

ACCELERATOR EBOOK SERIES

# 3 Clever Ways To Get Found By Customers Online



# Ideas & examples from Amazon

There's a window of opportunity between customers realising they have a desire, and adding money to their wishlist. To convert them, you must be discoverable in this window.

A personalised experience and persuasion is key. We're going to reveal solutions that enable you to be where your customers are, wherever they are. This means delivering content that builds trust and engages them.

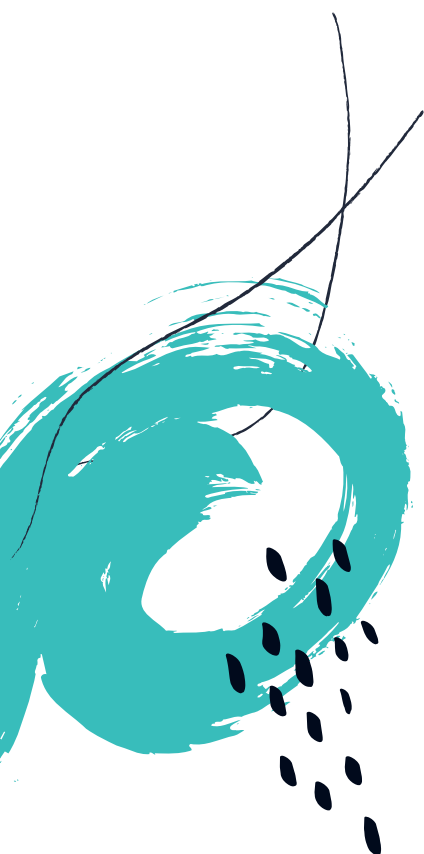
## So keep reading if you'd like tips on:

- The mindsets and factors that affect the customer journey
- How to be more discoverable on your customers' radar
- How you can trigger a buying response in your customers
- How to use customer intent in creating content that matters to them

## Let's get it started!

### Nicholas Kontopoulos

APAC Regional Head of Marketing, Adobe DX Commercial





## Powerful Customer Experience Stats To Know In 2021

Consumer buying behaviours refers to the study of how customers behave while deciding to buy a product or service.

Nowadays, shopping comes with a purpose. As a seller, discovery is a critical stage in a customer's buying journey. If you're not on your customer's radar, it's over.

### So how do customer experience and discovery play a part in the buying process?

**45.9%**

of customers will prioritise customer experience over pricing and product in the next 5 years

**86%**

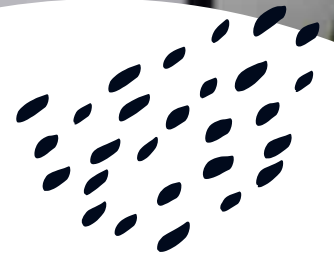
of buyers are willing to pay more for a great customer experience

**49%**

of buyers also made impulse purchases after receiving a more personalised experience

Customers have a higher chance of buying based on how they feel after a brand interaction. A good interaction impacts future purchase decisions. And a poor one stops them from buying from that brand again. Because of this, it's necessary to understand how your customers think. This helps us optimise for search and targeting.

Before they start looking for options, we need to educate them about our solutions and how it ultimately benefits them. And with technology and analytics, you can use these insights to align your messaging with your customers' aspiration.



## Discovery Stage: What Is It And Why Care?

Discovery is the first stage of the buying process. The hunt for good products has become one of the thrills of shopping. And social media has allowed people to curate and share their recent discoveries. That's why, social media influencers have started impacting buyers' behaviours.

More people are now trusting users' and influencers' feedback because they've had experience with the products or services.

People also visit online communities to discover solutions to their problems and needs. And user content has been a great way for consumers to find them. Think about the last time you watched a product review on YouTube.

As sellers, we should provide a space that encourages discussions and insights. We also want a venue where we can reward our most loyal customers. After all, our goal is to nurture leads until they become loyal customers and brand advocates.

# How Amazon Changed The Discovery Game

Traditionally, the discovery stage has been driven by friends and family, TV, and print media. But as the media consumption shifts to digital, online information dominates in this stage.

People are now migrating from PCs to smartphones and more than **50% of search queries** come from mobile devices. Platforms like Google, Facebook, and Pinterest have seen huge success as digital-first discovery portals.

Consumers also spend over **85% of their time in apps** on mobile devices thus increasing in-app product discovery as well. Leading the way is Amazon, where more people are now going to learn and discover new products and services.

So what makes it different? It's all in the intent.

People go to platforms like Google and Pinterest to search for inspiration, look for solutions, and find answers to their questions. But with Amazon, people go in with the intention of buying. Amazon provides valuable information that directly affects a customer's buying decisions. It has product specs, descriptions, and even reviews from people who have experienced the products.

Amazon also comes with handy features that encourage ease of experience for consumers **One-Click Shopping**, for example, is a simple way to ensure seamless shopping. Amazon was also one of the first to make customer reviews central. This helped foster higher trust factors for buyers. And with the analytics and data they have, Amazon also provides the best recommendations through its "Frequently Bought Together" section.

To sum it up, here are some ideas you can borrow from Amazon that can help you improve and increase discoverability as a seller.

