

See Think Do Framework

See, Think, Do, Care

Prof. Dr. Jan Kirenz
HdM Stuttgart

Occam's Razor

by Avinash Kaushik



See-Think-Do: A Content, Marketing, Measurement Business Framework

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The world does not need a new business framework. I get "About 269,000,000 results (0.25 seconds)" for business framework on Google today.

But most of the frameworks available to us solve for divisional silos. For example [AIDA](#) is from the siloed lens of Marketing (and full disclosure, I humbly believe serves company's own *selfish* perspective). Then there is Agile for engineering. And really the list is too long.

Most of the frameworks we have also don't optimally capture the complexity of digital marketing and measurement. For example, they don't account for a smart company's ability to form relationships at scale via mobile, social platforms with past, current, and, most importantly, future customers. Yes, they pay lip service, but what's now possible is beyond their imagination (failing faster, solving for the long tail at scale rather than just the head, the shift from interruption to being a part of a customer's life, every bit of your business existence solving for multiple outcomes, the incredible opportunity to truly power life with material data unimaginable just five years ago, and... so much more!).

Avinash Kaushik

Author, Digital Marketing Evangelist - Google, Co-founder - Market Motive.
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My Ideas-packed Newsletter

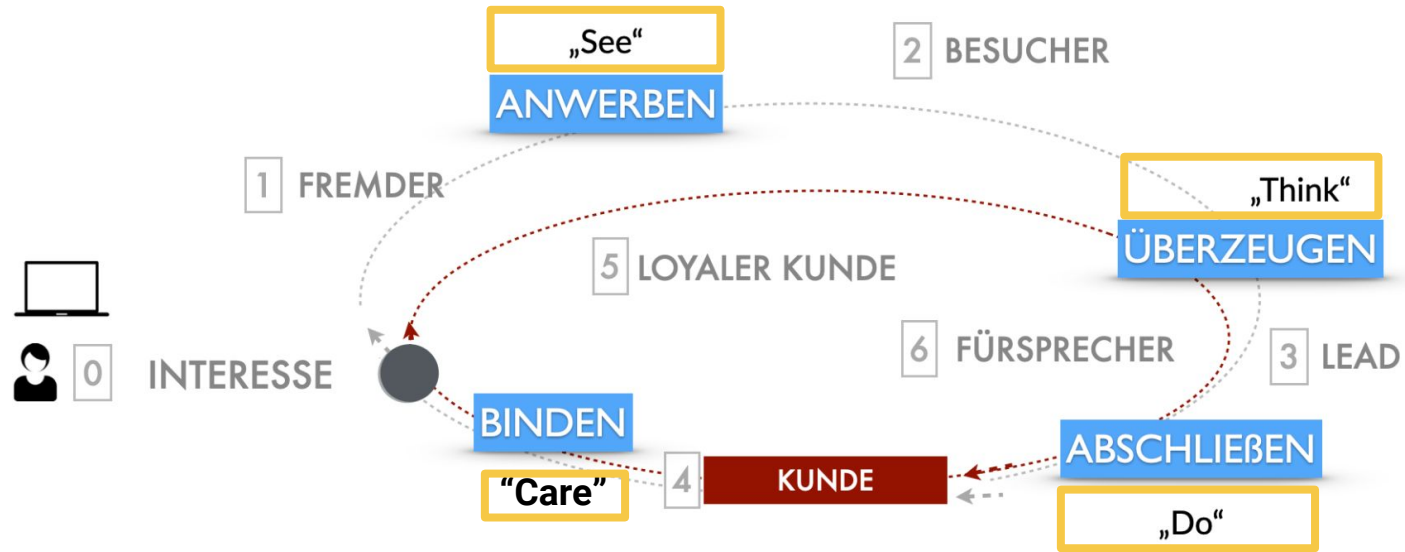
Each week I share solutions to your real-world challenges, unpacks future-looking opportunities, and highlights frameworks to inspire you to *think smart, move fast*.

