Mid-Funnel: Research and Comparison Stage

eTourism Summit
About Me

Play

Work

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Definition of a Mid-Funnel

Conversion
The New Funnel

I-want-to-know moments

I-want-to-go moments

I-want-to-do moments

I-want-to-buy moments
Disjointed Buyer’s Journey

Start research on work laptop during lunch.

Trigger

Continue to browse on smartphone in line at Target

Research on restaurants, shops, things to do

Mid-Funnel

Complete more extensive research at home but hesitate to purchase

Review price comparisons

Purchase triggered by need or want, influenced by direct & indirect brand messages and friends

Trip begins

Check into resort, continue research on things to do, purchase tickets etc.
The Role of Micro Moments

“Of leisure travelers who are smartphone users, 69% search for travel ideas during spare moments, like when they're standing in line or waiting for the subway. Nearly half of those travelers go on to book their choices through an entirely separate channel.” (Google)
Generalizations of a Mid-Funnel

Consumers have added and subtracted your destination or location to the consideration set.

They have visited either your website, or another website where you are predominantly included or mentioned.

Consumers are still in the evaluation phase: products are being viewed, reviewed and compared, on desktop and mobile.
Traveler Mindset
I want to visit your destination someday...

- What are the nearby attractions?
- How do I get there?
- How many nights would I stay?
- How much will the trip cost?
- What will my family/friends say?
- Is there an event I want to see?
The Consideration Mindset

- lake tahoe vs yosemite
- what airport do you fly into for lake tahoe
- getting to lake tahoe from san francisco
- weather in lake tahoe
- hotels lake tahoe
Mid-Funnel Strategy

- Email Marketing, 10%
- SEM/PPC, 30%
- Travel Deal Distribution Networks, 2.50%
- Website Conversion/Lead Capture Tools, 5%
- Content Syndication, 5%
- Social Media/Review Sites, 10%
- Display Networks, 5%
- SEO, 30%
- Metasearch Sites/OTA’s, 2.50%
- Social Media/Review Sites, 10%
Mid-Funnel Channels
SEO

• Define content for mid-funnel marketing
• Select mid-funnel keywords
• Deliver the right content to consumer
• Buyers journey is getting more complex
• Valuable asset is content
• Understanding where that content is in the buyer’s journey enables you to see where you need more content
• Software is coming out to make this manageable
• Evaluates both your brand and your competitors
• Enables you to see where you are at a content disadvantage based on the buyer’s journey
<table>
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<th>Search and Display Marketing</th>
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<td>- Romantic getaways in Southern California</td>
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<td>- Weekend getaways in Southern California</td>
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<td>- Southern California vacation</td>
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<td>- Santa Barbara vs San Diego</td>
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<td>- Santa Barbara restaurants with a view</td>
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Display Networks

- Data empowered media
- Programmatic – Cost-efficient, fast, targeted
- Direct Buys – Product based
- Ad Networks – Niche markets
- Segmented retargeting
Content Syndication

- Use a top of funnel platform to promote mid-funnel content
- Define what type of content is meeting the mid-funnel consumer
Website Conversion

We all know three things:

1. Customers now expect personalized experiences.
2. Their attention is precious.
3. If you don’t provide the most relevant experience, your competitors will.

- Understand visitor behavior
- Create audiences using your data from third-party integrations
- Recommended audiences
Social Media / Review Sites

- Do you own your destination/business on each of these channels?
- Ensure all content is up to date
- Consider keywords to help boost SEO results for social presence
- Reply in a timely manner to all reviews, comments, queries
- Encourage conversation in discussion forums such as Reddit and Disqus
- Keep up-to-date (Twitter Moments, Facebook video profile pictures)
Metasearch Sites / OTA’s / Distribution Networks

- Ensure all information and photographs are up to date
- Update content regularly with keyword rich language
- Consider for direct advertising products: inline & display
Bloggers / Influencers

- Social PR
- UGC
- Native advertising opportunities
- Looking in unusual places for reviews
Email Marketing

- Define a strategy for each phase
- Timing is everything
- Content is king
- Segment your database
- Optimize based on analytics
The importance of your database

Cool for the gents

Cool for the ladies

Cool for both
Email Marketing – Customer Match

“Customer Match allows advertisers to now create and target a custom user audience simply by uploading a list of email addresses. This will allow advertisers to serve different ads or cater their bids for users at different stages of their purchase journey – whether they’re a hot new lead, an existing customer, or a frequent buyer. So long as you have their email address, Customer Match allows you to reach them on Search, Gmail, or YouTube.”
Key Metrics Mid Funnel

- Micro conversions in Google Analytics
- New visitors to owned properties
- Social media metric growth
- Search lift (both branded and keyword search terms)
- C-T-A effectiveness
- Open rates, click rates, and click-to-open rates
- Lead acquisition
In Summary

The traditional funnel is being replaced by micro moments.

“There is no funnel Neo”
In Summary

Generic content is a no-no talk to someone like you know where they are in the buyer’s journey.

“You talking to me”
In Summary

Know what part of your efforts need the most help and focus there.

“What we need to do now is get focused and stop pointing fingers … You're a problem. You're a real, real problem.”
Let’s Talk More

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Questions?

Thank you