



How to nail real-time marketing messages

CHEATSHEET



Moments that matter

Marketing is having a moment.

It's hard to find an advertising campaign today that isn't deeply rooted in the moment. Being in the moment is important. The superficiality of perfection is being defeated by customers' desire to be in the here and now. Campaigns like IKEA's "The Wonderful Everyday", Mastercard's "Priceless", and Apple's "Shot on iPhone" are all about celebrating and elevating ordinary moments.

But what does this mean for the day-to-day marketer?



Meeting customers in the moment

Customers are, in the immortalized words of Meredith Brooks, “a little bit of everything, all rolled into one”. How they act and what they do on any given day is dependent on context. While AI can help make predictions around churn probability and most likely next purchase date, you can’t guarantee their next action. But you can influence them.

Every day your customers are bombarded with marketing that is often irrelevant. Influencers and brands alike are clogging up social feeds with a flood of content. Cutting through the noise can feel impossible. Especially in moments when customers are watching their budgets, how can you inspire the action you need to hit your targets?





Moment-based marketing

Moment-based marketing focuses on delivering relevant content at the moment when customers are most engaged with your brand. It's real-time messaging; personalization on a new level.

To drive customers to act, you have to be quick and useful. Data is key. You need to understand a customer's motives – are they looking for information on specific products? Where in the customer journey are they – do they want to make a purchase or are they looking for tips on how to get the most out of their purchase?

You also need to know when and where customers are interacting with your brand. Seamless, cross-channel marketing is essential if you want to turn moments into conversions.

Choosing the right channels

Your marketing channels have very clear and distinct purposes. Customers turn to specific devices and channels for different reasons. Understanding these reasons is the first step towards adopting a successful moment-based marketing strategy.

Email is a fantastic channel to reach customers with personalized and promotional communication, but to fully maximize the impact of your real-time, moment-based marketing, you need to tap into the full range of available marketing channels.



Customer journey mapping

Customer journey mapping is a vital part of moment-based marketing. It helps you identify the customer touchpoints that are valuable to the customer and to you. You can then build the moments and messages you want to deliver. Once you have the moments and messages locked in, it's time to pick your channel.

Moment-based marketing is most effective when it reaches the customer quickly and effectively.



Mobile marketing

There are over six billion smartphones in the world. To put that into context, that equates to about 85% of the global population owning a smartphone. In the US alone, 86% of the population own a smartphone.

All this comes together to make mobile the device of choice for customers. From research to buying, banking, and socializing, there's no denying we're all stuck to our phones.

The benefits of moment-based marketing are vast, but to truly access its advantages, you need to capture customer attention quickly. And the most efficient way of doing that is through core messaging channels.



SMS messaging

Text messages. I know, isn't that what you used to do on your Nokia 3310? You're right, but much like flared jeans, it's back in style.

SMS is a universal channel, with universal reach. No internet connection is required, making it one of the most accessible channels available to marketers. Delivered directly into the palm of customers' hands, SMS has been widely adopted by shipping companies around the world due to its timely nature.

But transactional messages aren't its only use. Let's look at some ways SMS can be added to your moment-based marketing strategy.



↑ 56%

**The number of
SMS campaigns
send is on the up**

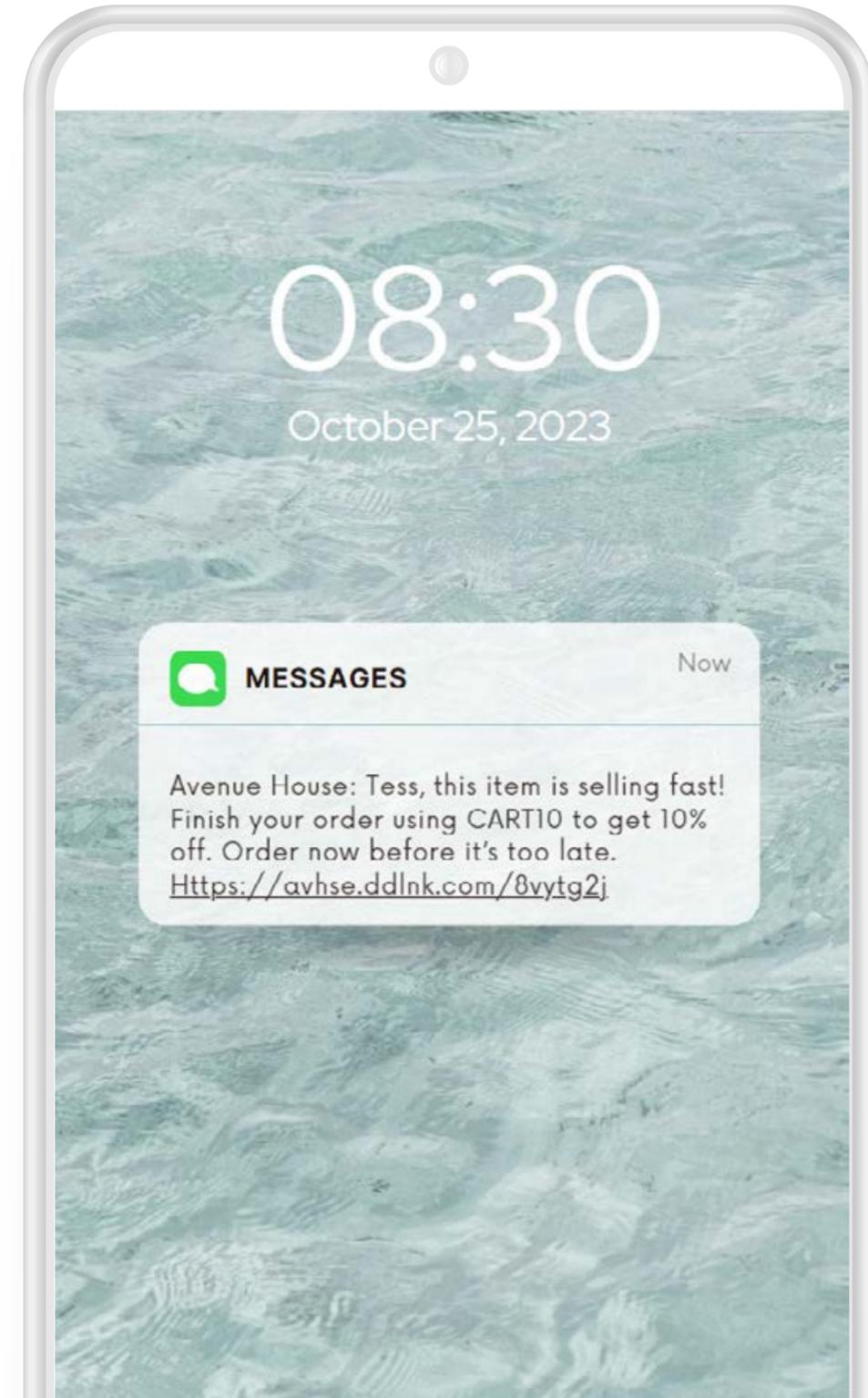
SMS messaging in the moment

There are several ways you can integrate SMS marketing to create a seamless, elevated customer experience that strengthens their loyalty to your brand.