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See-Think-Do-Framework

Consideration Stage

Audience

1. See

1. **Potential audience (target group)**

2. Think

2. Target group with **purchase intent**

3. Do

3. Target group with purchase intent who are **actively engaged in the buying process**

Clothing retailer

Consideration Stage

Audience

1. See

1. All people in my target group

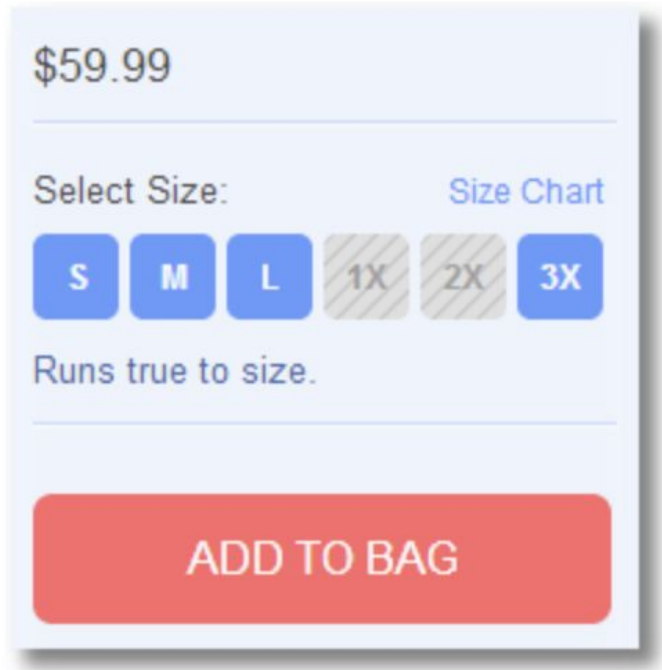
2. Think

2. All people in my target group who think they might need new clothes.

3. Do

3. Target group with purchase intent who are actively engaged in the buying process

Targeting the consideration stage





Call to Charm Cell Phone Handset in Retro

★★★★ 0 Reviews [Write a Review](#)

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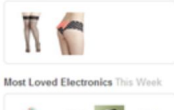
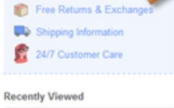
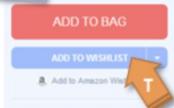
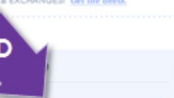
Each season's must-have gadget is sleeker and slimmer than the last, but that doesn't make an hour-long conversation with your coworkers, clients, or coterie any more enjoyable! Fortunately, you've got this radical, 90s-inspired handset inviting you to enjoy the comfort and style of an old-school wall phone, while communicating through your futuristic device. Just plug the primo, curly cord of this accessory into your phone or computer's audio port, and rest the sturdy... [More](#)

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Unterwegs mit Kinderwagen & Fahrrad



Kinderwagen

Kinderwagen

Kombikinderwagen

Kombikinderwagenberater

Kinderwagen Vergleich

Kinderwagen Berater

Buggy

Buggy Vergleich

Babyjogger Vergleich

Buggy Berater

Sportwagen Berater

Zwillingskinderwagen

Zwillingsbuggy

Geschwisterwagen Vergleich

Geschwisterwagen Berater

Kinderwagenzubehör

Fußsäcke

Kinderwagen Organizer

Babywanne

Radfahren

Kinderwagen Vergleich 2021

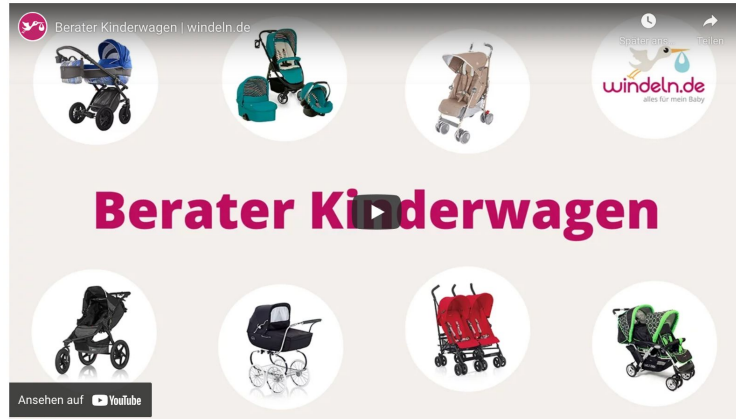
Um dir den Kauf deines [Kinderwagens](#) zu erleichtern, haben wir verschiedene Modelle für dich verglichen.
Dich interessieren die Lieblingskinderwagen unserer Kunden? Diese findest du [hier](#).

