

How (Search) Intent is Redefining The Marketing Funnel



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About Me

Hello I'm Viktor

- Founder and CEO of Doxadigital
- Public Speaker and Trainer
- Google Ads Gold Product Expert From GOOGLE

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In Next 30 Minutes



Funnelling : Old Vs New



Challanges for Marketers



**How to Win with Search
Intent**



Intent & Funneling



Definition

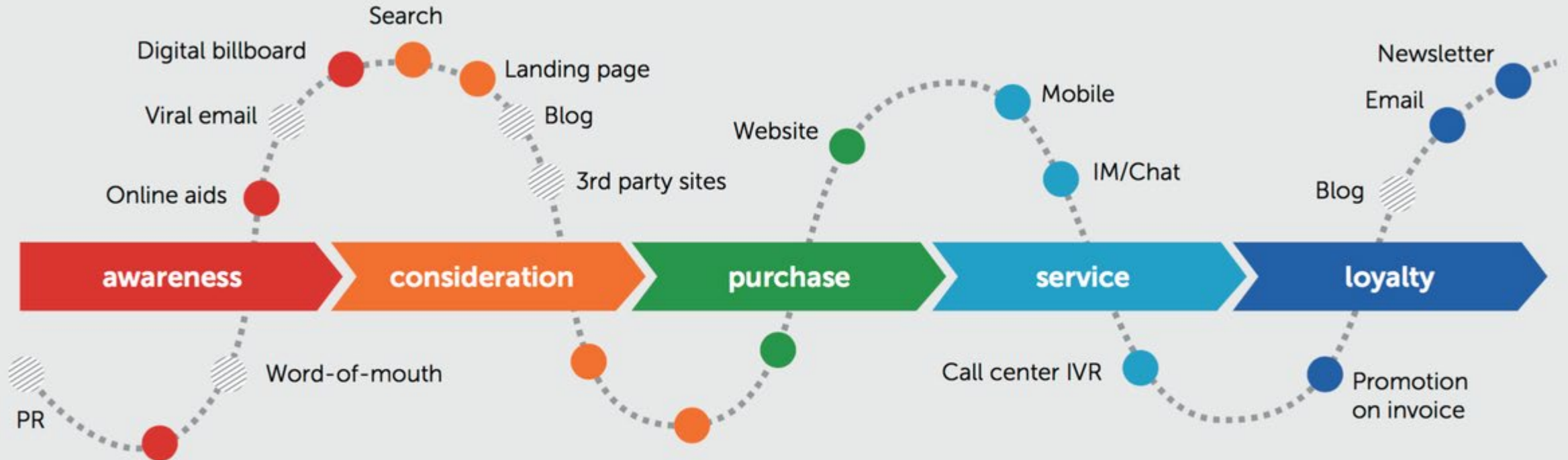
What is Search Intent?



Definition

What is Marketing Funnel ?