Abandoned cart reminders

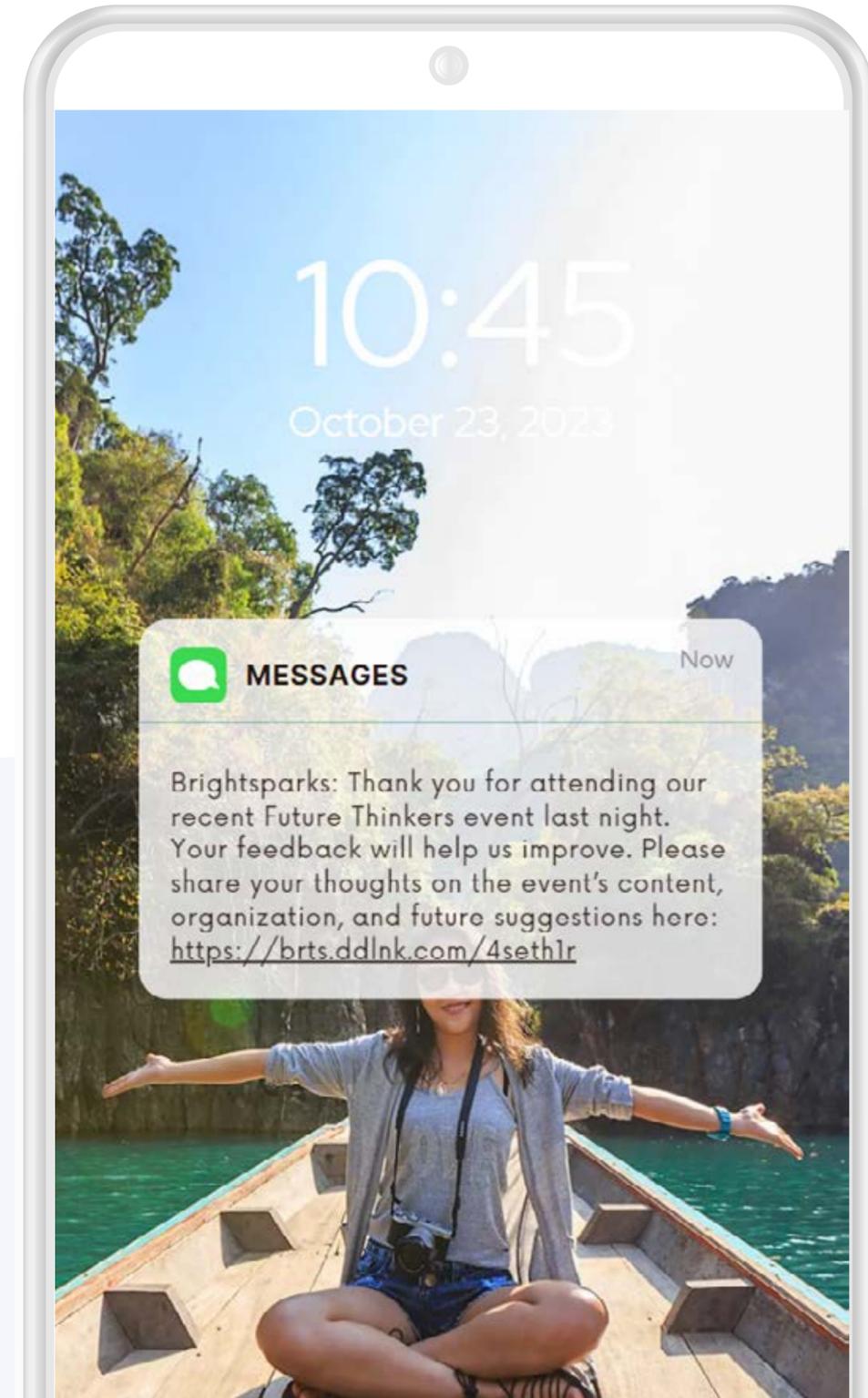
Automate timely and relevant SMS messages to remind customers about their shopping carts.

Building SMS into your automation program helps you capitalize on their initial interest while it's still fresh in their mind.



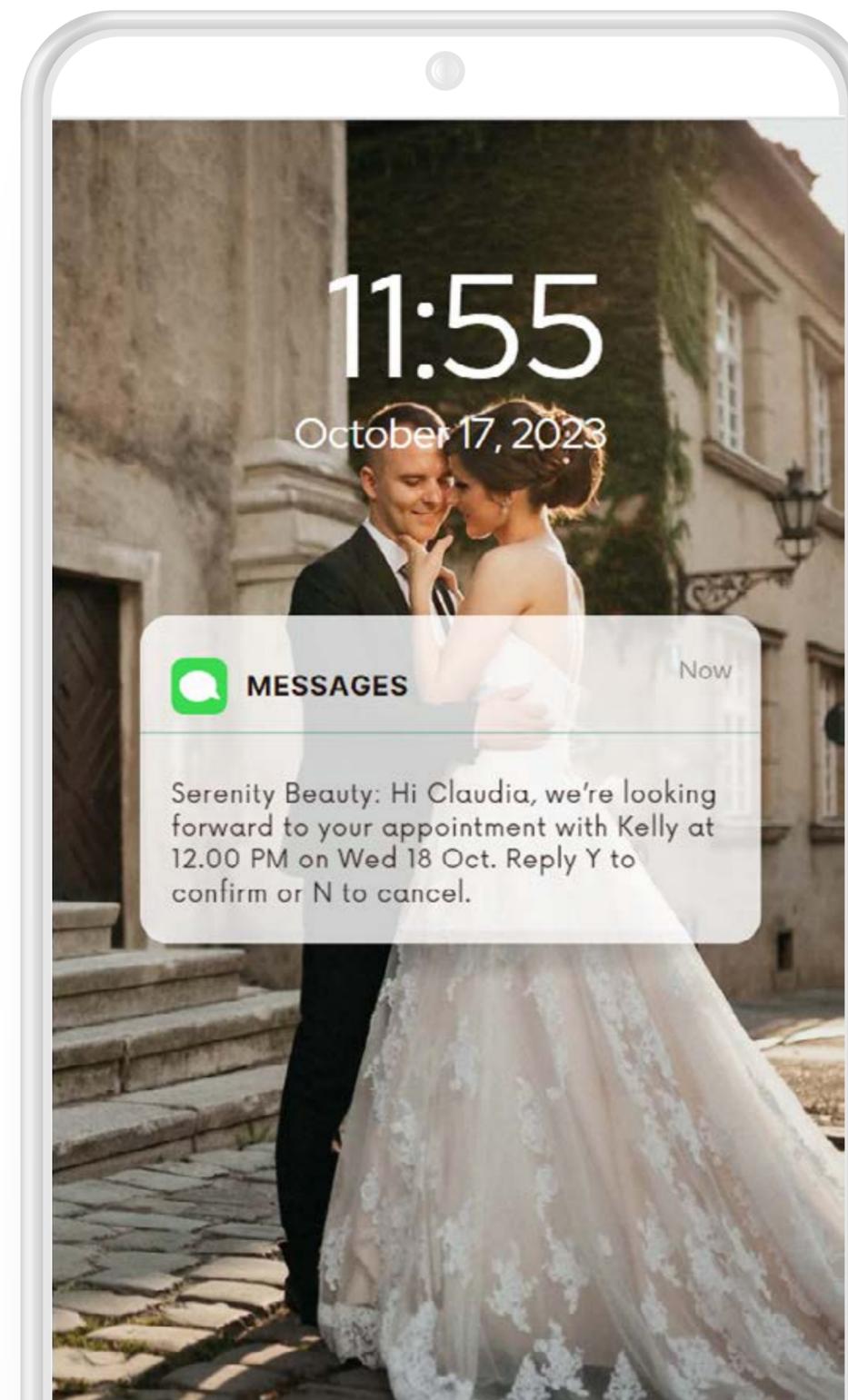
Feedback requests

Requesting feedback quickly after a product or service has been purchased or used ensures that the experience is still top of mind. This will ensure the feedback is accurate and can truly improve your offering in the future.



Appointment confirmation and reminders

Delivering timely SMS confirmations and reminders allows customers to amend and confirm their plans in advance, reducing the chance of missed reservations and appointments.