| Abbildung | Bestseller | | | |
|------------------------------|--|--|---|--|
| | | | | |
| Modell | Kinderkraft Kombikinderwagen 3 in 1 MOOV | Mountain Buggy Urban Jungle 3.0 | Hartan Racer GTX Kinderwagen | Kinderkraft Kombikinderwagen Prime Lite 2in1 |
| Bewertung | ★★★★★ 5.0 (1) | ★★★★ | ★★★★ | ★★★★★ 4.7 (3) |
| Produkt geeignet bis (in kg) | 15 | 25 | 22 | 0 |
| Produktgewicht (in kg) | 18,2 | 11,2 | 14,5 | 13,8 |
| Material Räder | Luftreifen | Luftkammerreifen | Luftkammerreifen | Gummireifen |
| Anzahl Räder | vier Räder | threeWheeled | vier Räder | vier Räder |
| Material Gestell | Stahl | Aluminium | Aluminium | Stahl |
| Art der Bremse | Hinterradbremse | Handbremse | Feststellbremse | Hinterradbremse |
| Blickrichtung | Variabel | Variabel | Variabel | In Fahrtrichtung |
| Rückenlehne | Bis Liegeposition verstellbar | Mehrfach verstellbar | Bis Ruheposition verstellbar | Mehrfach verstellbar |
| Fußstütze | Mehrfach verstellbar | Nicht verstellbar | Mehrfach verstellbar | Mehrfach verstellbar |
| Im Lieferumfang enthalten | Regenschutzhäube | | | |
| Vorteile | <ul style="list-style-type: none"> Travelsystem mit Babywanne, Babyschale, Sportsitz Gefederte Luftreifen Ein-Hand-Faltsystem Griff höhenverstellbar | <ul style="list-style-type: none"> Leichtgewicht Hohe Wendigkeit Ein-Hand-Faltsystem Lenkerbremse Inkl. Babywanne | <ul style="list-style-type: none"> Ergonomische Sitzfunktion Drive Felgen Mit Faleltasche kombinierbar Griff höhenverstellbar | |
| Preis | 299,00 € | 599,00 € ab 583,90 € | 749,00 € 679,99 € | 409,00 € |
| | Zum Produkt | Zum Produkt | Zum Produkt | Zum Produkt |

[Zum Kinderwagen Berater >](#)

Kinderwagen Berater-Video

Unser Kinderwagen Berater-Video gibt dir weitere hilfreiche Tipps, um eine Kaufentscheidung zu treffen.



Beliebte Kinderwagen Marken



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You'll love using this handy app to:

- Shop Rollbacks and save a bundle
- Grab the Value of the Day before it's gone
- Browse your store's Local Ad
- Scan barcodes and QR codes for additional information
- Check inventory and prices in stores
- Find store hours and directions
- Order refills and view \$4 prescriptions
- Access the app with one tap using our Value of the Day and Search widgets

PAYMENT SERVICE - E
 TERMINAL # 34003201
 01/31/13 12:27:09



Jan 31, 2013
 5095 Almaden Expressway

8 Items
 \$26.73



Balance® Rewards



Mobile Coupons
Weekly Ad



In Store Maps and
Local Shopping



Refill by Scan



Pill Reminder



Transfer Prescription



Print from Instagram

When we buy display advertising, who are we solving for?

Is it for the audience in the:

1. **See** stage?
2. **Think** stage?
3. **Do** stage?

Display advertising for **See** stage

- **Ad creative** will be **broad**
- **Ad targeting** strategy will be
 - demographic,
 - psychographic or
 - geographic
- **Ad purpose** will be primarily **branding**



Display advertising for **Think** stage

- **Ad creative** will be **narrower**
- **Ad targeting** strategy will be **more specific**
 - specific types of sites
 - content-driven ads
 - stronger ties to a particular category
- **Ad purpose** will be to drive some **initial direct engagement** (micro-conversions)
 - email address
 - video views
 - app downloads

Display advertising for **Do** stage

- **Ad creative** will be **focused**
- **Ad targeting** strategy will be **intent-specific specific**
 - retargeting
 - recommendation
- **Ad purpose** will be to drive **sales**



When we doing SEO for a specific keyword cluster, what are we solving for?

Is it for the audience in the:

1. **See** stage?
2. **Think** stage?
3. **Do** stage?



1. Is our **ad creative**, **targeting** and **purpose** properly aligned with the consideration stage and audience?
2. Is this all we can accomplish from **display advertising** on the Internet?

Marketing
Focus

Consideration
Stage

Au

D
i
s
p
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a
y

Content driven
Demo / Psycho
Social

See

People who wear clothes. [Use: sh

D
i
s
p
l
a
y

Remarketing
Intent Signals
YouTube

Think

People who wear clothes who
are thinking they need some.

