competitors, your audiences are going to be hunting for the **most relevant information** regardless of who's providing it. This is a brilliant way to **put your school in the forefront of your stakeholder's minds.**

There are **three key strategies** to winning micro-moments:

- **Be there:** Understand every micro-moment, the key information your audiences are searching for and where they are searching for it so you can be there to help when those moments occur.
- **Be useful:** Once you have each micro-moment mapped out you will have a better idea of the questions you will need to respond to in the form of content.
- **Be quick:** Your audiences aren't going to hang around waiting for the content they are searching for *now*! Make their decision making process as easy and seamless as possible by giving them what they want - when they want it.

There are three ways to be quicker: **eliminate the amount of steps** your prospects have to go through in order to achieve a goal, **anticipate their needs** so you know what they're trying to do or find out, and ensure your pages **load super fast**!

Making The Most Of Your Open Day.

Reaching Out

One of the most important elements of building a digital marketing strategy is to fully **understand your stakeholders** along with their **wants, needs and challenges**. Once you grasp what your target market is looking for, you can more effectively **reach and retain** those users.

Typically, there are three different types of search queries people generally make:

- **"Do" Transactional Queries:** I want to do something, such as enrol my child to a school.
- **"Know" Informational Queries:** I need information, such as the most recent newsletter or the date of parents' evening.
- **"Go" Navigation Queries:** I want to go to a particular place on the internet, such as your school website or your news & events page.

The primary responsibility of a search engine is to **serve the relevant content** to their users. So put yourself in their shoes, find out what questions they'll be asking or what information they will be looking for; and **ensure your site delivers it to them.**

[?] Read about customer-centric marketing here.

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academy.e4education.co.uk/School-Digital-Marketing-Strategy

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academy.e4education.co.uk/SEO-Importance

Why It Matters

69% of online consumers agree that the quality, timing, or relevance of the company's message influences their perception of a brand.

Being useful in the right moment **prevents your audiences 'tuning-out'.** Without utility, your stakeholders will not only move on in the moment, they actually might never come back.

Only 9% of users will stay on a mobile site or app if it doesn't satisfy their needs (e.g to find information or navigate quickly).

If your mobile site or app doesn't provide your users with the information they are looking for at that particular moment, **40% of them will be less likely to come back.** That's nearly half of your targeted audience you're missing out on!

29% of dissatisfied users will immediately go to another company's mobile site or app for what they need.

"Consumers gravitate toward brands with snackable, educational content - not brands giving it the hard sell."

(Google: Micro-moments - Your guide to winning the shift to mobile)
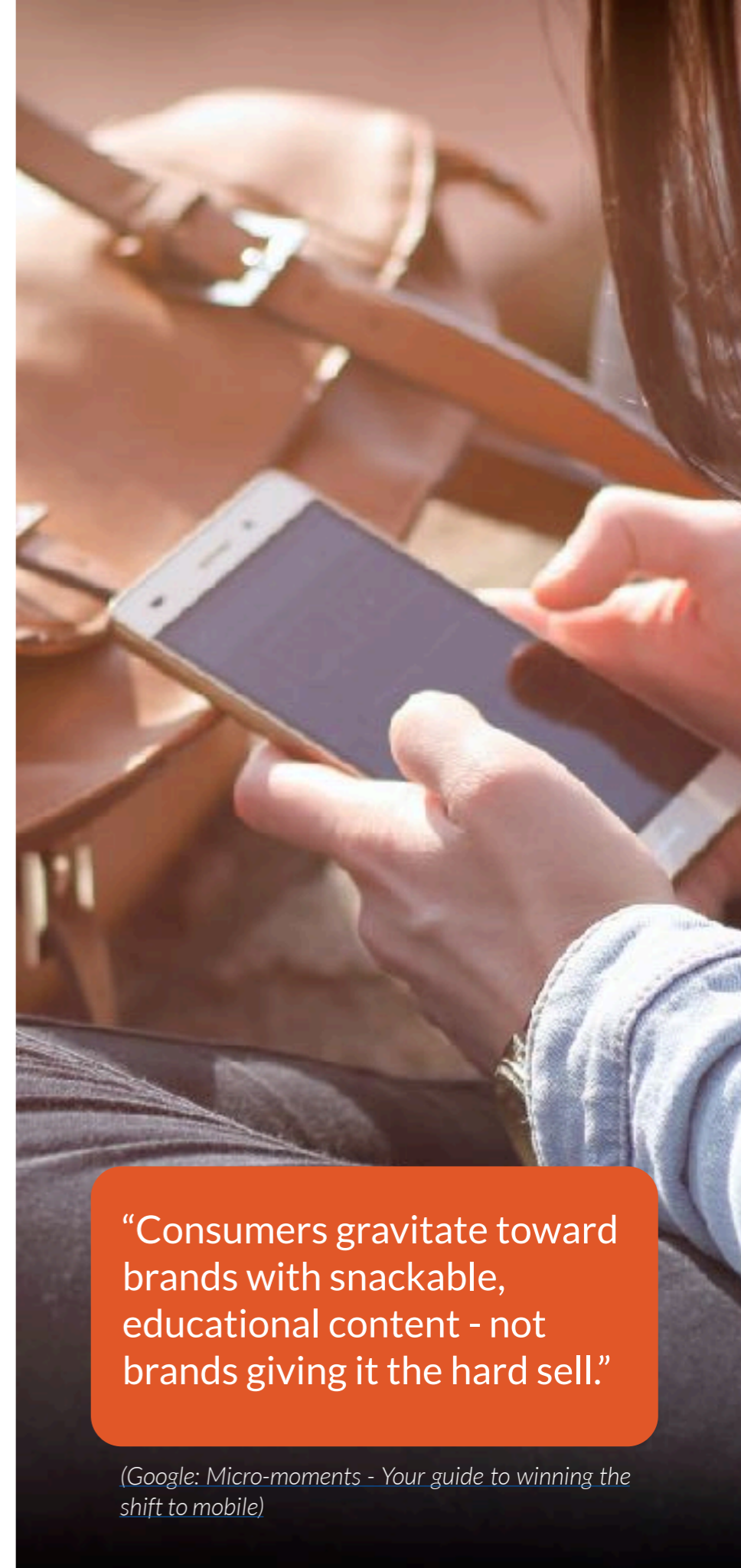
If you require any more help or advice, please get in touch.

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