

Intention Marketing:

Why marketers need to do marketing differently.

“We need to stop interrupting what people are interested in and be what people are interested in.”

— Craig Davis, Co-Founder, Sendle

This white paper will delve into the reasoning behind the shift in consumer purchasing and uncover a new way of marketing. One that will ensure marketers are always one step ahead.

Trends

05 The Attention Economy

The Changing Consumer

06

09 Intention Marketing

Personalising the
Customer Journey

11

13 Owning your Customer Journey





Reaching your audience has become harder than ever.

The available data confirms this. Forbes says that consumers are exposed to between 4,000 and 10,000 media messages every day¹. GlobalWebIndex tells us that consumers are blocking 50% of advertisements². According to HubSpot, four out of five people have left a webpage because of a pop-up or an autoplaying video ad³. And Forrester states that 53% of consumers drop out if information is hard to reach.⁴ Despite all this, consumers still need seven or more meaningful interactions with a brand before they will commit to a purchase⁵.

up to 10,000
messages a day



4/5 leave because
of a pop-up or
autoplaying video ad



53% drops out
when content
is hard to
reach



The attention economy

Today, internet users are overloaded with information from brands, influencers, institutions, and their friends and family. It is no wonder that their online behaviour has changed.

“In an information-rich world, the wealth of information means a dearth of something else: a scarcity of whatever it is that information consumes.”

— Herbert A. Simon⁶

As marketers, we are so busy trying to gain our consumers' attention through any means necessary, we are failing to prepare for the inevitable crash of the attention economy.

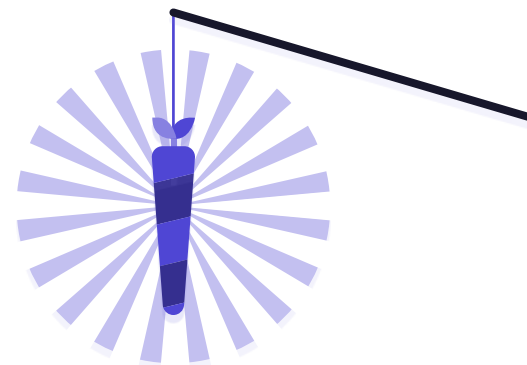
Companies such as Demand Media and ViralNova surfaced when they saw that demand for information was high, and supply was not yet meeting it. Their business model revolved around generating useless content meant to trick algorithms and consumers alike - through click-bait and link-bait - to generate traffic for their clients. These types of businesses have made it more difficult for brands who are creating genuine content, unless they stay up-to-date with algorithm developments, and have made consumers wary of new content and new sources.⁷ To succeed, the content produced needs to be of high quality and integrity.

“There is a deep, fundamental gap between the goals we have and the goals our technology has for us.”

— James William, former Google strategist and Oxford-trained philosopher⁸

Of course, our job as marketers is to reach company goals, but this gap has created an opening for a new generation of brands. Brands that will achieve their goals, not through push marketing, but through pull marketing. Not through persuasion, but through liberation.

Why liberation? Because it gives consumers the freedom to choose. Consumers are already being selective when it comes to what they read online. By giving them more of what they want, you are removing the pressure. Creating a haven, free from the shackles of the attention economy. Instead of grabbing attention, which is fleeting, you provoke interest - a longer lasting sentiment which has the potential to flourish.



Your consumer has changed.

50% of internet users are using some form of ad blocking.⁹ The reasons most cited were that users find ads intrusive, unrelated to their interests and annoying. These digital barriers are not the only opposition. Consumers also have innate barriers; their minds can only process so much information at a time.



50% use
an ad
blocker

Advertising blindness

As they come into contact with repetitive messages and marketing efforts, they form expectations.

“You have a wealth of information in your head about what normally happens in given situations, what you can expect. And those expectations and your experience directly mould what you see and how you process information in any given time.”