DIGITAL TOUCHPOINTS

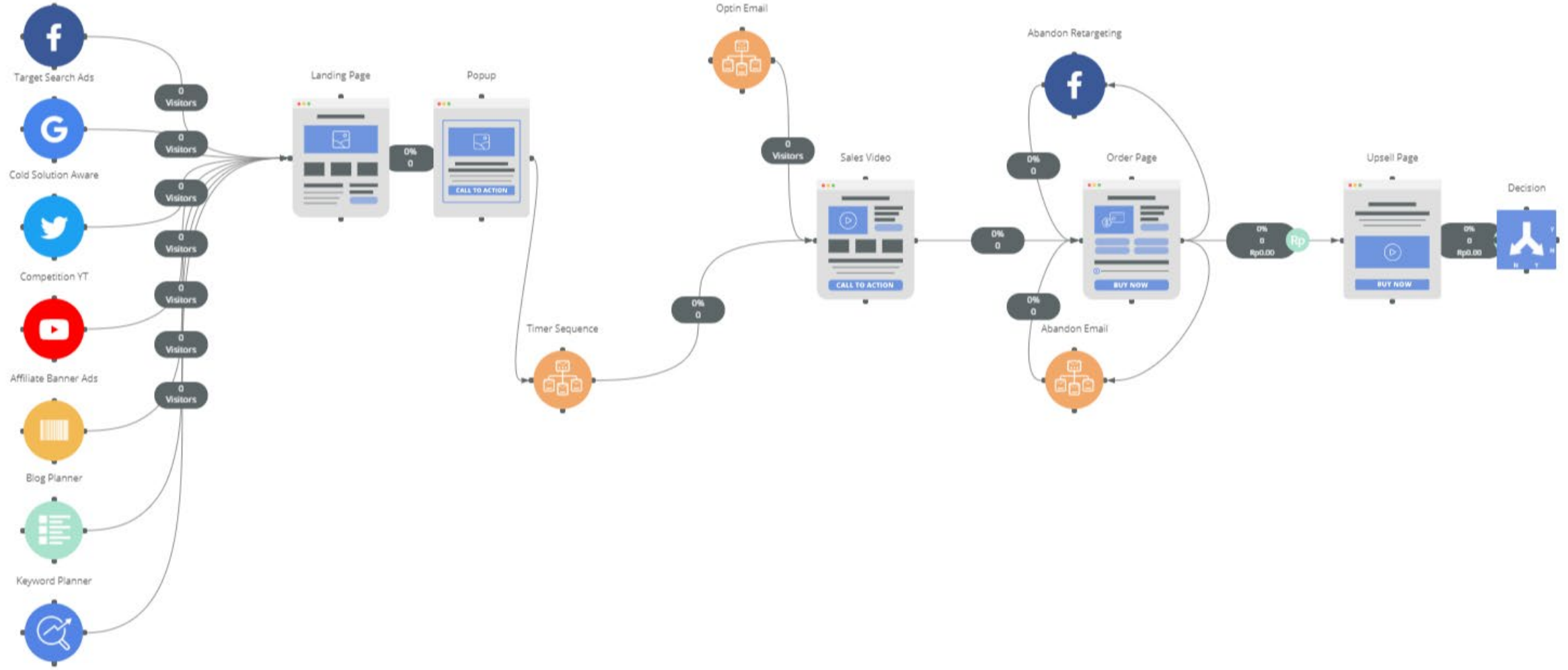


PHYSICAL TOUCHPOINTS

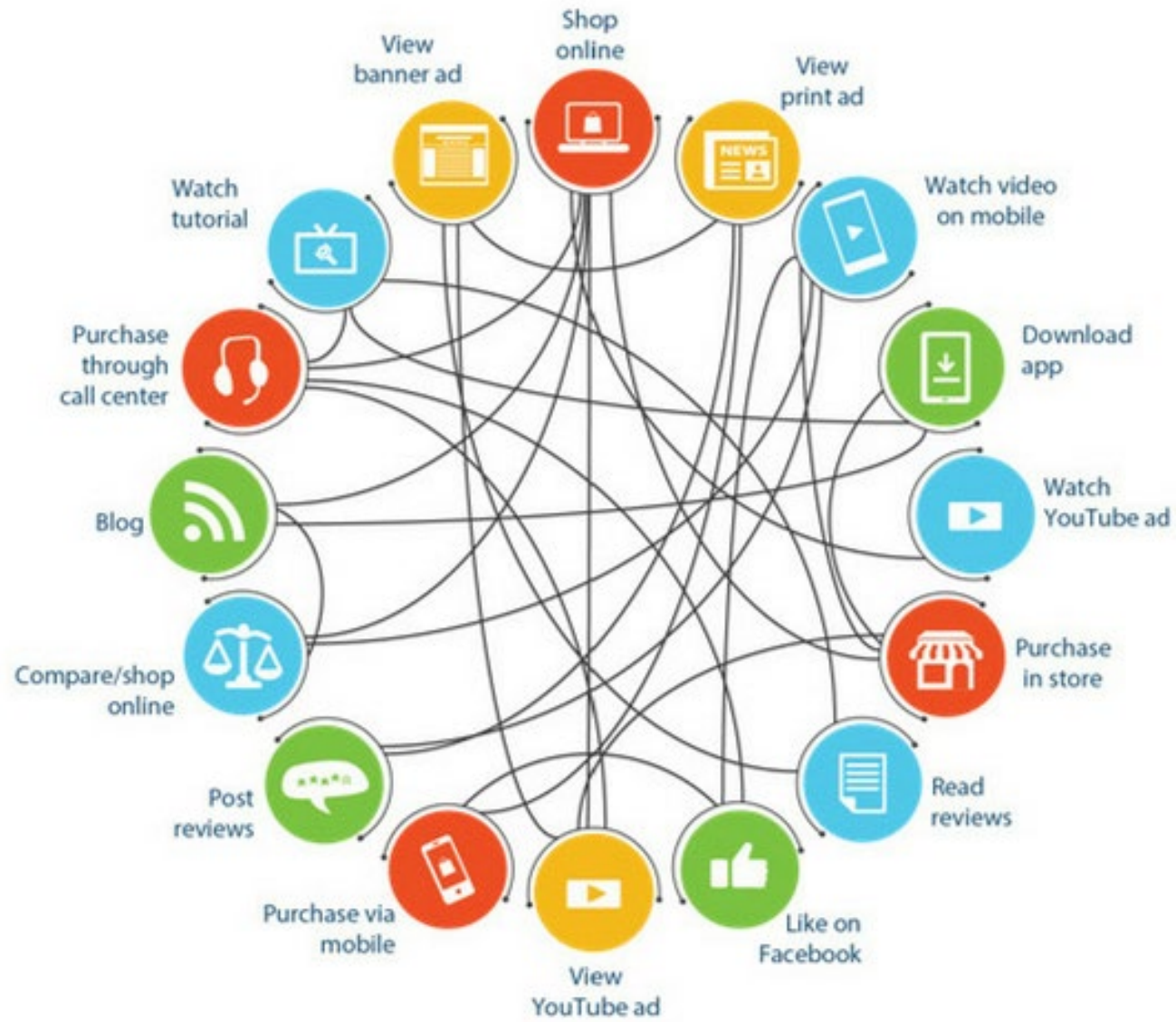
● Managed touchpoint ▨ Unmanaged touchpoint

Our Expectation

Cold Solution Aware Facebook



OUR PLAN



The Reality



**How (Search) Marketer
Solve This Issue ?**

Categorized Intent



I-want-to-know moments:

When someone is exploring or researching, but is not necessarily in purchase mode.



I-want-to-go moments:

When someone is looking for a local business or is considering buying a product at a nearby store.



I-want-to-do moments:

When someone wants help completing a task or trying something new.



I-want-to-buy moments:

When someone is ready to make a purchase and may need help deciding what to buy or how to buy it.

Introducing Micro Moment from Google



Standout in Search Intent

Car Buying Moment



Which-car-is-best
moments



Is-it-right-for-me
moments



Can-I-afford-it
moments



Where-should-I-buy-it
moments



Am-I-getting-a-deal
moments

Car Buying Moment



Which-car-is-best
moments

WHICH-CAR-IS-BEST MOMENTS

Consumers often turn to digital to begin their auto research, and these early moments are increasingly influenced by video.



