



# Γιώργος Καρταλτζής

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# Professional Diploma Digital & Social Media

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## About the

Your digital discovery begins here.

The complete digital & social media diploma with a long track record as a catalyst for change is hosted in Athens and in [Thessaloniki](#),

**122 hours**

course duration



**KNOW  
CRUNCH**  
learn • transform • thrive

# Micro-moments

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Marketing στρατηγικές για ένα digital κόσμο



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# paradigm shift

noun [ C ] UK /'pær.ə.daim ,ʃift/ US /'per.ə.daim ,ʃift/ formal

a time when the usual and accepted way of doing or thinking about something changes completely



**YESTERDAY**



**TODAY**

# Do you have a phone?



Unblock your phone and give it to the person next to you



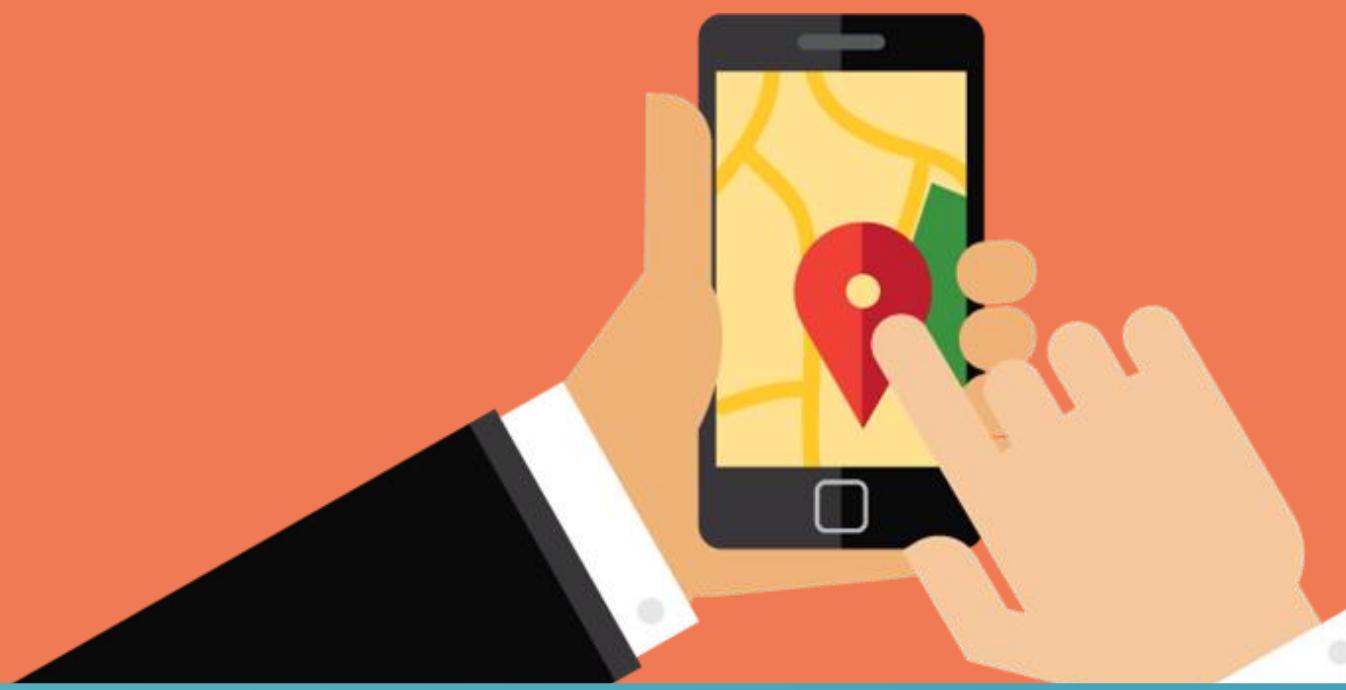
# NOMOPHOBIA

Irrational fear of leaving home without the mobile phone.