D
i
s
p
l
a
y

Offers
Behavioral
Intent signals
Product centric

Do

People who wear clothes
who are thinking they need
some, & are looking to buy
them right now.

Marketing
Focus

Consideration
Stage

Au

Display
SEO
YouTube
Social

See

People who wear clothes. [Use: sh

Display
PPC
SEO
YouTube

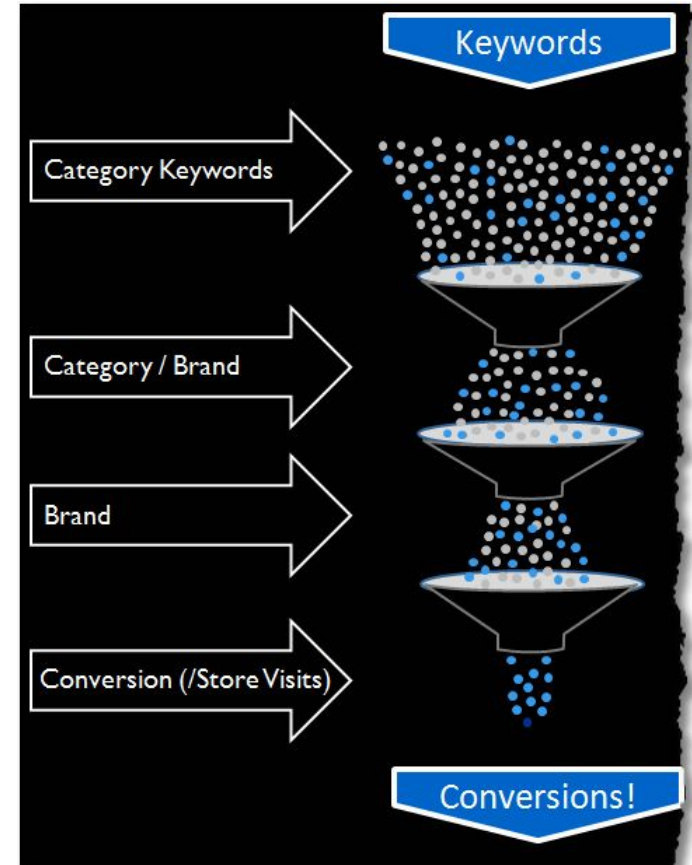
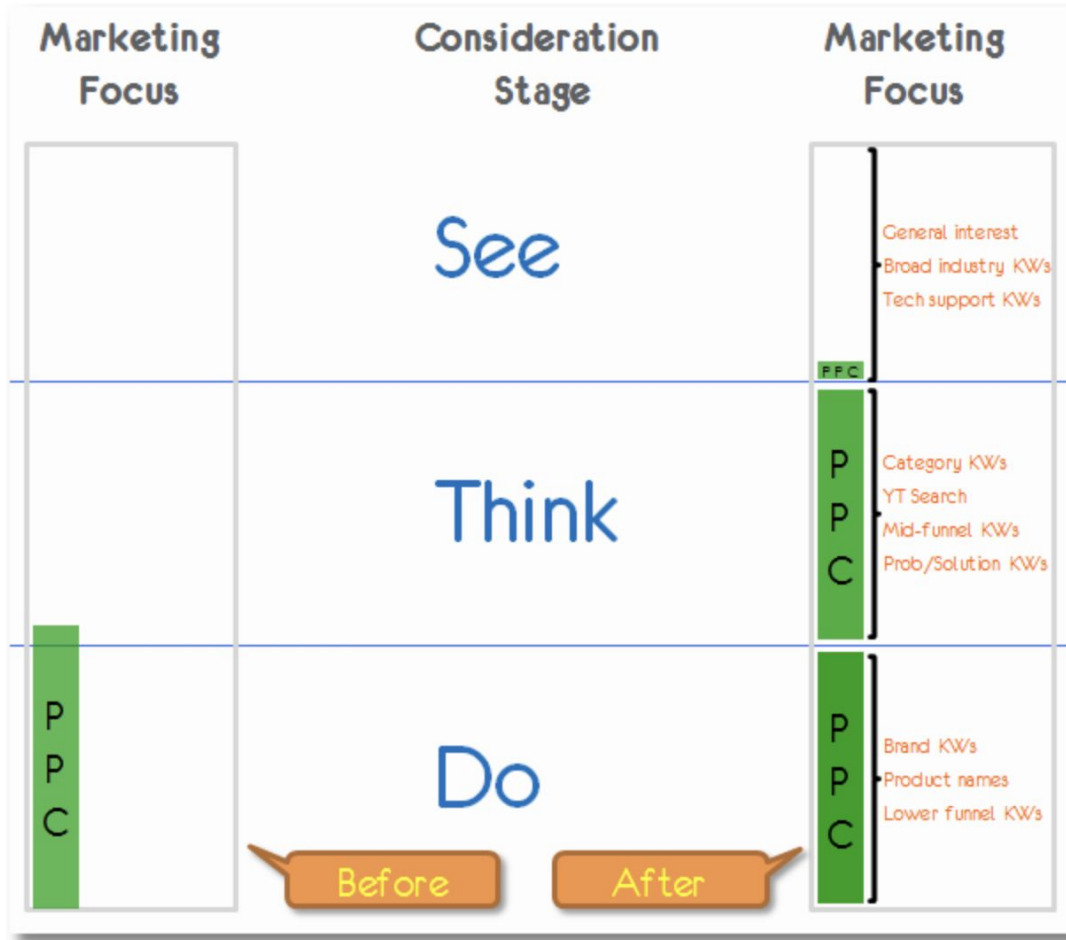
Think