WhatsApp marketing

There are roughly 2 billion active WhatsApp users every month. It's a popular channel for messaging and chatting with friends, so it's a great channel to use to engage in two-way conversations with customers.

The number of WhatsApp users worldwide now interacting with WhatsApp Business has reached 1.26 billion. It's clear there's an appetite amongst consumers to see businesses adopting this channel.



**1.26
billion**

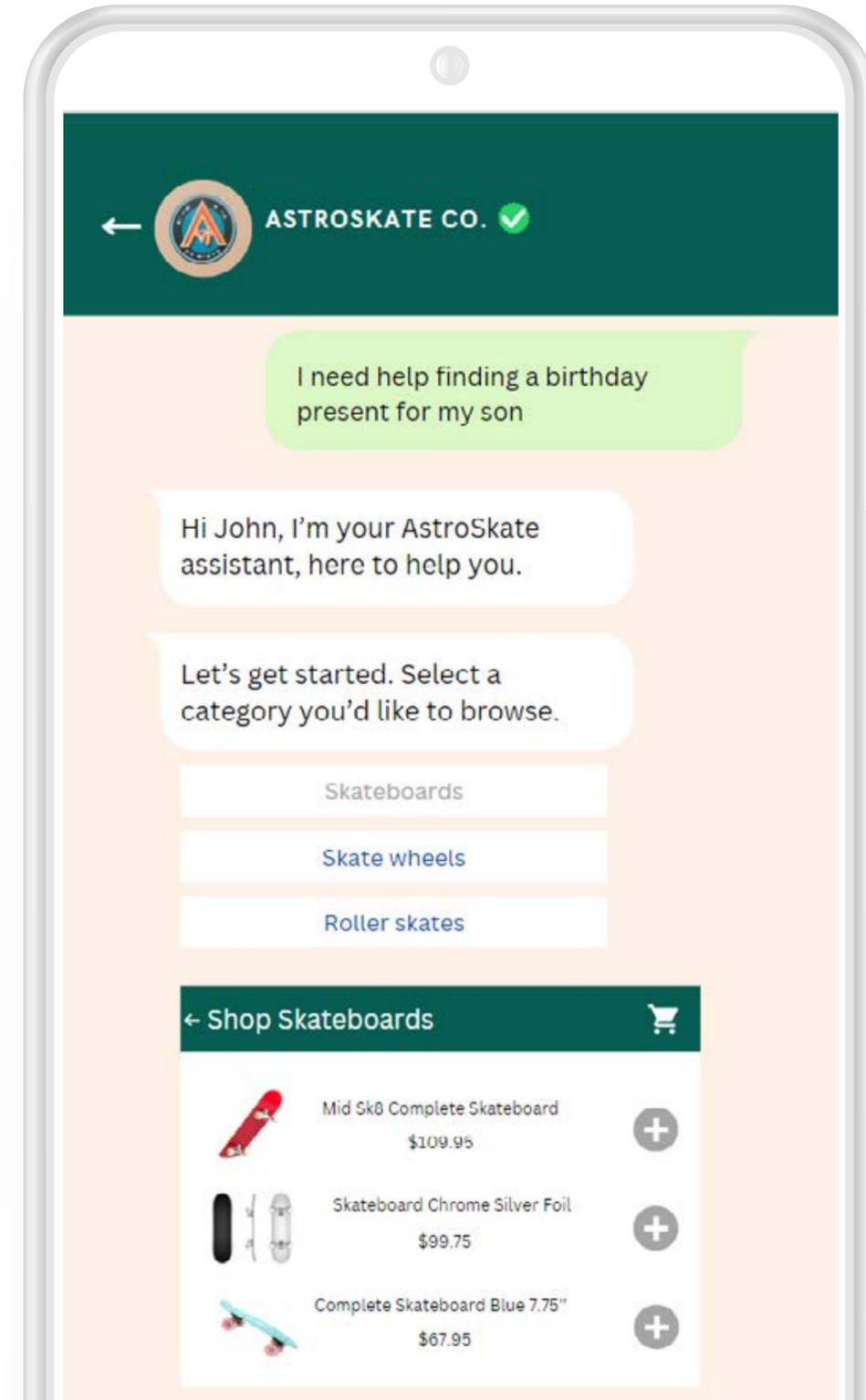
**WhatsApp
Business users
worldwide**

Connecting via WhatsApp

WhatsApp is a powerful channel for delivering real-time, personalized marketing messages. Using WhatsApp effectively will help you create a more connected journey that delivers customer conversions.

Personal assistance

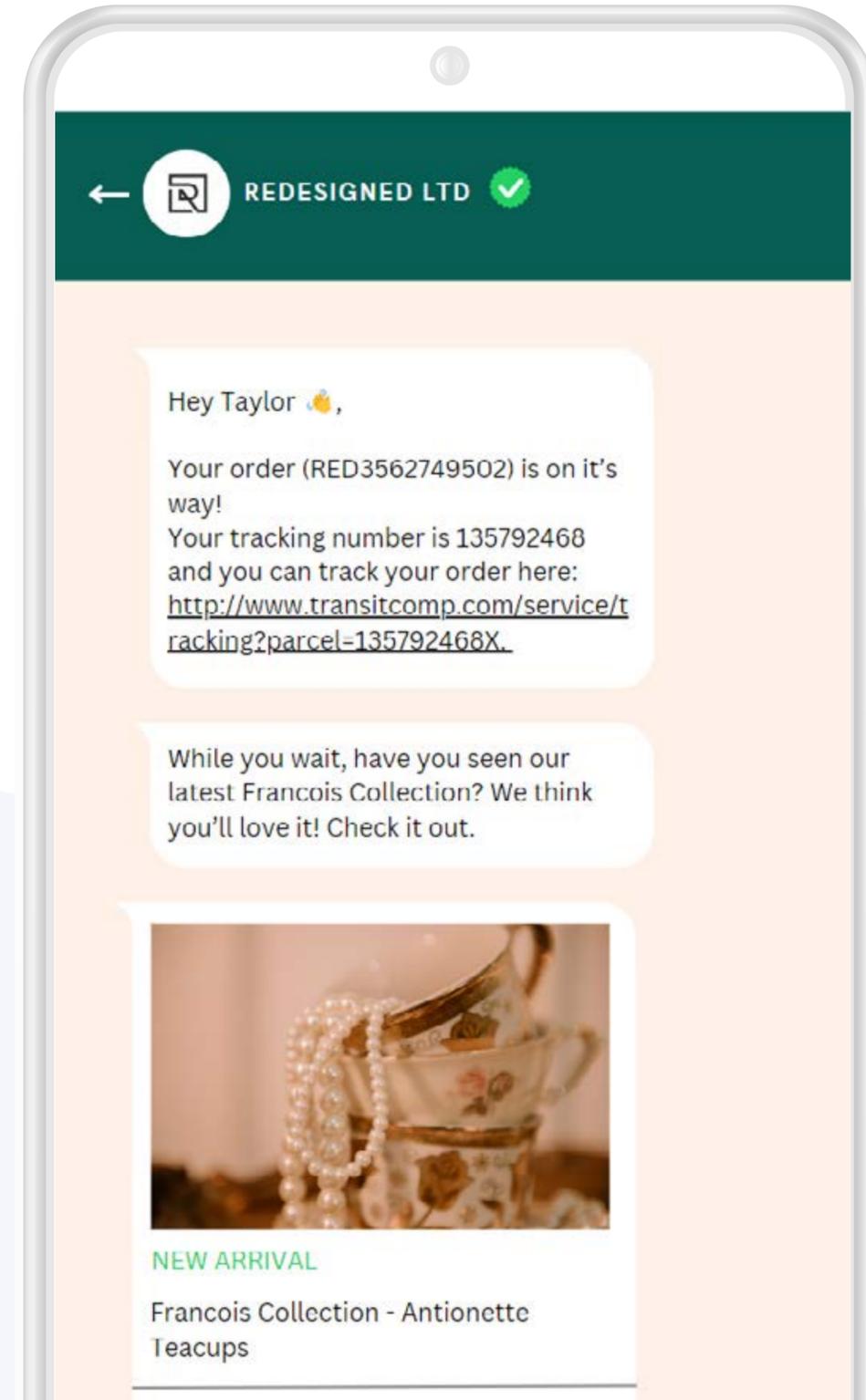
WhatsApp is a messaging app that allows for simple sharing of rich media including photos and videos. This makes it a super effective channel to use to offer real-time personalized support while fostering active engagement.