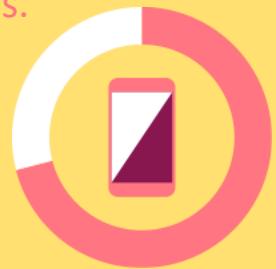
no-mobile-phone phobia



# How many times a day users interact with their phones?



**65%**  
of population  
communicates through  
mobile phones.



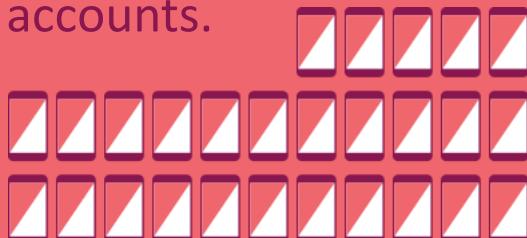
In the past 12 months mobile accessibility has grown.

**26%**



  
**79.9** millions  
of smartphones.

**106.4**  
millions of  
active mobile  
accounts.



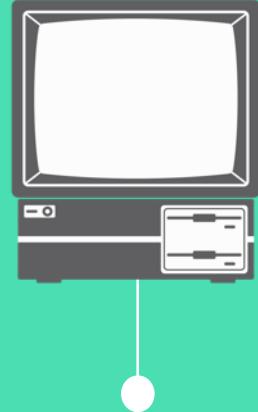
**50%**  
classe C



**2016**  
**>50%**  
of searches are  
from mobile  
phones.

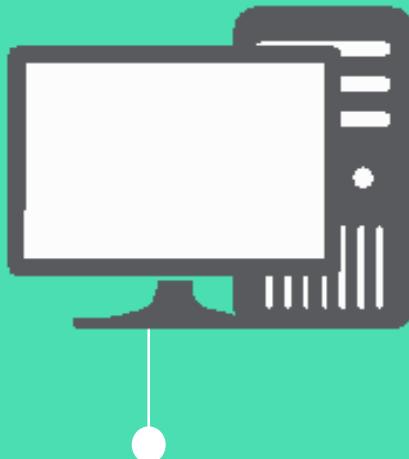


Throughout the years desktop experience has been evolving, but today **MOBILE WORLD** shows us new ways.



**1995**

First commercial use on websites  
100% text.



**1998**

Web becomes mainstream:  
gaming and web.



**2003**

Internet grows:  
Sofisticated eCommerce. Start of social media Boom.



