

Micro-Moment Marketing Execution Checklist

1. Identify Your Audience's Needs - Think about the quick questions or problems your audience might have.

- Group them into the four micro-moments:
 - "I-want-to-know" (seeking information).
 - "I-want-to-go" (finding places nearby).
 - "I-want-to-do" (learning how to do something).
 - "I-want-to-buy" (making a purchase).

2. Create Tailored Content

- Write blogs, guides, or short videos to match each micro-moment.
- Use simple language and focus on solving problems quickly.

3. Optimize for Mobile

- Ensure your website works smoothly on phones and tablets.
- Check that pages load in under 3 seconds.
- Use responsive design so your site looks good on any screen.

4. Use Local SEO

- Update your Google My Business listing with your address, phone number, and hours.
- Add keywords like "near me" to your website and ads.
- Encourage customer reviews to boost credibility.

5. Personalize Your Messages

- Use customer data to create ads or content that feels relevant.
- For example, show ads for nearby stores or products they've searched for.

6. Make Use of Short Videos

- Create 1-minute videos that explain how to do something or showcase your product.
- Add captions so people can watch without sound.

7. Run Paid Ads for Key Moments

- Use search ads with keywords like "best," "cheap," or "near me" to catch buyers ready to act.
- Retarget users who visited your site but didn't buy with display ads.

8. Track Performance Regularly

- Check mobile conversion rates: Are people completing purchases on their phones?
- Monitor bounce rates: Are visitors staying on your site or leaving quickly?
- Review click-through rates (CTR): Are your ads getting clicks?

9. Adjust and Improve

- Use the data from your tracking to tweak your ads and content.
- Keep testing to find what works best for your audience.

This checklist will help you grab attention in those quick, decision-making moments and build stronger connections with your audience.