Cross-sell and upsell

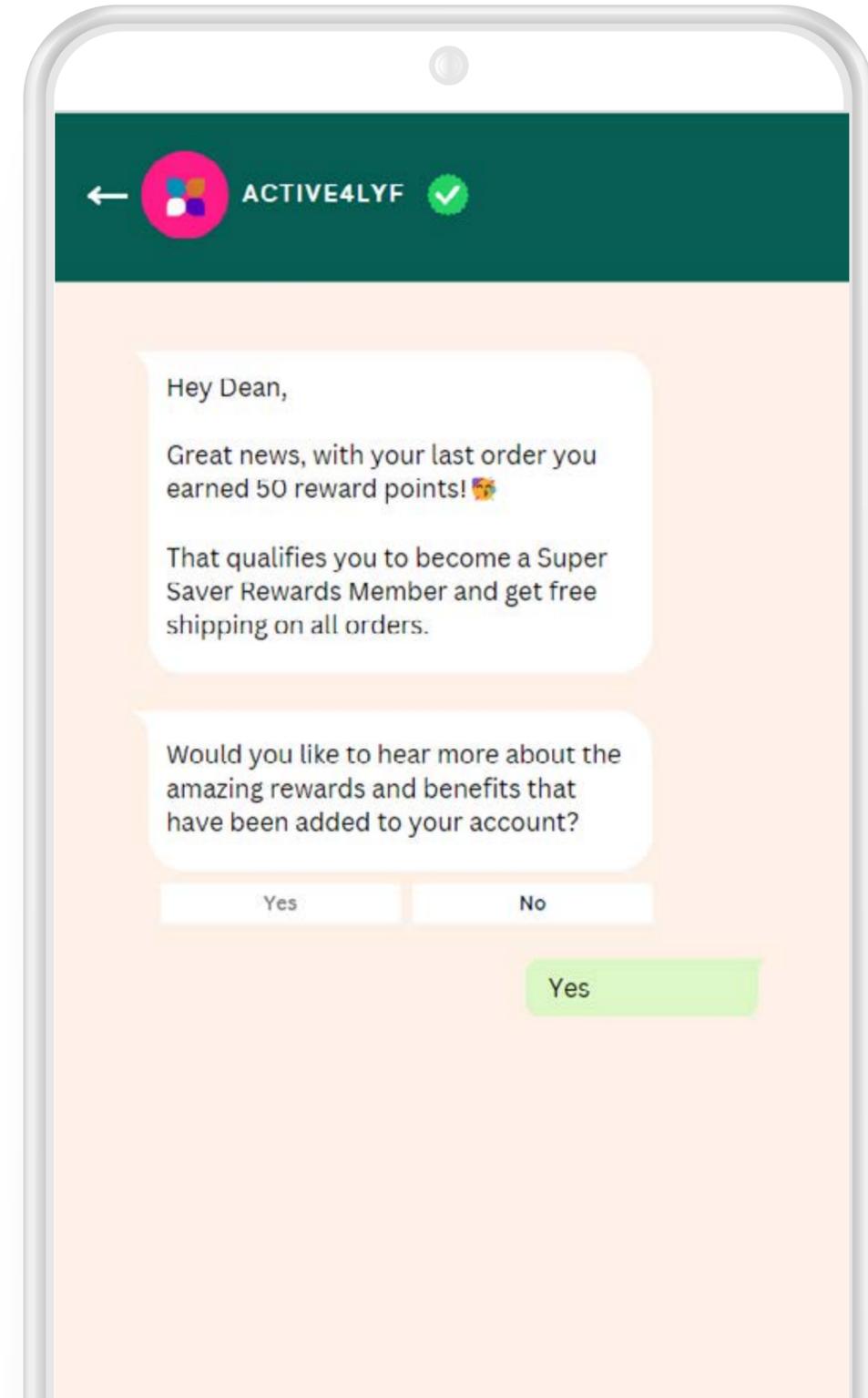
WhatsApp is a perfect channel for delivering personalized product recommendations based on browsing history or past purchases. This can help build a sense of trust and turn them into loyal, repeat customers. What's more, you can cross-sell and upsell both before and after the sale to boost revenue.

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Loyalty rewards programs

Customer retention is essential for keeping your marketing spending low. Reward programs can help you build a loyal audience and increase revenue. Use customer actions like browsing or making a purchase to remind them about the benefits of doing business with your brand.