— Dr Gemma Briggs, psychology lecturer at the Open University¹⁰

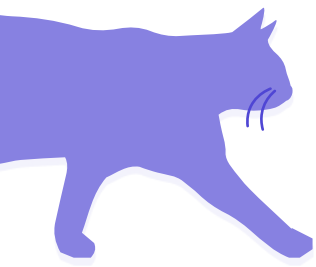
As in nature, consumers are adapting to their surroundings, the brain is becoming its own ad blocker to protect itself from the oncoming charge. This is what we call advertising blindness; an instance of selective attentiveness, whereby the user is able to subconsciously tune out ads.¹¹

Let's take it a step further. “If someone you are trying to influence does not trust you, you will not get very far; in fact, you might even elicit suspicion, because you come across as manipulative.”¹² In order to build trust from the very beginning, you need to make the consumer feel understood. And to do that, you need to keep in mind what the consumer will think is relevant.

In short, their experiences with your brand shape future interactions, encouraging them to notice or ignore you. With a little speculation, marketers can provide genuine content that is useful and enjoyable. This will allow them to slip through these barriers and gives them a shot at captivating the consumer.

Once a cow, now a cat: choice has empowered the consumer.

Technology has advanced in leaps and bounds over the last few years. Portable and wearable devices, such as phones, tablets and smart watches, allow access to the internet anywhere, anytime. There are apps and tools that use Big Data to offer price comparisons across websites. Online communities harbour product, service and brand reviews and encourage the sharing of experiences and opinions.¹³ Today, consumers have a wealth of information at their fingertips 24/7.



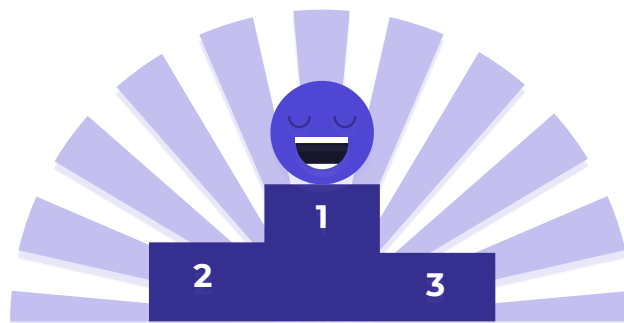
Of course, it was not always like that. A few years ago, the consumer was exactly that, a consumer. Like a cow happily eating grass in its pasture. Not able to leave its enclosure and with no other source of food, it contentedly chewed its grass. Likewise, the consumer with limited options when it came to TV channels, radio and printed content, had a passive role, consuming what was available and accepting advertising as the norm. Yes, they could change the channel, but that was the extent of their power. Push marketing is no longer what it used to be.