69%

of people who use YouTube while buying a car, are influenced by it—more than TV, newspapers or magazines.²

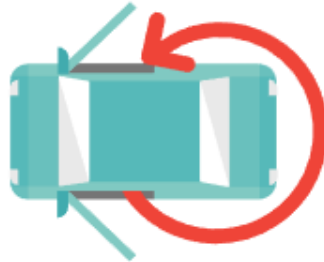
Car Buying Moment



Is-it-right-for-me
moments

IS-IT-RIGHT-FOR-ME MOMENTS

During the car buying journey, shoppers often need a reality check, where they'll ask: will this fit my needs and lifestyle?



Time spent watching auto videos like vehicle test drives, highlights of features and option, and walkthroughs of the interior or exterior of the vehicle, increased nearly **2x YoY**.³



Search interest for car trunk space and towing capacity increased by **15%** and **30%** respectively, YoY.⁴

Car Buying Moment



Can-I-afford-it
moments

CAN-I-AFFORD-IT MOMENTS

Once consumers can imagine owning a particular vehicle, they need to know if they can afford it.



Search interest for car MSRP and list prices is at its highest levels ever, growing **25% YoY**,⁵ driven in large part by mobile, which accounts for **70%** of these searches.⁶

Car Buying Moment



Am-I-getting-a-deal
moments

AM-I-GETTING-A-DEAL MOMENTS

Even when they're on the lot, shoppers turn to mobile to make sure they're getting a deal.



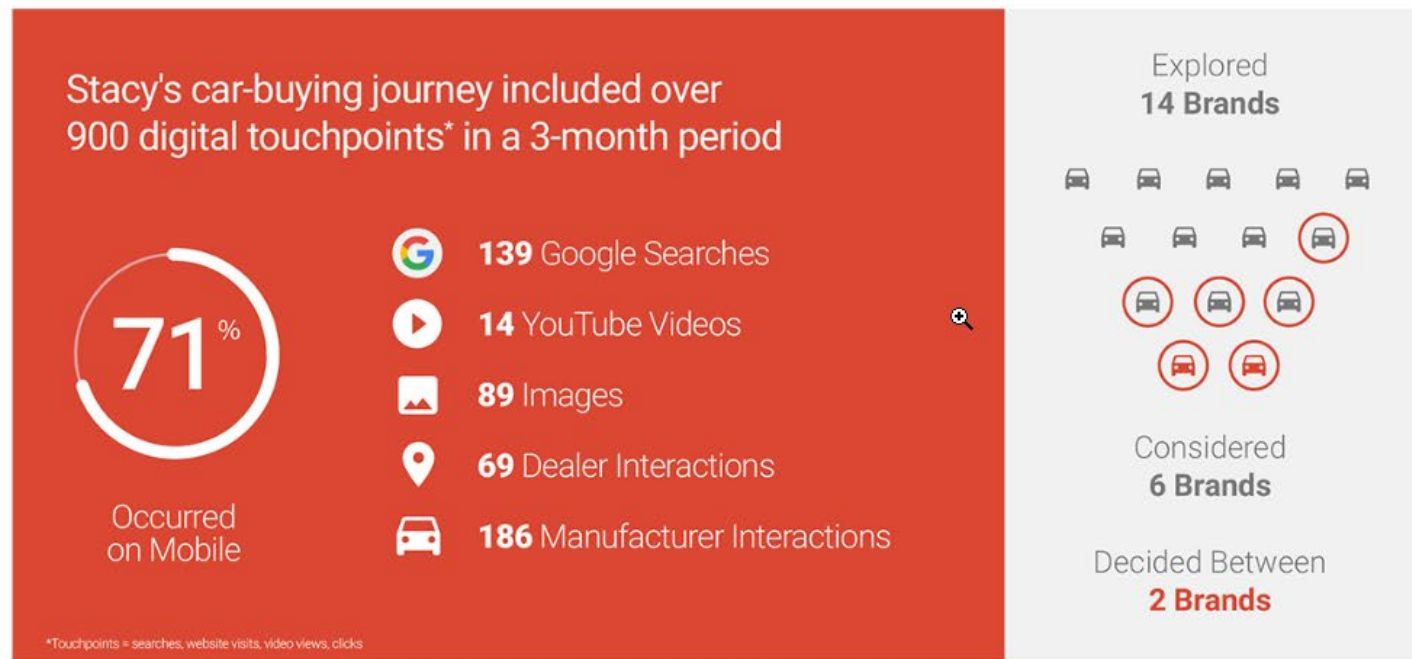
Today, **half of all car shoppers** with mobile devices use their smartphones while at the dealership.⁹