1. Make it simple for customers
2. Make it easy for customers to share their experiences online
3. Recommend what people need before they need it
4. Innovate your process based on customer data
5. Think like your customer





## 3 Tips To Improve Your Discoverability

Content marketing is a great way to increase your discoverability on all platforms. But with all the noise online, it can get difficult to rise above and attract your target market's attention.

**So here are the best tips to be more visible to your target market:**

### 1. Have a hero story.

Stories are a great way to attract people's attention. It also helps your audience remember you better. People love stories of success and overcoming challenges. And it's also the best way for you to connect and engage with your audience.

### 2. Maximise search engine data, keywords, and formats of the top content on Google.

Look for keywords and search terms that your target market tends to use. Then use these terms to look for the top content that comes up. This will give you great ideas on which type of content is effective in catching your market's attention.

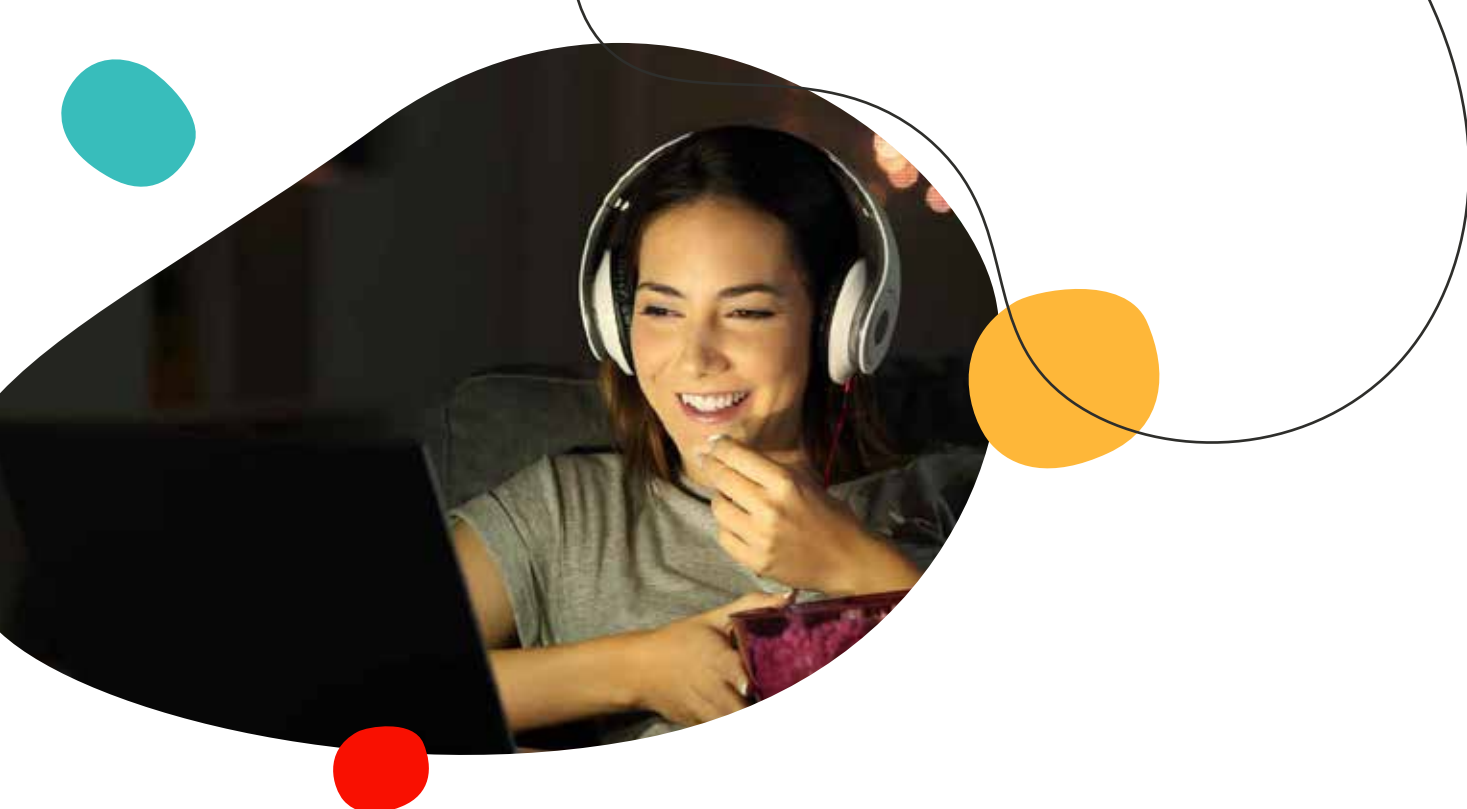
Check for images, videos, articles, and other content formats that you can use as a pattern in creating your content.

### 3. Create content with intent and relevance in mind.

Content and context are crucial when it comes to creating connections with your market. That's why you need to create content that's designed to answer questions and pain points. People won't care about how good your content is unless it is relevant to their needs.

Maximise the data you can get through your analytics and market research to find out the best content to create.





## What's Next?

Connecting with your audiences is key. That way, you won't get drowned out in all the noise. And as sellers, you need to find ways to be ready and available when customers come looking.

The process can be daunting but with a good understanding of the customer journey, it will be easier for you to get discovered by your target market.

Get to know more about how to get on your customer's radar today.

[Watch episode 7](#)

OR

[Catch all of season 1](#)