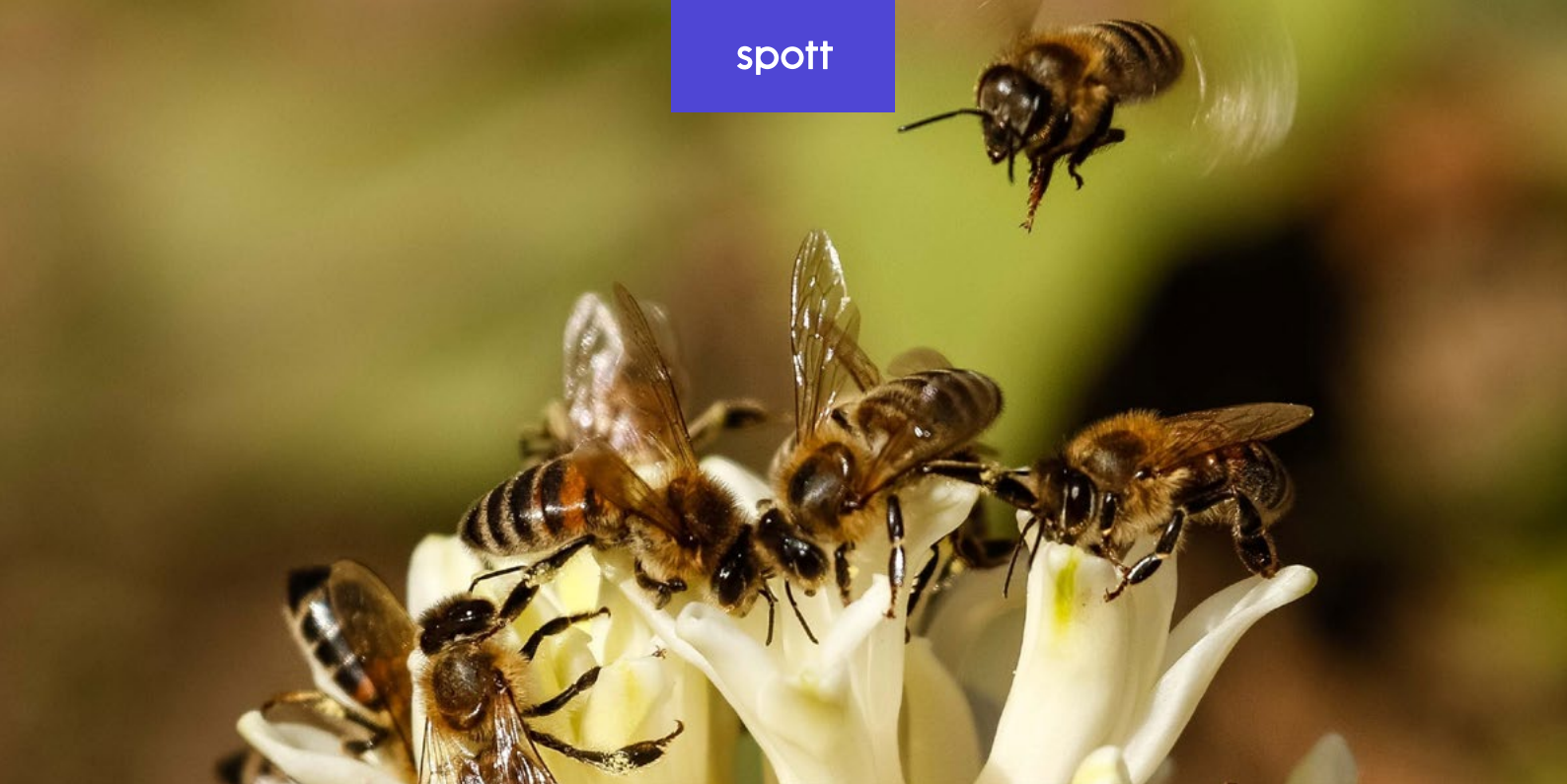
That cow has evolved. It is no longer happy to take in whatever content it comes into contact with. It is demanding and choosy, like the cat that tips its bowl because it wants chicken instead of biscuits. “Today’s digital consumer is increasingly connected, has more access to information, and expects brands to react to all their needs and wants instantly.”¹⁴ They will turn their nose up and walk away if they do not get their way. Push marketing has given way to pull marketing.

“Today’s engaged consumers have fundamentally different needs and desires. With the freedom to buy anytime, from anywhere, in any way, they expect more from their brands than the simple purchase of a product. They want relevant, meaningful, “lovable” retail experiences that connect deeply with their lives.”¹⁵

— The (R)Tech Center for Innovation, an initiative of RILA and Accenture.

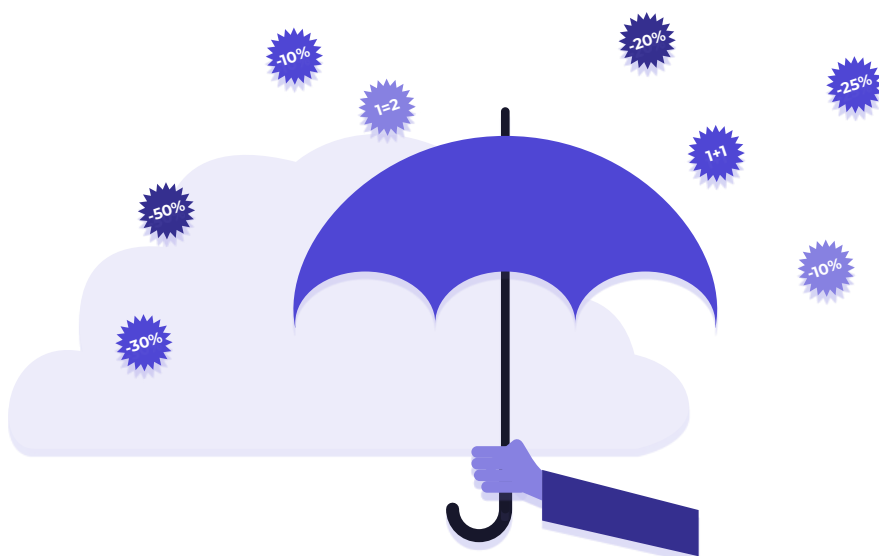
It is not just the consumer who has had enough. The internet is saturated with content, enabling search and media platforms to be more selective when it comes to ranking websites and content. With \$0.56 of every dollar being influenced by a digital interaction¹⁶, this is not something that can be ignored. It is not just about backlinks or optimizing your on-page code, it is about providing what is best for the end user.¹⁷ Which means fresh content that is not regurgitated will be ranked above all else. The consumer’s happiness and satisfaction are now key.