The **top action** people perform with their phones while on the dealership lot is confirming that they are getting a good price on a vehicle.¹⁰

Car Buying Moment

from What One Consumer's Car-Buying Process Reveals About Auto Marketing Opportunities



Interactions defined as searches, website visits, video views, and clicks. "Brands explored" included at least five interactions; "brands considered" included at least 20 interactions, and "brands decided between" included at least 100 interactions.

Let's Winning on Search



I-want-to-know
moments:

When someone is
exploring or
researching, but is not
necessarily in
purchase mode.

Informational



I-want-to-go
moments:

When someone is
looking for a local
business or is
considering buying a
product at a nearby store.

Navigational



I-want-to-do
moments:

When someone
wants help
completing a
task or trying
something new.

Commercial

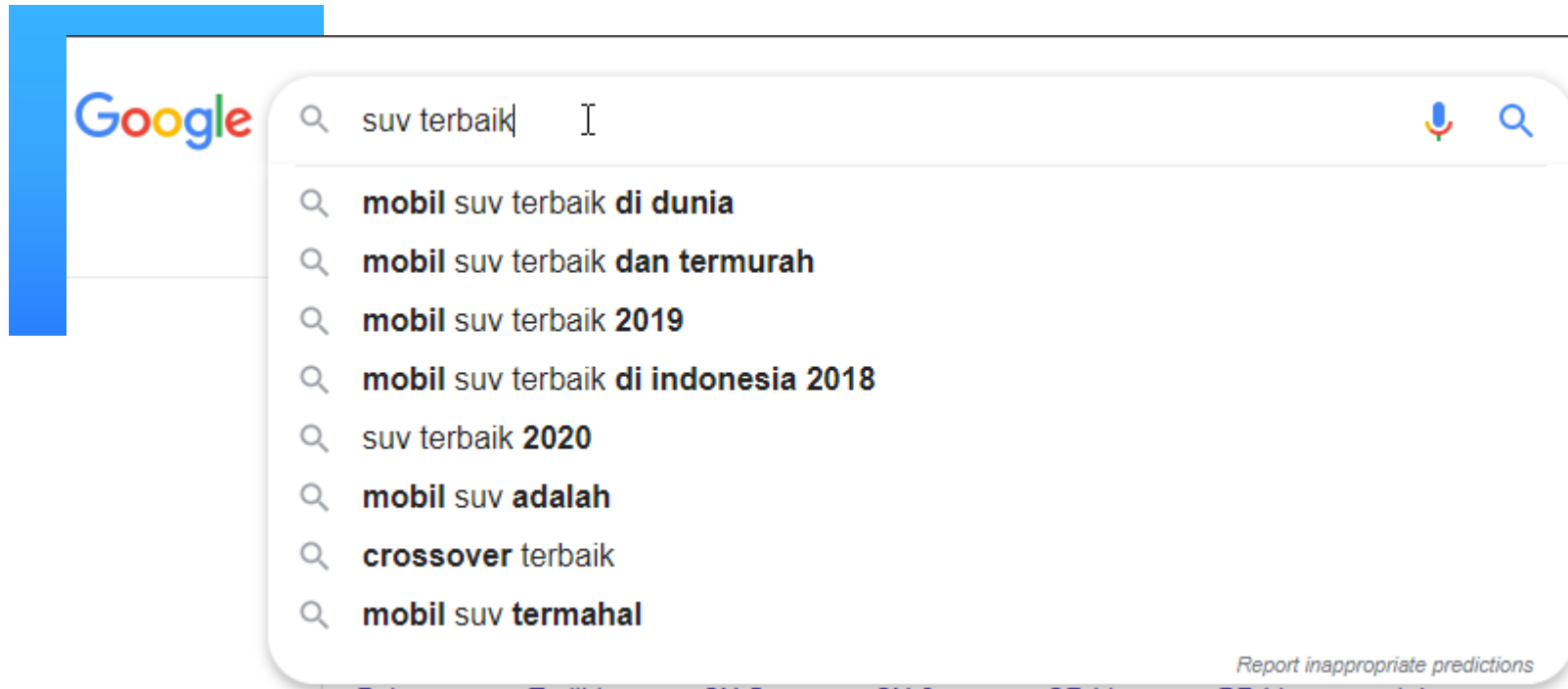


I-want-to-buy
moments:

When someone is ready
to make a purchase
and may need help
deciding what to buy
or how to buy it.

Transactional

Which Keyword ?



Welcome to Google Machine Learning

Searches related to suv terbaik

mobil suv terbaik di dunia

mobil suv terbaik dan termurah

mobil suv terbaik 2019

mobil suv terbaik di indonesia 2018

suv terbaik 2020

mobil suv adalah

crossover terbaik

mobil suv termahal

Which Type of Content ?

Google

www.oto.com > Mobil Baru [Translate this page](#)
Mobil SUV Terbaik - Lihat Harga & Review Terkini | Oto
