



BY:
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WHAT IS ZMOT ?

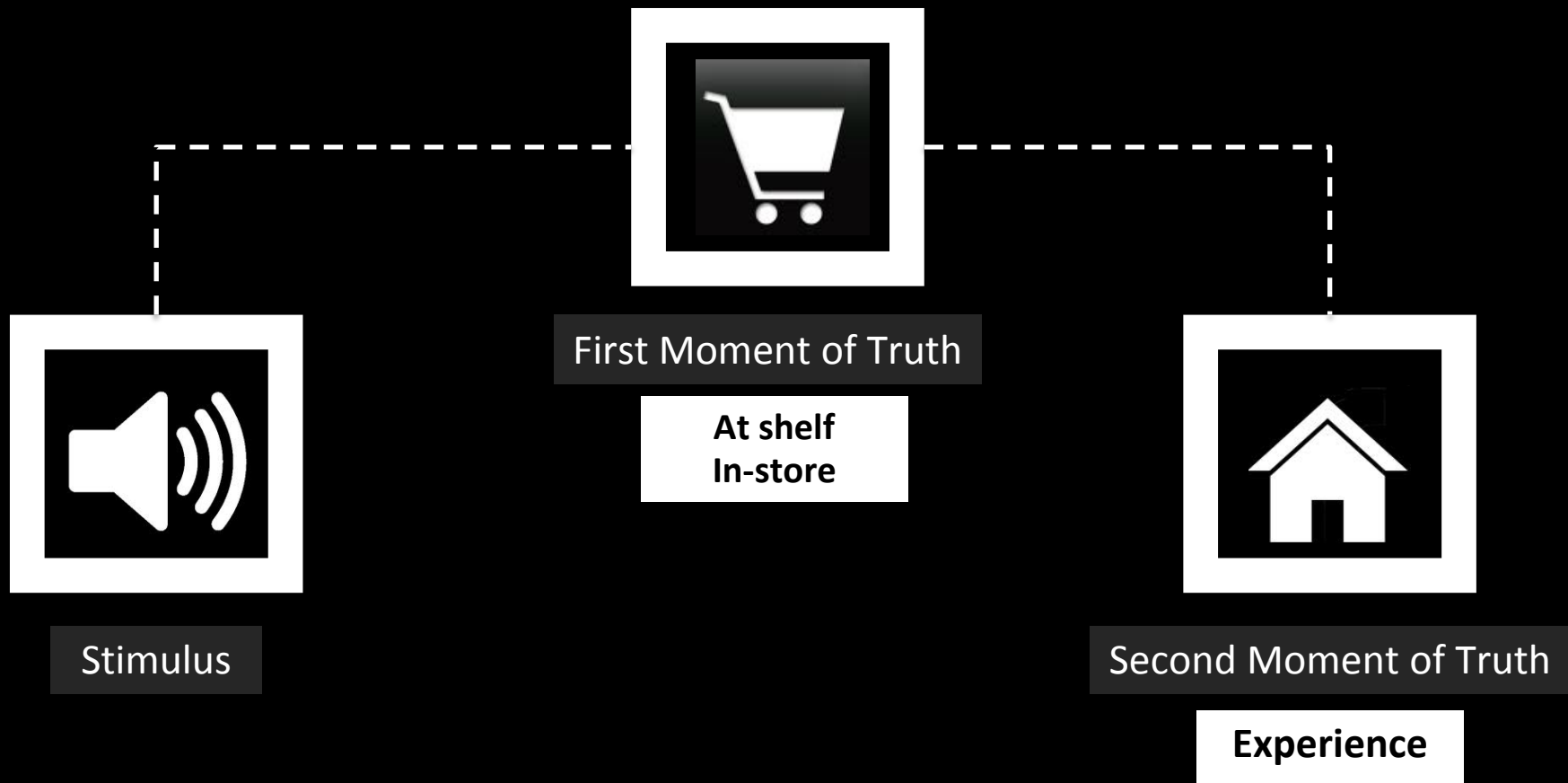


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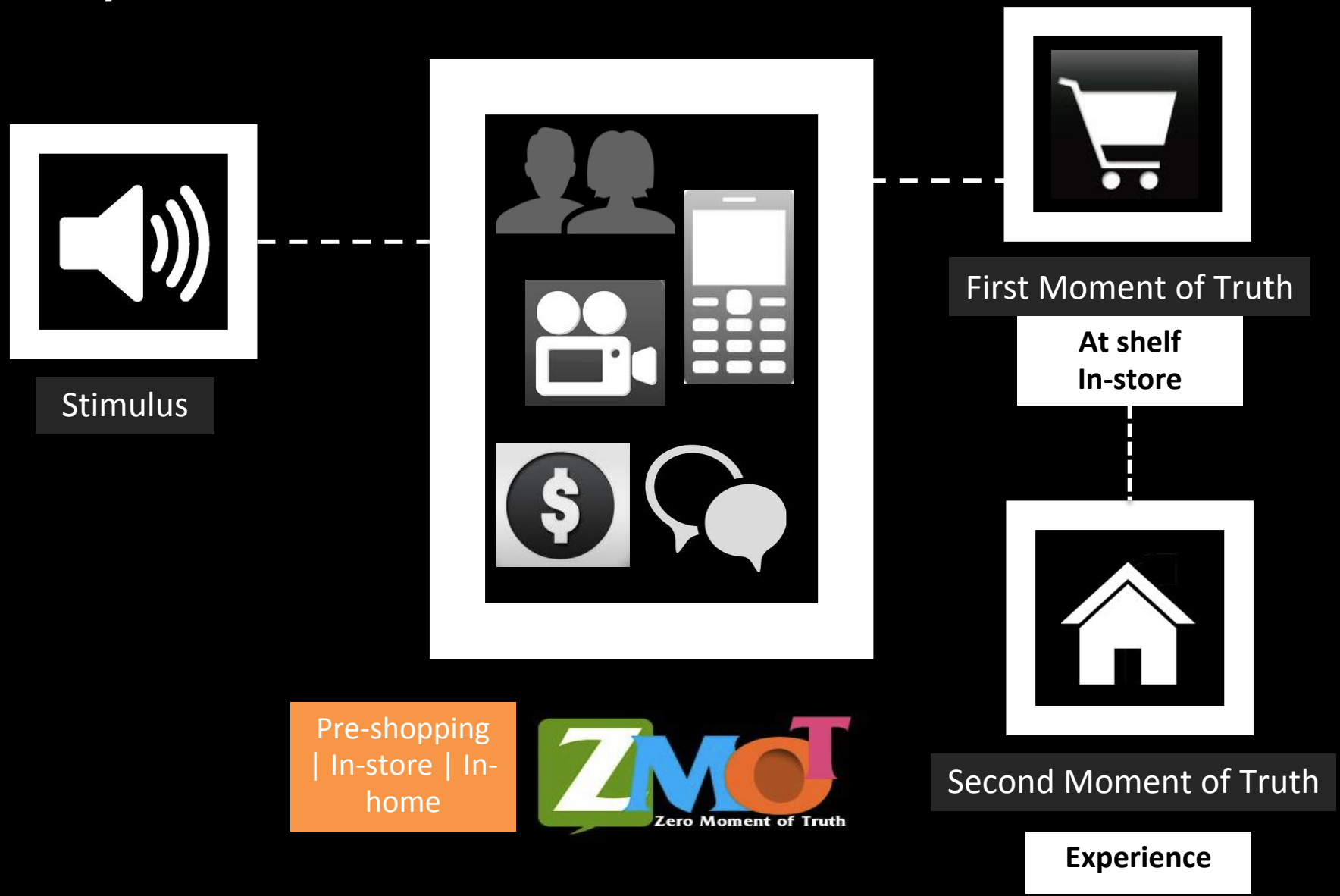
ZMOT (ZERO MOMENT OF TRUTH) is a marketers window to positively influence his potential customer's buying decision, during the entire cycle of her product research.



The Traditional Mental Model of Marketing (B2C)



The New Mental Model of Marketing (B2C)



Pre-shopping
| In-store | In-home



Second Moment of Truth

Experience

WHAT ARE ZTP ?

(ZMOT TOUCH POINTS)



ZTP (ZMOT TOUCH POINTS) are the various platforms that a marketer should target in order to create its presence in the purchaser's mind before the purchaser reach their decision. A study by Google say, an average purchaser use 10.4 ZTP to make a decision about her purchase. The various ZTPs are as follows:



SEARCH

- Global Search
- Local Search
- Mobile Search



SOCIAL

- Facebook
- Twitter
- Google +
- YouTube
- Pinterest
- LinkedIn



- Blog
- Website



REVIEWS

- User Reviews
- Expert Reviews
- Press

ZMOT IN DIGITAL ECOLOGY



ZMOT in Digital Ecology



- Global Search
- Facebook
- LinkedIn
- You Tube
- Twitter
- Pinterest
- Google+
- Blog
- Press Release
- Corporate Website
- Mobile Search
- Google Local
- User Reviews
- Expert Reviews

WHAT IS WIN@ZMOT STRATEGY ?



WIN@ZMOT is achieved by:

Creative Differentiation:

The marketer will have to differentiate himself from competition with the help of a creative branding.

Innovative Integration:

Once the positioning is done, it is required to integrate the creative message into ZMOT Touch Points innovatively.

HOW CAN MM CREATE WIN@ZMOT FOR You?



A Successful WIN@ZMOT Campaign will drive all the three campaign goals:

- More Visitors
- Better Branding and Engagement
- Incremental Sales

A Quick note on ZMOT Strategy Primer

To develop this winning ZMOT strategy, research has to be conducted across four dimensions:

- *Market research* (target market and the consumer behavior in them)
- *Competitive research* (what others are doing and any specific strategies they are adopting)
- *Online Research* (Trends in online marketing and social media market for the specified domain).
- *Analytics research* (existing customers interactions and how to launch loyalty programs and encourage them to buy more and say more about you)

The document outlining the entire winning game-plan of online marketing is called the **ZMOT Strategy Primer(ZSP)**.

ZSP also serves as a benchmark to measure the unfolding of the entire online marketing campaign over its lifecycle.

**Contact Us for initiating
WIN@ZMOT campaign.**

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