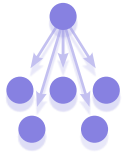




How brands are adapting

The question is, are you focusing on the right battle? We all know the templates that are still being taught at university. How to best reach your audience, how to create a message that will attract your target segment. The thing is, consumers are not responding to these bulk messages like they used to. They have too many options to choose from.





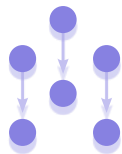
From one to many

The issue with traditional marketing is that you push information out without knowing who it reaches, when it reaches them or what mindset they are in when it does. How do you know that your target audience will be receptive to your messaging? If you look at the statistics from the Google Display Benchmark Tools, you notice that only one or two users out of 1,000 actually click on online adverts across the various website formats, a big change from the 44% CTR that existed when banners first appeared in 1994.¹⁸



To one to one

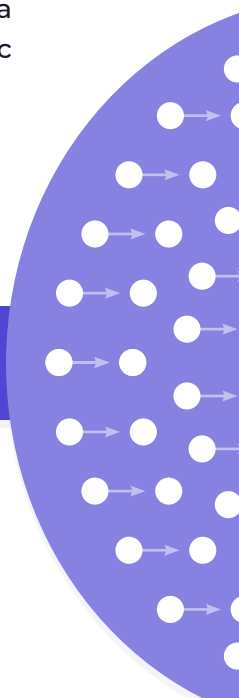
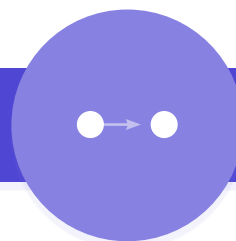
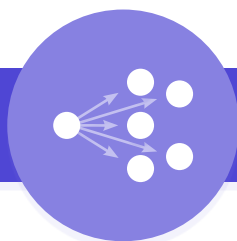
Most brands have now realised that traditional marketing is not effective and have opted for content marketing. If it is done properly, the creation of engaging content generates positive reactions and has the potential to build three times as many leads as paid search advertising.¹⁹ This new marketing strategy resonates strongly with consumers, as “70% of people would rather learn about new products through content than traditional advertising.”²⁰ However, the issue with content marketing is that you cannot be sure which exact element within your visual content drove the sale.



To one to one at scale

The next transition leads us to personalisation, through the use of automation and AI. 15% of enterprises are using AI, and 31% have said it is on the agenda for 2019.²¹ The data brands are collecting allows them to understand a user's preferences based on demographics, purchasing history and basic behaviour. But what if you could do more?

The transition to Intention Marketing is key.



“Businesses are no longer forcing customers to their websites to make a purchase; instead, they are turning every platform in a purchase platform”

— Microsoft Trends Report 2019²²

Instead of asking for attention, give attention.

How do you get attention without asking for it? By focusing on intention. Nowadays, to have a meaningful connection with your consumer, you need to be in the right place, at the right time, with the right message. “By understanding the intent of the consumer, you will be more likely and able to solve their problems.”²³

Instead of having content pushed towards them, marketers need to allow consumers to choose what they see based on their interests.



Intention Marketing

Intention marketing is a shift in mindset and behaviour. It is about empowering the consumer by highlighting brands and products in those moments where the consumer wants to, or is ready to, discover them. Mapping out every interaction with your brands and products gives you the big picture in terms of general interests whilst allowing you to get deeper insights. It gives you a granular look at the exact path taken by your consumer. Following the exact messages, topics and products that created engagement and eventually led to a sale. This translates to content creation that resonates with your audience, generating traffic, stronger leads and more opportunities to convert.