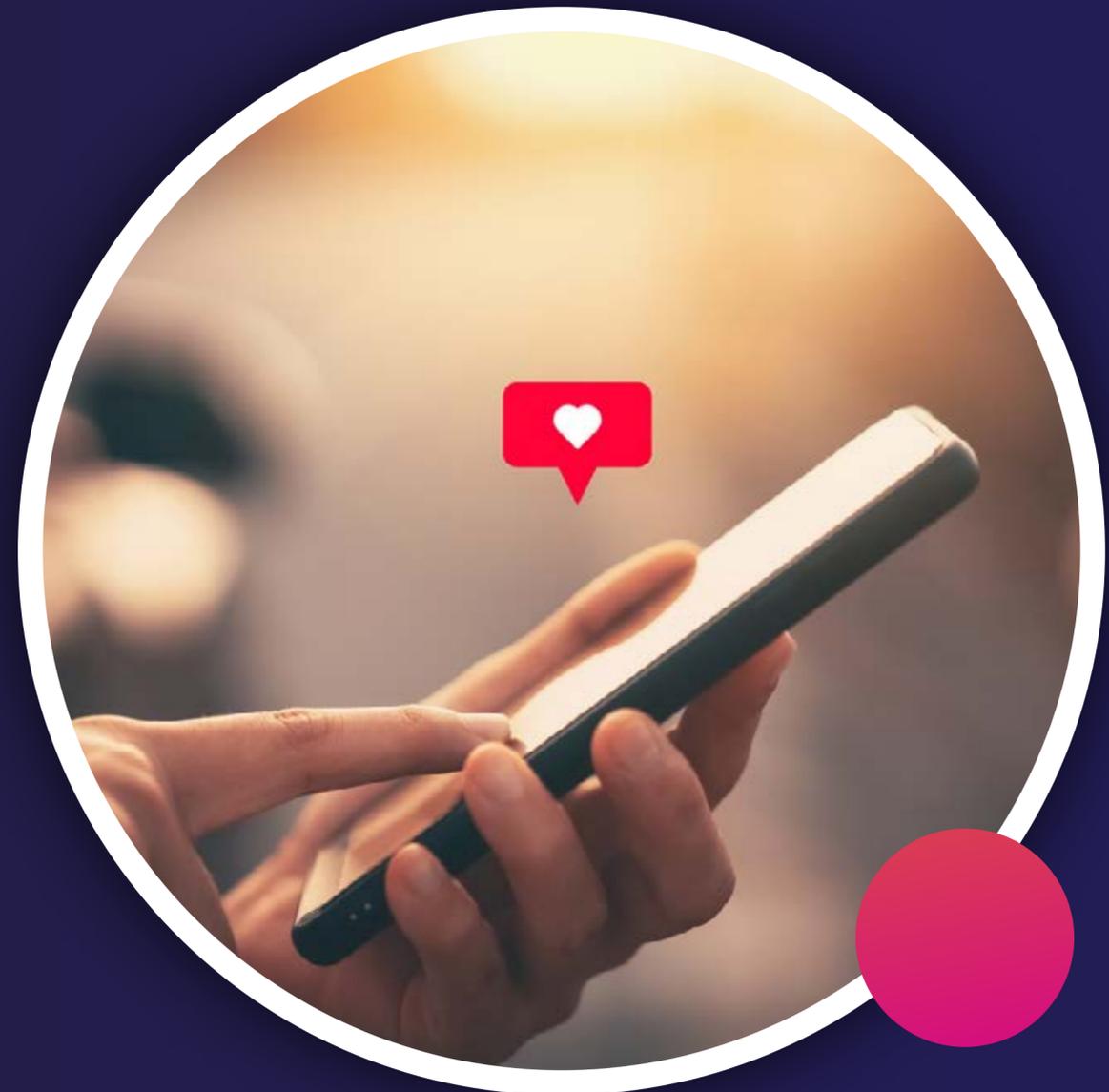


Push notifications

Notifications are numerous, occurring at all hours of the day and night. Research shows that some smartphone users can **receive over 237 notifications a day**. While some of these interruptions can be delightful, many can be distracting.

In fact, many smartphone users are beginning to feel overwhelmed. They're getting more selective about what they get notified of, and when. Users are becoming savvy to the ways apps try to pull them in and have begun filtering "spam" or frivolous notifications, favoring notifications of direct messages (DMs) from people.

As a result, you have to prove yourself useful if you wish to implement a push notification strategy.



25%

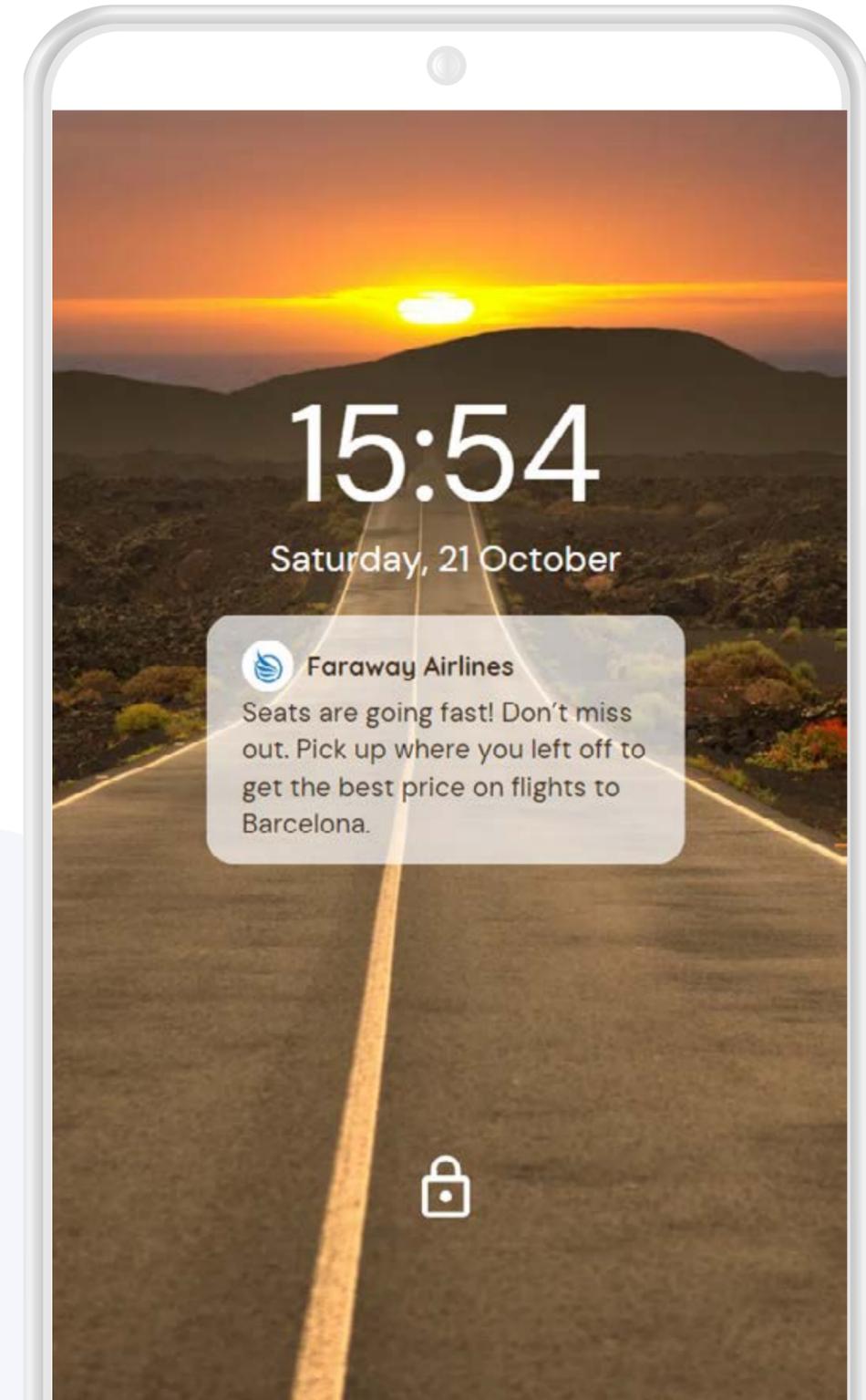
Users see or engage with about a quarter of the notifications they receive

Capturing the moment with push

Use pop-up messages, delivered directly to customers' phones to promote your brand and improve the customer experience. As well as being useful for transactional messages, you can also utilize customer behavior to deliver push notifications that inspire their next action.