Temukan mobil **SUV** baru untuk Anda. Cari berdasarkan popularitas, kapasitas tempat duduk, atau rentang harga di Oto.com! Jangan lewakan juga review ...

www.otomotif.com > mobil-suv-terbaik-dan-murah [Translate this page](#)
12 Mobil SUV Terbaik dan Murah Terbaru 2020 | Otomotif
Mobil **SUV Terbaik** dan Termurah 2019 di Indonesia Beserta Info Harga Mobil SUV Murah Paling Keren dan SUV Terbaru dan **SUV Terbaik** Di Dunia Fitur ...
[Honda HR-V](#) · [Honda CR-V Turbo](#) · [All New Toyota Fortuner](#) · [All New Kia Sportage](#)

www.otoflik.com > mobil-suv-ternyaman [Translate this page](#)
100 Mobil SUV Ternyaman dan Terbaik Harga Murah 2020 ...
Mobil **SUV** nyaman yang memiliki mesin **terbaik** di Dunia tampilan keren irit bahan bakar harga murah ada yang dibawah 100 juta.
Tipe Toyota All New C-HR: Harga Mobil
[Daftar Mobil SUV ...](#) · [Toyota Fortuner TRD](#) · [Honda All New CR-V](#) · [Renault Duster](#)

otonesia.net > mobil-suv-terbaik [Translate this page](#)
✓ 13 Mobil SUV Terbaik dan Paling Nyaman 2020
Jan 29, 2020 - Ingin membeli mobil **SUV terbaik** dan harga murah? Kini banyak pilihan merk terbaru dengan keunggulan disetiap produknya.
[Honda CR-V](#) · [Mitsubishi Pajero Sport](#) · [All New Toyota Fortuner](#) · [Nissan Terra](#)

www.cekaja.com > info > 6-mobil-suv-terbaik-den... [Translate this page](#)
6 Mobil SUV Terbaik dengan Performa Juara - CekAja.com
Dec 26, 2019 - Bila kamu menginginkan mobil **SUV terbaik**, setidaknya pahami dulu spesifikasi yang ditawarkan. Sebab tidak semua mobil SUV menawarkan ...