Focusing on content gives you direct rewards as search and social media platforms have one goal: to rank content that users love most at the top. This causes people to come back, keep using the platform, and increases overall revenue. If you can put yourself in your users' shoes, you will be better suited to do that.²⁴

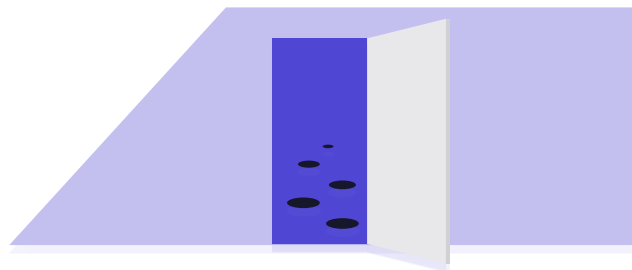
Intention marketing is gathering everything that we have learned over the years and compiling it into one simple concept. One that inspires marketers to do marketing differently and revolutionises the way we connect with our consumers. Now the next step is to scale it.





Own your consumer journey

Marketers are putting considerable time and effort into understanding their target audience and creating the best content for them. However, once these consumers are inspired, they often go to Google to find out more about a certain product they liked. Once on Google, they face a competitive minefield full of similar products at similar price points. Other brands could run away with your sale, and potential new client, just because they paid more in SEA. So, although your efforts provoked interest and inspired the consumer, they did not pay off; your consumer bought from your competitors. This is the risk of not fully owning your consumer journey.



Don't lose the sale, or the client. Let them act on inspiration

Time is also being misused elsewhere. 96% of marketers are spending more than 5 hours²⁵ a week on improving their data analysis process without much reward. Even the majority of analytics teams say integrating and formatting messy data is consuming much of their time. Time that could be spent on high-value activities such as using data and insight to demonstrate brand value.²⁶ Many perceive data collection and analysis as overwhelming and, if not done efficiently, it detracts from core marketing tasks and depletes creativity. Would you not rather focus on understanding your target audience, planning campaigns and taking care of your customers?



96% of marketers spend over 5 hours on data improvement

A fully owned consumer journey gives you an upper hand at a time when the consumer has control of the reins. 90% of consumers haven't made their mind up about a brand before starting their search.²⁷ So when they are able to find exactly what they want, when they want, they don't need to look elsewhere. Most will follow the path of least resistance if they feel their needs are being met.

Offer unique and contextual consumer journeys

The consumer journey is getting more complicated, not because its length has changed, but because everyone's journey is unique. Users come to your website or social media platforms with different objectives. They may be gathering information, comparing deals or seeking inspiration. In fact, it is now more accurate to talk about multiple paths to purchase across different media channels. The trick is to do what we can to ensure that no matter what path they choose, marketers are still in control.

Consumers are valuing experiences and are moving towards more pleasurable encounters. They are shifting away from the functional way of shopping which entails searching for a product based on things like colour, form, usage, towards a contextual way of shopping. Instead of actively searching for products, they find sources of inspiration by following brands, blogs or influencers with similar tastes and interests. This gives them the opportunity to come across products they like, and shop impulsively based on how the product, or source, made them feel. Search is functional. It allows consumers to find what they are looking for. Yet most of the time, consumers want to be inspired. This is where contextual shopping comes in.



Contextual shopping is about creating a fluid consumer journey that is tailored to the consumer's impulses and environment. It empowers you to lead your consumer



through the purchasing process in a single, enclosed interaction and enables you to capture the sale when demand is strongest. This substantially reduces the potential for abandonment or substitution.²⁸ With 74% of people likely to switch brands if they find the purchasing process too difficult,²⁹ it is not just about getting the content right. Consumers need to be able to act on their inspiration without leaving your channel.

Why creating a personalised journey matters

Your consumers want a personal shopping experience. This is only possible when you get to know them individually. You need to have a clear grasp of their wants, needs and expectations to have any chance of delivering your brand and your products or services to their satisfaction. Let's not forget, the top reason consumers shop online is convenience.³⁰

With time their most valuable commodity, shoppers look for more than just relevant products and services — they are looking for brands to make their shopping quicker and easier.³¹

To this day more than half of sales transactions occur on Google, and personalisation within search engine marketing generates the highest conversion.³² This proves the benefits of personalisation during the consumer consideration stage, especially given the fierce competition within the ecommerce space.³³ Releasing content that unfolds according to the users' needs sets you apart.