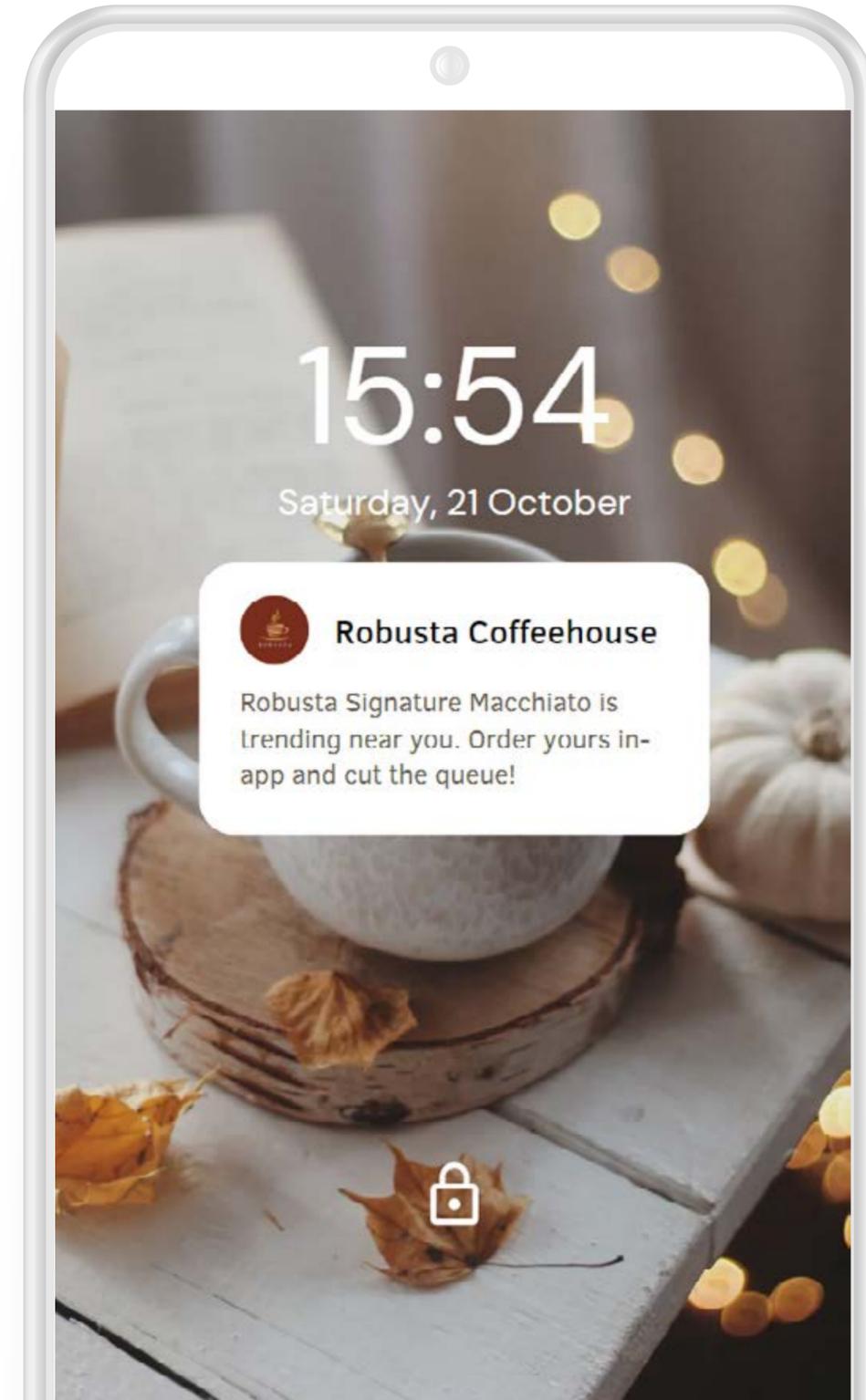
Abandoned browse

Recapture customers after they abandon a browsing session with a push notification, no matter the original browsing device. To make it a seamless customer experience, deliver push notifications to drive customers to use your app.



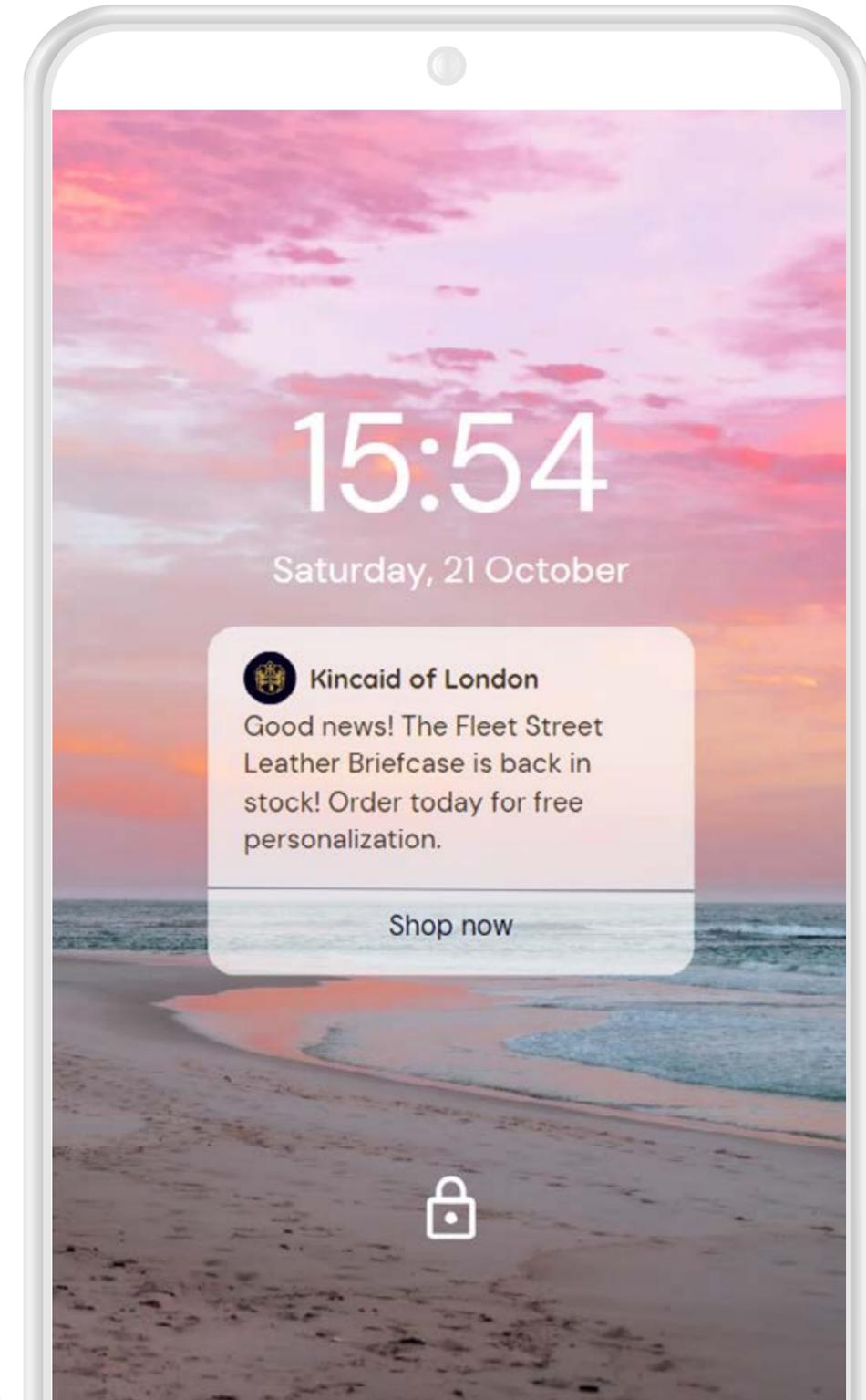
Location-based notifications

Localized marketing is the difference between a good customer experience and a truly hyper-personalized, loyalty-inspiring one. By delivering location-specific content or promotions when customers are near a physical store or specific area, you can create a more personalized and contextually relevant experience.



Stock alerts

Notify customers about the stock levels of their recently browsed items to drive conversion or alert them when they're back in stock to encourage the sale. Include information about items on their wishlist to really drive up engagement levels.