Google

[All](#) [Images](#) [Shopping](#) [News](#) [Videos](#) [More](#) [Settings](#) [Tools](#)

About 46,800,000 results (0.51 seconds)

www.oto.com > Mobil Baru [Translate this page](#)
Mobil SUV Terbaik - Lihat Harga & Review Terkini | Oto
Temukan mobil **SUV** baru untuk Anda. Cari berdasarkan popularitas, kapasitas tempat duduk, atau rentang **harga** di Oto.com! Jangan lewakan juga review ...









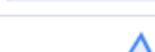
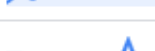

id.priceprice.com > Mobil [Translate this page](#)
Daftar Harga Mobil SUV Terbaru 2020 Indonesia | Priceprice ...
Varian, **Harga**, Tipe Bodi, Transmisi, Tipe Bahan Bakar. Suzuki XL7ALPHA A/T, Rp 267 Juta, **SUV**, Otomatis, Bensin. Suzuki XL7ALPHA M/T, Rp 256,5 Juta ...

www.otoflik.com > mobil-suv-ternyaman [Translate this page](#)
100 Mobil SUV Ternyaman dan Terbaik Harga Murah 2020 ...
Yah memang **harga** mobil **SUV** terbilang paling mahal ketimbang mobil sedan ataupun mobil MPV. Tapi jangan berkecil hati, buat flikermania yang ingin memiliki ...
Tipe Toyota All New C-HR: Harga Mobil
[Daftar Mobil SUV ...](#) · [Toyota Fortuner TRD](#) · [Honda HR-V](#) · [Daihatsu All New Terios](#)

www.otomotif.com > harga-mobil-suv-terbaru [Translate this page](#)
101 Harga Mobil SUV 2020 : Terbaru & Terbaik | Otomotif
★★★★★ Rating: 5 - 1 review - IDR 195,200,000.00 to IDR 9,200,000,000.00
Ada banyak sekali pilihan **SUV** yang bisa masbro beli di Indonesia. **Harganya** juga bervariasi, mulai 200 Jutaan sampai miliaran rupiah. Yah, rata-rata **harga** mobil ...
[Harga SUV Mitsubishi](#) · [Harga SUV Toyota](#) · [Harga SUV Land Rover](#)

www.rajamobil.com > jual > mobil > baru > tipebo... [Translate this page](#)
Harga Mobil Baru Tipe Suv 2020 | RajaMobil
Harga Mobil Baru Tipe **Suv** 2020, Beli Mobil Baru **Suv** Online Cepat dan Mudah. Dapatkan Promo Mobil Cash dan Kredit Termurah di RajaMobil.com.

Which Priority ?

| <input type="checkbox"/> Keyword (by relevance) ↓ | Avg. monthly searches |
|---|---|
| Keywords you provided | |
| <input type="checkbox"/> harga suv | 110  |
| <input type="checkbox"/> suv terbaik | 1,300  |
| Keyword ideas | |
| <input type="checkbox"/> mobil suv | 5,400  |
| <input type="checkbox"/> harga honda crv | 4,400  |
| <input type="checkbox"/> harga isuzu mux | 2,900  |
| <input type="checkbox"/> harga lamborghini urus | 1,900  |
| <input type="checkbox"/> ford everest bekas | 1,900  |
| <input type="checkbox"/> harga mobil crv 2019 | 1,900  |
| <input type="checkbox"/> harga lexus rx 300 | 1,900  |
| <input type="checkbox"/> harga chevrolet trax | 1,900  |
| <input type="checkbox"/> harga toyota harrier | 1,600  |

Create High Quality Content (and Sites)

