INTERCEPTION POINT THE GIST



PURPOSE

Increase market share by taking business away from competitors.

STRATEGY

Intercept shoppers during the consideration phase of the customer journey.

TACTICS

Integrated approach with multiple channels for intercepting: SEO, Paid, Social, YouTube.

BENEFITS

Become part of the consideration set. Consideration and growth are strongly correlated.

HOW IT WORKS

[Competitor Brand-Based Search]

Q

Consider [Your Brand or Product] - Call Out Key Differentiator Here

[Ad] www.yourbrand.com/unique-url

You've tried the rest now try the best. Just kidding, this is a terrible marketing cliché but you get the point. This is where you tell the world how great your brand/product/service is and encourage consumers to discover why.

[Top Competitor]

www.topcompetitorbrand.com

We're the tried and true. You've known us for years! Why go anywhere else? Please don't consider any other options.

Intercepting starts from any search, whether it be Google, Yelp, YouTube, Facebook or other channels.

THE PROCESS

1. Initial Consideration

Consumers have set of brands in mind and begin their research, their shopping journey.

2. Interception Point

By listening and targeting competitor-branded keywords, your brand can intercept the consumer via paid and organic content, diverting attention away from competitors.

3. Consumer Engagement

Wherever you touch or direct the consumer, you can now provide them with valuable content to nurture them and lead them to convert.



Product Transaction

In-store Visit

Deeper Web Experience