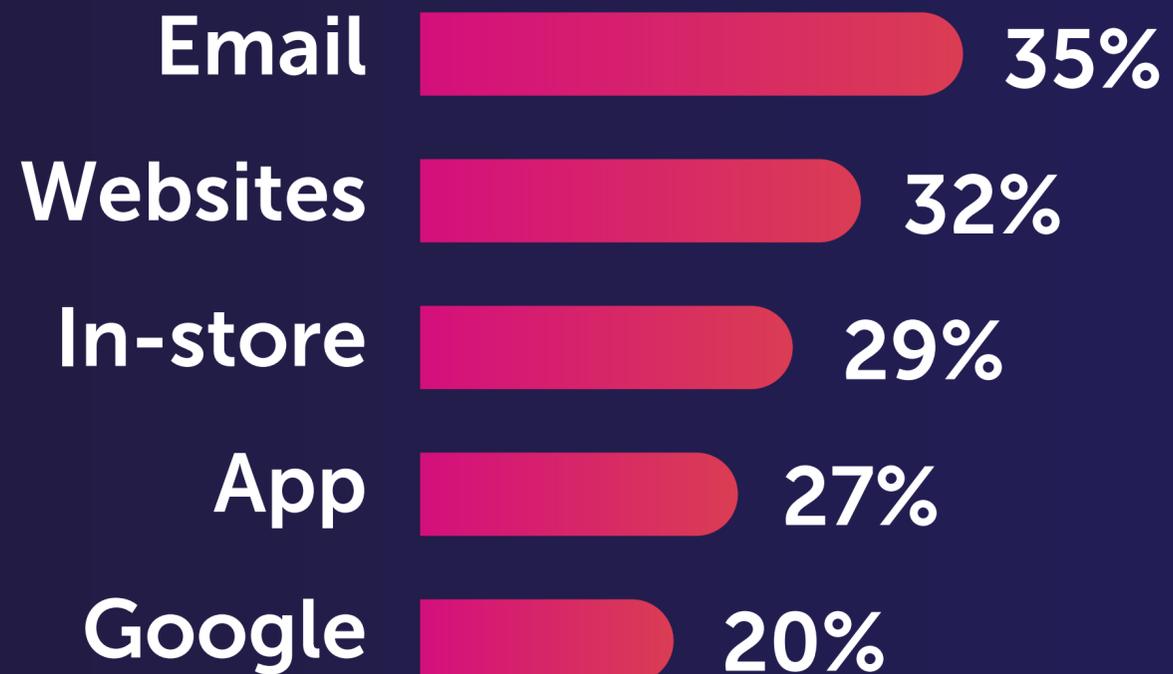
Website personalization

Engage website visitors, new and old, and improve click-through and revenue with contextual data and AI. By creating tailored experiences through personalizing website content, features, and design, you will be able to effectively connect with customers in the moment.

Website personalization enables you to connect with customers and establish a deeper, more meaningful relationship. By meeting them in the moment and delivering personalized content, you'll reap the benefits of higher customer satisfaction, increased sales, and boosted revenue.



Top 5 channels consumers want to receive promotional messages on:



Delivering content that matters

Search engines are the number one source for researching specific brands or products. That means, more often than not, customers are finding their way to your website. In fact, 95% of internet users have shopped online in the past 12 months.

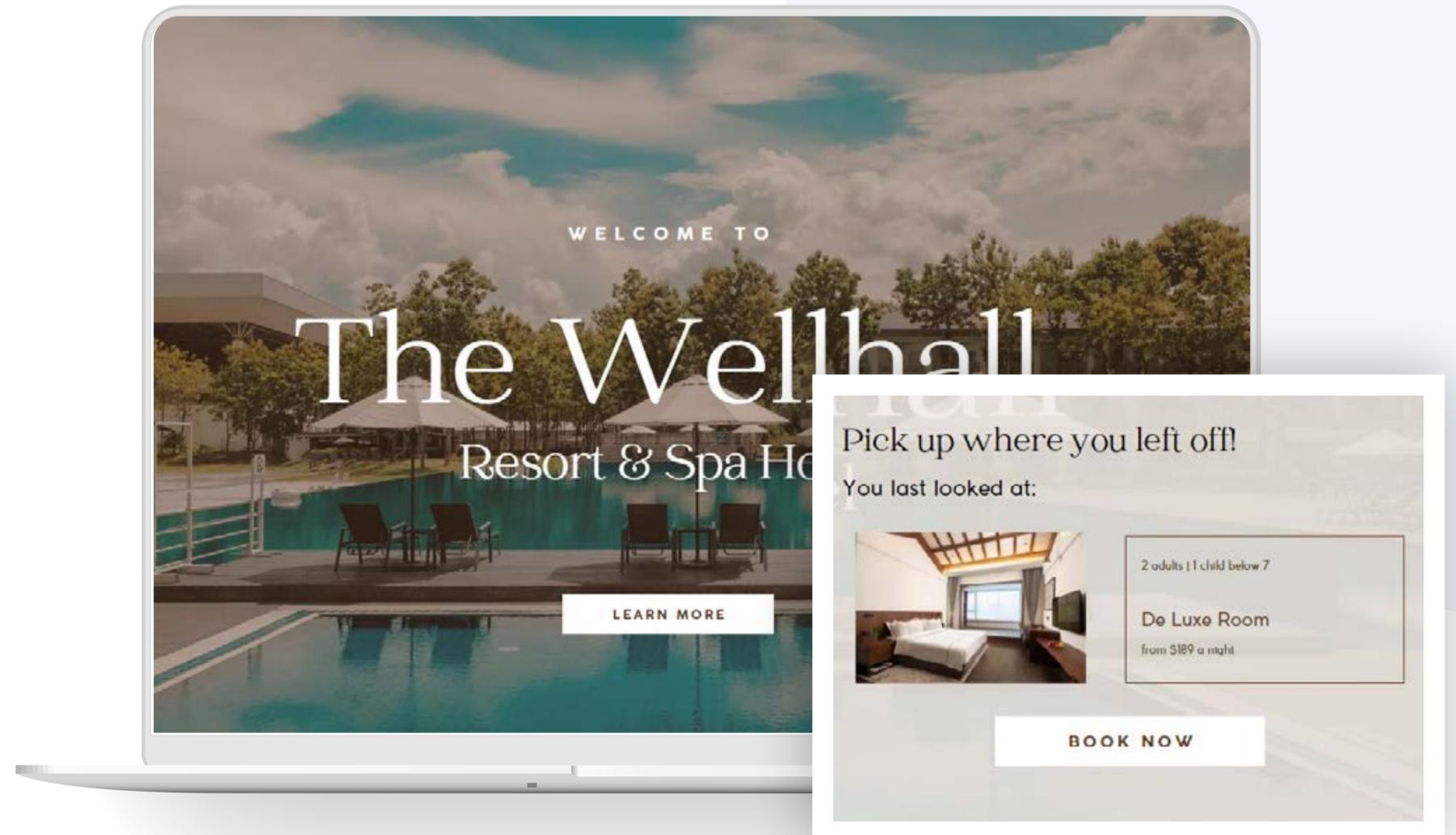
Your website is your most important, and often overlooked communication channel.

On-site popovers

On-site popovers are a great tool to grow your database and reduce site abandonment. They're fully customizable and can be targeted and personalized to deliver truly unimaginable results.