People who wear clothes who
are thinking they need some.

Display
PPC
SEO
Email
Aff

Do

People who wear clothes
who are thinking they need
some, & are looking to buy
them right now.



<https://www.kaushik.net/avinash/paid-search-analytics-measuring-upper-funnel-keywords/>

Marketing
Focus

Consideration
Stage

Audience

General interest
Broad industry KWs
Tech support KWs

See

People who wear clothes. [Use: shoes/phones/guns/microprocessors]

P
P
C

P
P
C

Category KWs
Search
Funnel KWs
Solution KWs

Think

People who wear clothes who
are thinking they need some.

P
P
C

Brand
Product
Lower funnel KWs

Do

People who wear clothes
who are thinking they need
some, & are looking to buy
them right now.

Conversions

Marketing Consideration Audie

Focus Stage

| | |
|---|---|
| <div>Display</div> <div>PPC</div> <div>SEO</div> <div>YouTube</div> <div>Social</div> | <div>See</div> <div> <ul style="list-style-type: none"> → # or % Interactions (platforms/ads) → Conversation, Amplification, Applause → Indexed Increase in Brand Awareness → % New Visits </div> <div>Cost</div> |
| <div>Display</div> <div>PPC</div> <div>SEO</div> <div>YouTube</div> <div>Social</div> | <div>Think</div> <div> <ul style="list-style-type: none"> → Click-Thru Rate → Page Depth → Per Visit Goal Value → % Assisted </div> <div>Effectiveness</div> |
| <div>Display</div> <div>PPC</div> <div>SEO</div> <div>YouTube</div> <div>Social</div> | <div>Do</div> <div> <ul style="list-style-type: none"> → Visitor Loyalty → Checkout Abandonment Rate → Conversion Rate → Profit (=Rev-Ad Cost-COGS) </div> <div>Effectiveness</div> |

BRAND AWARENESS

Conversation Rate

of Audience Comments (or Replies) Per Post

Amplification Rate

On Twitter: # of Retweets Per Tweet

On Facebook: # of Shares Per Post

On a blog, YouTube: # of Share Clicks Per Post (or Video)

Applause Rate

On Facebook: # of Likes Per Post

On a Blog, YouTube: # of +1s and Likes Per Post (or video)

How to measure Brand Awareness:



Marketing Consideration Audie

Focus Stage

| | | | |
|---|-------|---|---------------|
| <div>Display</div> <div>PPC</div> <div>SEO</div> <div>YouTube</div> <div>Social</div> | See | <ul style="list-style-type: none"> → # or % Interactions (platforms/ads) → Conversation, Amplification, Applause → Indexed Increase in Brand Awareness → % New Visits | Cost |
| <div>Display</div> <div>PPC</div> <div>SEO</div> <div>YouTube</div> <div>Social</div> | Think | <ul style="list-style-type: none"> → Click-Thru Rate → Page Depth → Per Visit Goal Value → % Assisted | Effectiveness |
| <div>Display</div> <div>PPC</div> <div>SEO</div> <div>YouTube</div> <div>Social</div> | Do | <ul style="list-style-type: none"> → Visitor Loyalty → Checkout Abandonment Rate → Conversion Rate → Profit (=Rev-Ad Cost-COGS) | Value |

ENGAGEMENT

Per Visit Goal Value:

Micro-conversions that start a relationship with our brand.