**2007**

Smartphone:  
Mobile-friendly

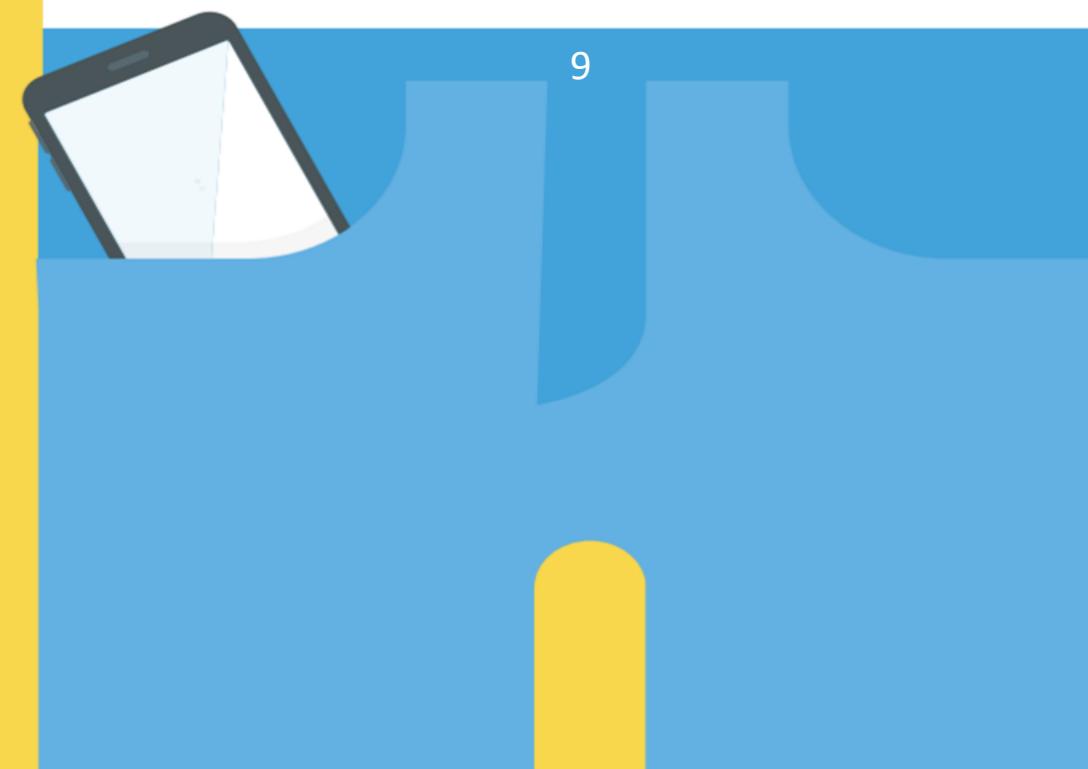


**2015**

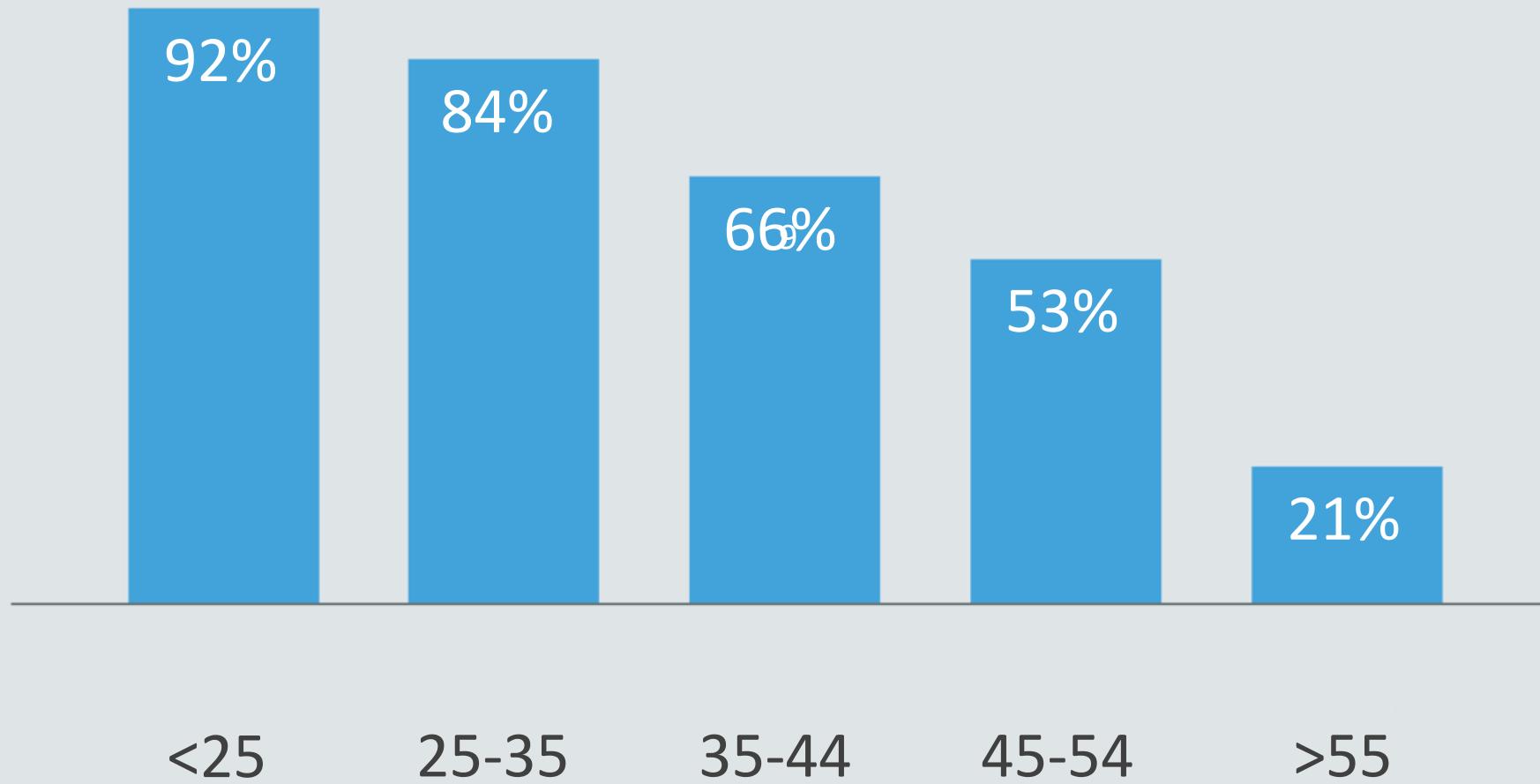
**Digital world:**  
Users expect a clear and full experience in their devices.