Attention Marketing vs Intention Marketing

The marketer's job has become more like a travel agent or tour guide. You need to create evolving messages across an itinerary of digital touchpoints. The same consumer could be seeing those messages on multiple channels; they all need to be relevant and add value. You create more meaningful touchpoints up to the point of purchase and follow on with quality interactions and content that will keep them coming back for more. Good content can evoke the same feelings as the promise of discovery. And just like the travel agent's clients, consumers do not know what they are looking for until they find it. So, let's help them along.



Marketers “must meet consumers where they are in order to create the genuine, meaningful, and personalized products, services, and offers that resonate with their customers—anytime, anywhere, and in any way, they want to shop.”

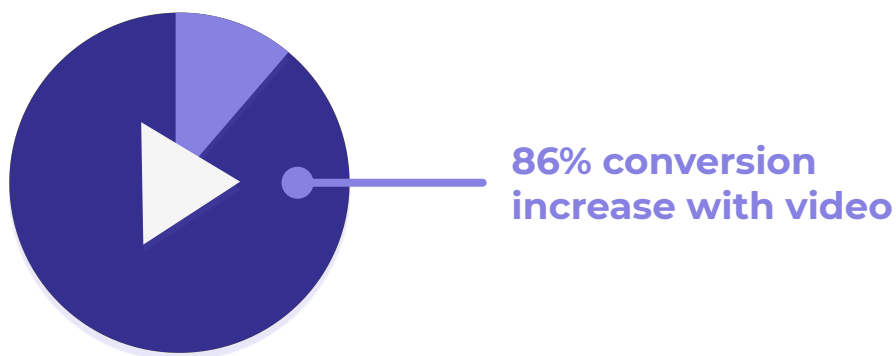
— The (R)Tech Center for Innovation, an initiative of RILA and Accenture.

“The best marketing
doesn’t feel like marketing”

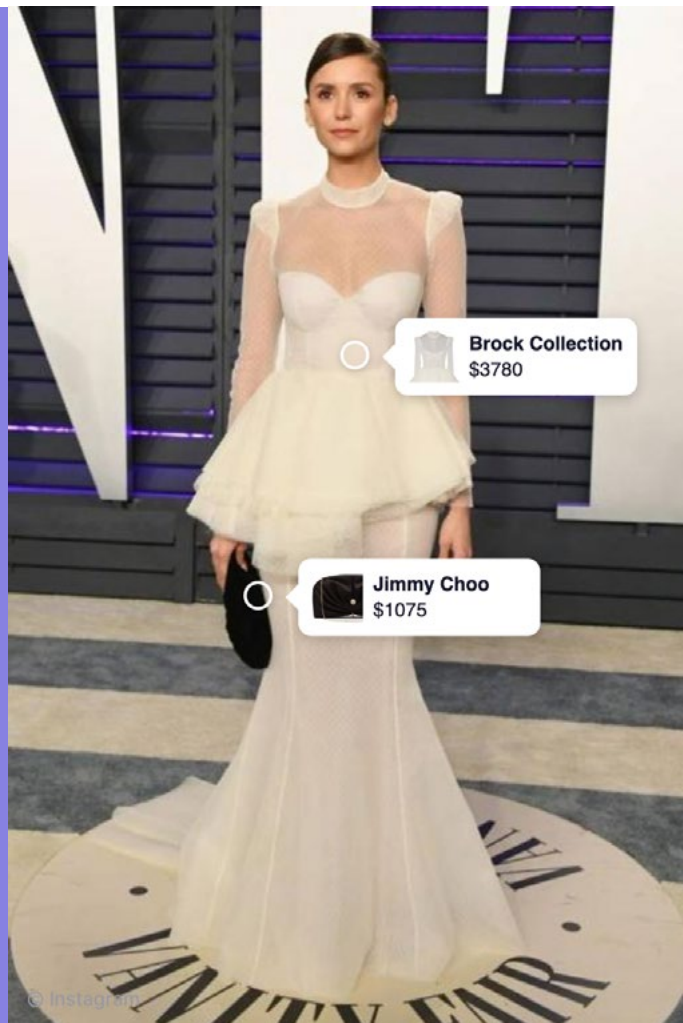
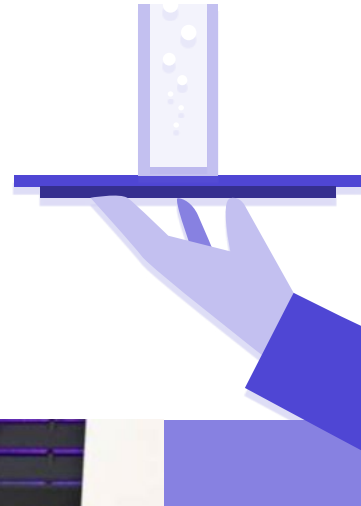
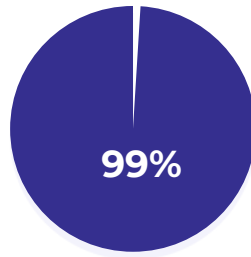
— Tom Fishburne, Founder and CEO of Marketoonist