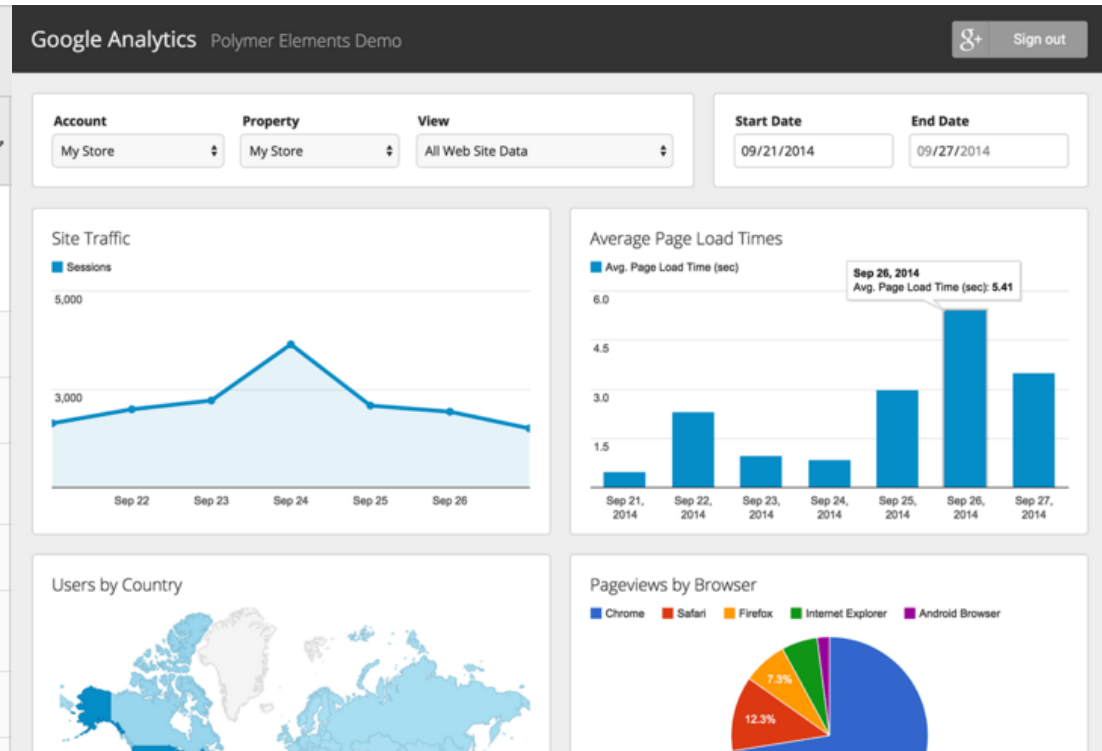


Solve User Intent

- User Behaviour
 - Bounce Rate
 - Scroll Tracking
- User Experience
 - Speed
 - Interaction

Analyze your Google Analytics!

| In-Market Segment ? | | Request Car ? | | Acquisition |
|---|--------|---------------|--|---------------------------------------|
| | | | | Users ? |
| | | | | 329 % of Total: 0.26% (127,012) |
| 1. Autos & Vehicles/Motor Vehicles | Toyota | | | 97 (6.49%) |
| 2. Gifts & Occasions/Wedding Planning | Toyota | | | 89 (5.95%) |
| 3. Autos & Vehicles/Motor Vehicles/Motor Vehicles by Type/Motorcycles | Toyota | | | 74 (4.95%) |
| 4. Consumer Electronics/Mobile Phones | Toyota | | | 60 (4.01%) |
| 5. Travel/Trips by Destination/Trips to Asia-Pacific/Trips to Indonesia | Toyota | | | 59 (3.95%) |
| 6. Financial Services/Investment Services | Toyota | | | 50 (3.34%) |
| 7. Autos & Vehicles/Motor Vehicles/Motor Vehicles by Brand/Toyota | Toyota | | | 46 (3.08%) |
| 8. Autos & Vehicles/Motor Vehicles/Motor Vehicles by Brand/Honda | Toyota | | | 41 (2.74%) |
| 9. Event Tickets/Sports Tickets/Basketball Tickets | Toyota | | | 41 (2.74%) |



Track, Repeat, and Improve



Thank You

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Get Latest Update : <https://standout.web.id/virtualsummit20>