% Assisted

How marketing channels (Display, PPC, etc.) are engaging an audience in the Think stage that might convert in the future (% Assists).

Marketing Consideration Audie

Focus Stage

| | | | |
|---|-------|--|---------|
| <div>Display</div> <div>SEO</div> <div>YouTube</div> <div>Social</div> | See | <ul style="list-style-type: none"> → # or % Interactions (platforms/ads) → Conversation, Amplification, Applause → Indexed Increase in Brand Awareness → % New Visits | Cost |
| <div>Display</div> <div>PPC</div> <div>SEO</div> <div>YouTube</div> <div>Social</div> | Think | <ul style="list-style-type: none"> → Click-Thru Rate → Page Depth <small>people who wear clothes who</small> → Per Visit Goal Value <small>ed some</small> → % Assisted | Effecti |
| <div>Display</div> <div>PPC</div> <div>SEO</div> <div>YouTube</div> <div>Social</div> <div>Email</div> <div>Aff</div> | Do | <ul style="list-style-type: none"> → Visitor Loyalty <small>People who wear clothes</small> → Checkout Abandonment Rate <small>People who wear clothes</small> → Conversion Rate <small>People who wear clothes</small> → Profit (=Rev-Ad Cost-COGS) | veness |

See, Think, Do,
Care

Occam's Razor

by Avinash Kaushik



See, Think, Do, Care Winning Combo: Content +Marketing +Measurement!

💬 136 Comments | 🖨️ Print | 📄 PDF



There have been tons and tons of implementations around the world of my wonderfully profitable [See-Think-Do-Care business framework](#).

This is immensely gratifying.

Over the last year, I've also worked with many companies to drive new and rapid innovation in their digital strategies using the framework. In the process, I've learned a whole lot more, evolved my thinking and refined the nuances.

In this blog post I want to share two strategic clarifications/extensions of my thinking about the See-Think-Do-Care framework. My hope is to better assist you in your own journey in using the framework to unlock imagination, build intent-based audience strategies, deliver joy to them and accelerate business profit.

And, just because I love you all so much, I'll end with a little bonus. A *thing three* that shares optimally aligned See-Think-Do-Care metrics!

But, let's start with the core intent of my post.

There were two key reasons I'd created See-Think-Do-Care.

Thing One.

I passionately dislike how most Marketers have become selfish – because most companies set deeply selfish goals for them!

Avinash Kaushik

Author, Digital Marketing Evangelist - Google, Co-founder - Market Motive.

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Never Miss A Post



See

Largest addressable qualified audience!

Think

Largest addressable qualified audience,
with some commercial intent.

Do

Largest addressable qualified audience,
with loads of commercial intent

Care

Current customers,
With two commercial transactions.

Neu: ProActiv Immune

Unterstützt unser Immunsystem

Produkt entdecken

Hohes Cholesterin ist ein Risikofaktor für die Entstehung von Herzkrankheiten. Natürliche Pflanzensterine in ProActiv-Produkten senken klinisch nachweisbar Ihr Cholesterin*, während Sie mit Becel ProActiv-Produkten Ihr Cholesterin auf einem gesunden Niveau halten können.

See

Health conscious people, and their influencers,
who lead active lifestyles.

Think

Health conscious people who lead active lifestyles,
and are considering their latest nutritional choices.

Do

Health conscious people who lead active lifestyles,
are considering their latest nutritional choices,
and are the later stages of a purchase.

Care

People who have purchased multiple Becel products.



Measurement
Strategy

See

- # or % Interactions (platforms/ads)
- Conversation, Amplification, Applause, and their influencers,
- Indexed Increase in Brand Awareness to lead active lifestyles.
- % New Visits

Think

- Click-Thru Rate
- Page Depth people who lead active lifestyles,
- Per Visit Goal Value latest nutritional choices
- % Assisted

Do

- Visitor Loyalty
- Checkout Abandonment Rate are considering their latest nutritional choices
- Conversion Rate sales of a purchase.
- Profit (=Rev-Ad Cost-COGS)

Care

- Repeat Purchases
- Likelihood to Recommend purchased multiple Becel products.
- Customer Lifetime Value