Own your consumer journey with interactive content

By making your content interactive, you prioritise the creation of quality content, and give your consumers the opportunity to buy when they are ready. Giving them a clear follow-through on their inspiration. Besides, integrating video into your strategy is the next step for content marketing. Using video on landing pages will increase conversions by 86% and having a video thumbnail in the search results can double your search traffic.³⁴



Adding an interactive element to your pictures and videos allows you to offer pre-transactional conversions directly within your content. Considering 99% of new traffic is not ready to buy, you would be giving your visitors what the majority want, as opposed to focusing on the 1%.³⁵ It does not matter whether the media is paid, owned, shared or earned, or what channels and devices you use. Video and picture content can continue to relay the information it gathers, giving you regular, actionable insight, right down to the individual product within the content mix.



A consumer journey that inspires (Case study: Lidl)

In the year Spott has worked with Lidl GmbH, they have come to rely on their expertise and software. Spott creates scalable personalisation which gives granular insights on the profitability of individual products and customers.

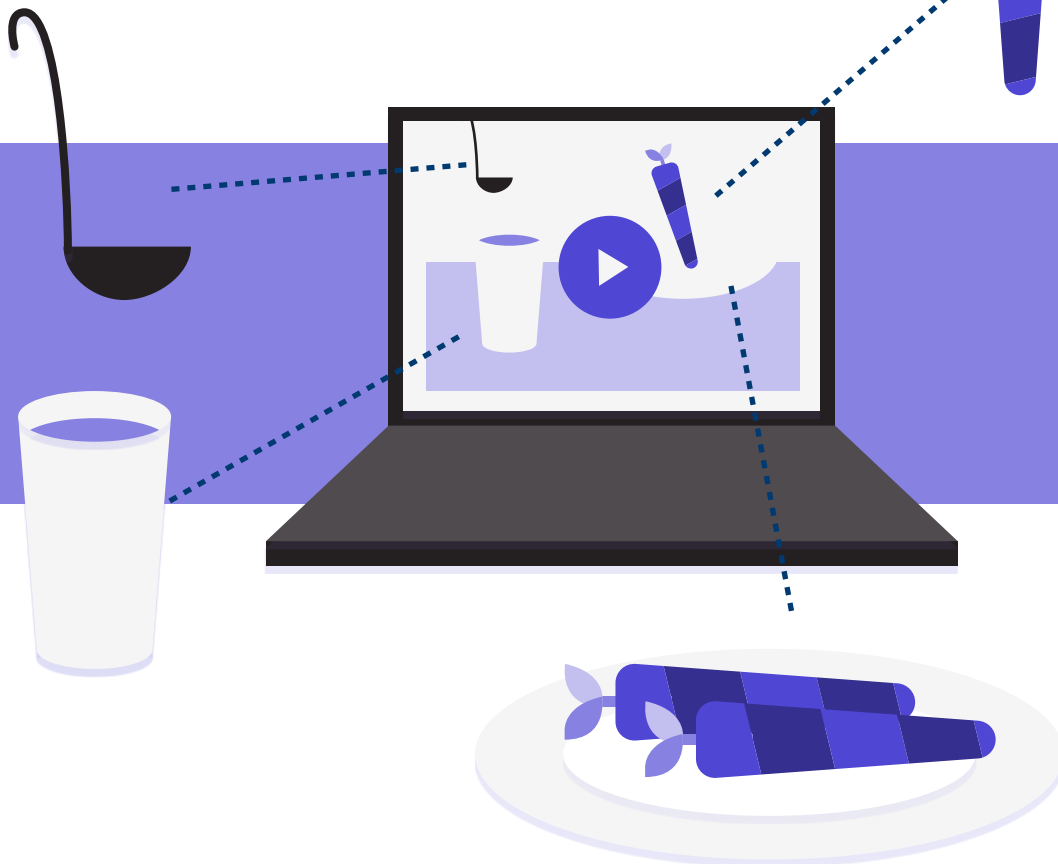
“Getting more personalised is impossible to manage by yourself. Spott enabled us to scale up in a smart and efficient way.”