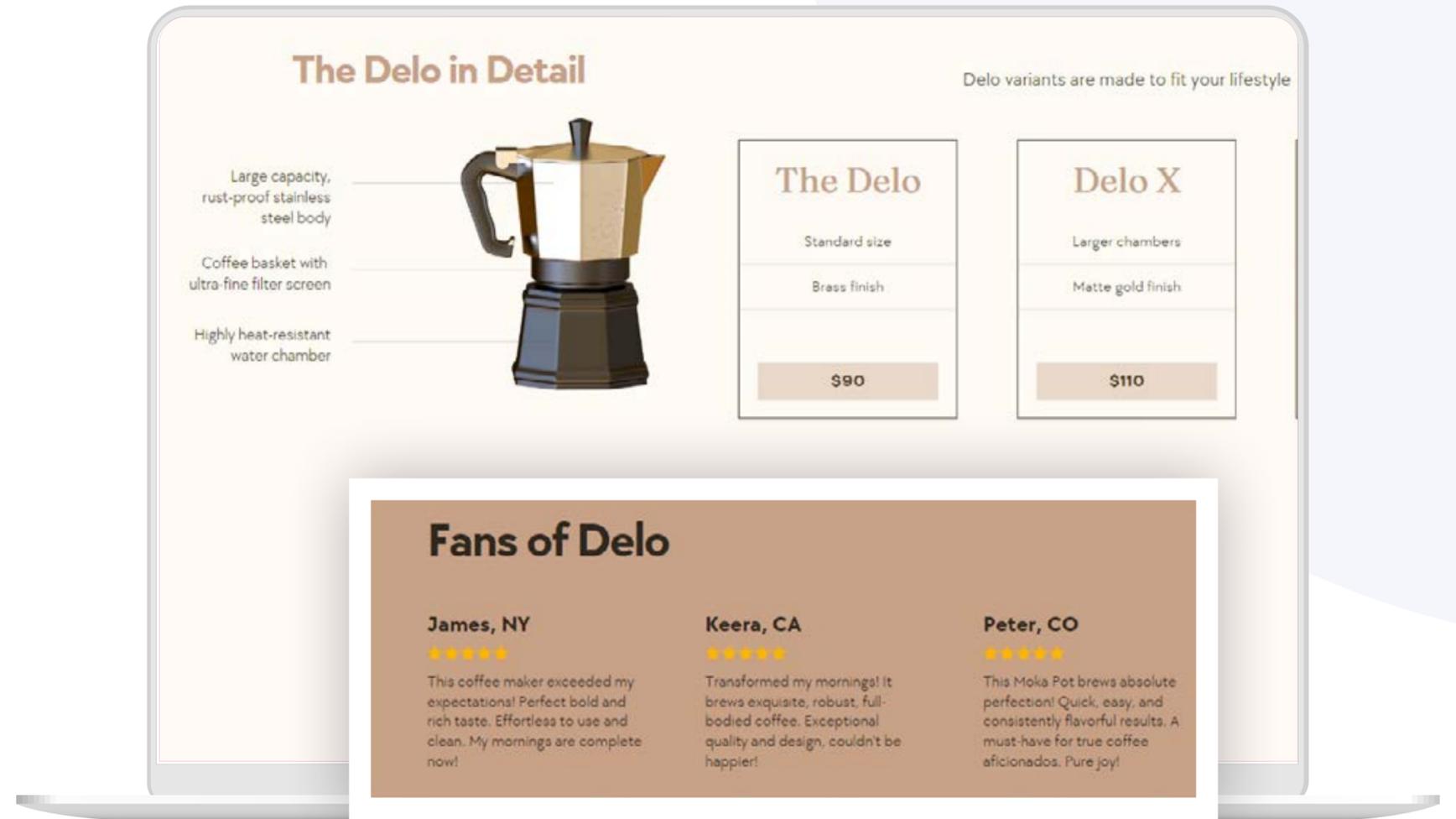
Types of on-site popovers include:

- Data capture popovers
- Exit-intent popovers
- Email my basket popovers
- Welcome back popovers
- Survey popovers
- Recommendation popovers



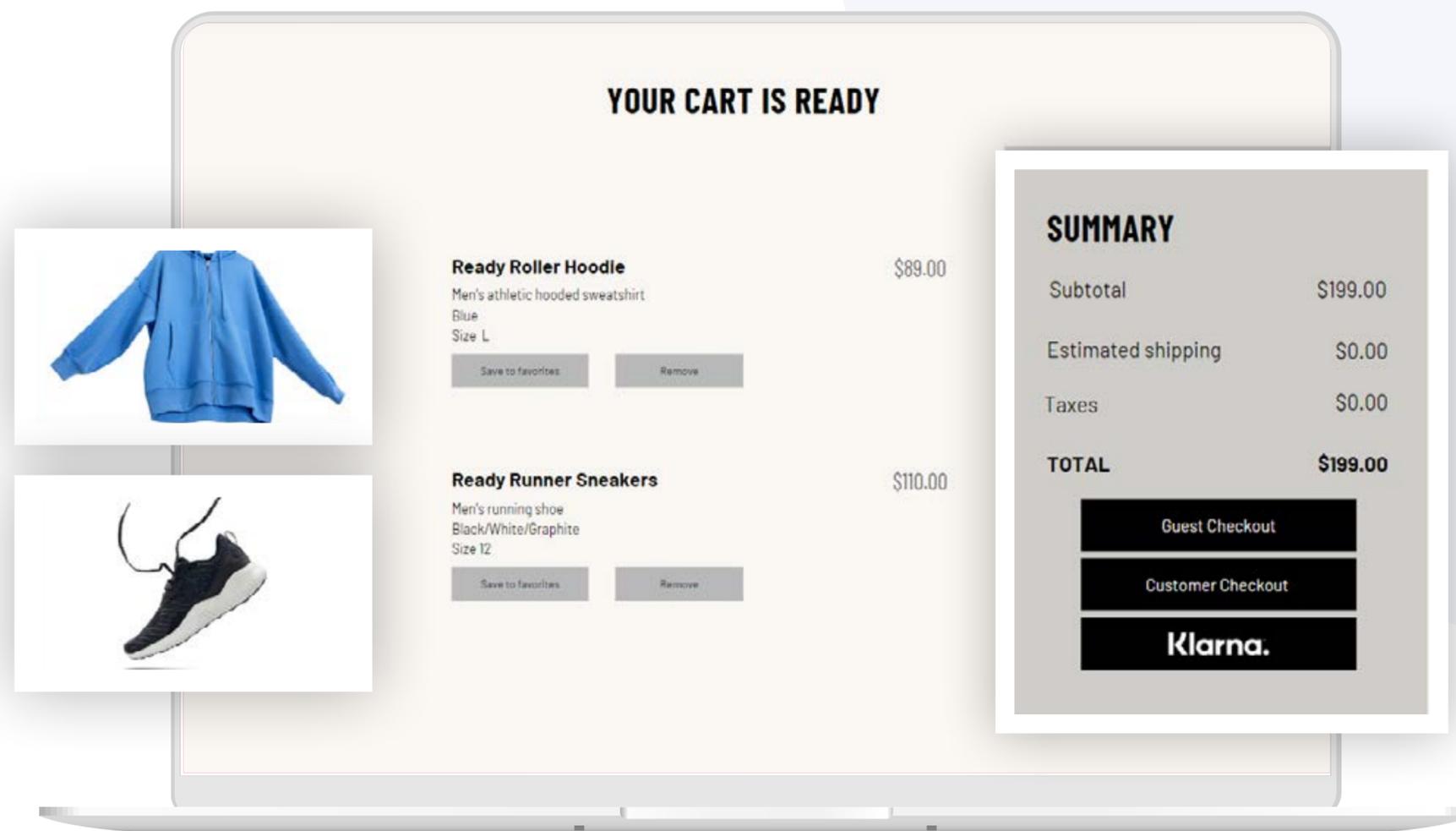
Product page personalization

Add product recommendations or social proof to your product or service pages to showcase your catalog and speed up the decision-making process. With smart filtering, you can pick products with top or trending reviews.



Behavioral targeting

Treat shoppers differently based on their behavior and where they are in the customer lifecycle. By tapping into the wealth of real-time data at your fingertips, you can deliver unique, personalized experiences at a time guaranteed to drive results.



Capturing real-time marketing success

By harnessing real-time data and crafting personalized messages, you can elevate ordinary moments and turn them into opportunities to drive action and increase loyalty.

Understanding your customers, choosing the right channels, and focusing on mobile-ready communication channels like SMS, WhatsApp, and push are vital if you want to implement a comprehensive moment-based marketing strategy. By reacting quickly to customer needs and actions, your marketing will not only be useful but will also boost revenue and strengthen customer relationships. This will pave the way for long-lasting success in the fast-paced, ever-changing marketing landscape.

Tap into moment-based marketing

Dotdigital CXDP has all the tools you need to adopt a moment-based marketing strategy. From seamless data syncing, AI-powered insights, and cross-channel automation to hyper-personalized experiences.



Real-time data

Use real-time data to understand customer behaviors to deliver targeted messages and experiences.



Personalization

Turn customer insights into personalized content effectively through Dotdigital's various channels.



Cross-channel automation

Seamlessly integrate your channels to implement moment-based marketing across every touchpoint.

Sound good? Watch a demo today to see how Dotdigital can work for you.

[Watch a quick demo](#)



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