— Jonas Braun, Head of Media Strategy and Special Projects at Lidl

Using Spott, Lidl makes their recipe demonstration videos interactive. Users gain valuable information but can also buy ingredients or kitchen equipment directly from the video. The results speak for themselves. Three out of five viewers engage with the content and they achieve a CTR of 5%.



3/5 Engage with content



Want to win with Intention Marketing?

To find out more about how Spott.ai can transform your marketing, [contact](#) our team.

Jonas De Cooman

jonas.decooman@spott.ai

+32 498 586 680



Sources

- 1 Simpson, J. Forbes. Finding Brand Success In The Digital World
- 2 GlobalWebIndex. The rise of the ad-blocker
- 3 (HubSpot, 2016) (Source: <https://www.hubspot.com/marketing-statistics>)
- 4 Leggett, Kate. Forrester. (June 2017). How AI Will Transform Customer Service
- 5 Dr Jeffrey Lant
- 6 Rose, F. Milken Institute Review. (July 2015). The Attention Economy
- 7 Rose, F. Milken Institute Review. (July 2015). The Attention Economy
- 8 Williams, J. Royal Society of Arts. (July 2017). The Attention Economy with James Williams
- 9 GlobalWebIndex. The rise of the ad-blocker
- 10 Maybin, S. BBC. Busting the attention span myth
- 11 Nielsen Norman Group & Chron
- 12 Cuddy, Amy. Business Insider. (January 2016). A Harvard psychologist says people judge you based on 2 criteria when they first meet you
- 13 Claveria, Kelvin. Visioncritical. (April 2019). 9 trends driving the customer revolution
- 14 2019 Retail Outlook Deloitte
- 15 The (R)Tech Center for Innovation. RILA & Accenture. (2018). Delivering for the New Consumer
- 16 Microsoft Dynamics 365. 2019 Retail Trends Report
- 17 Patel, Neil. How Digital Marketing Will Change in 2019
- 18 1&1 Ionos. (August 2017). What effect does banner blindness have on online marketing?
- 19 Content Marketing Institute, 2017
- 20 Inc. Marketing Trend: Shift to Native Advertising Explained
- 21 Adobe, Study Finds Investments In Customer Experience Are Paying Off
- 22 Microsoft. Trends Report 2019
- 23 Patel, Neil. How Digital Marketing Will Change in 2019
- 24 Patel, Neil. How Digital Marketing Will Change in 2019
- 25 TransUnion, Formally Callcredit. Marketers spend almost one day a week grappling with data analysis
- 26 Pemberton, C. Gartner. Gartner Predicts 2019: In Search of Balance in Marketing
- 27 (Status Labs, 2018) (Source: <https://www.hubspot.com/marketing-statistics>)
- 28 Kingstone, Sheryl. 451 Research & Adyen. (February 2019). Contextual commerce: Converting more shoppers into buyers
- 29 Salesforce
- 30 Deloitte. 2019 Retail Outlook
- 31 Accenture. Delivering for the new consumer.
- 32 Gilliland, N. Econsultancy. 12 stats that prove why personalisation is so important
- 33 Gilliland, N. Econsultancy. 12 stats that prove why personalisation is so important
- 34 HubSpot. The Ultimate List of Marketing Statistics for 2018
- 35 Cody, J. HubSpot. Stop Missing Out on 99% of Your Website Traffic