# 53%

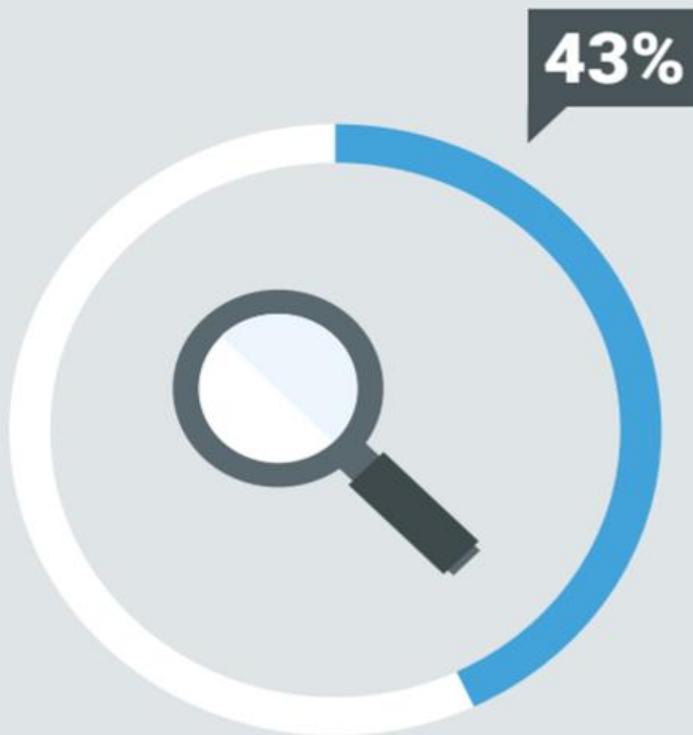
of people use a smartphone



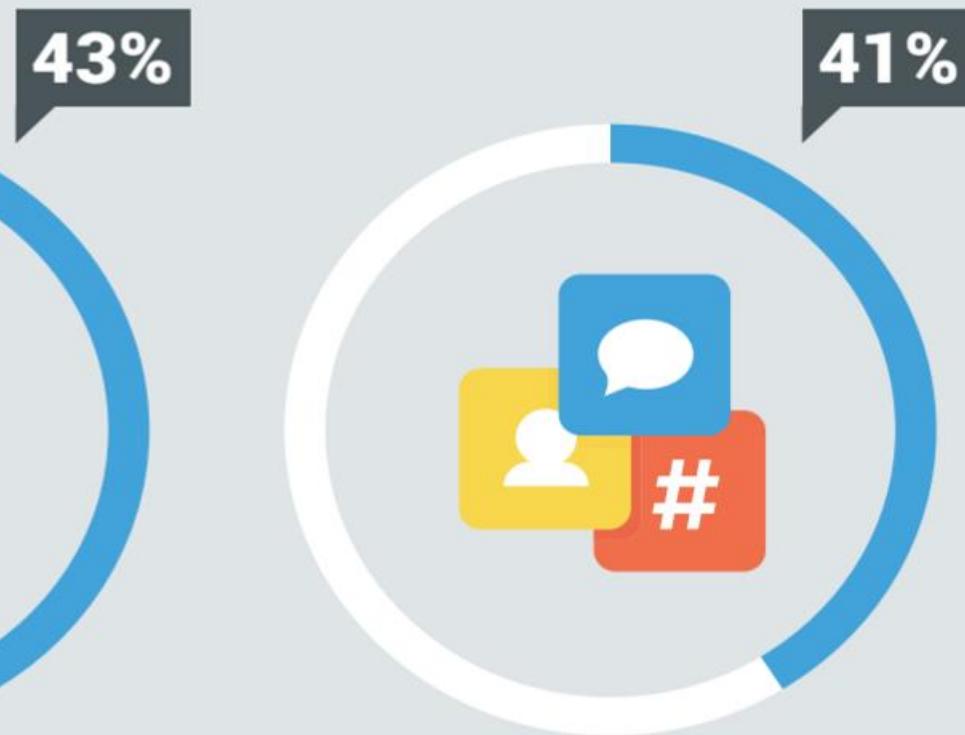
# 87% under 35 years use a smartphone



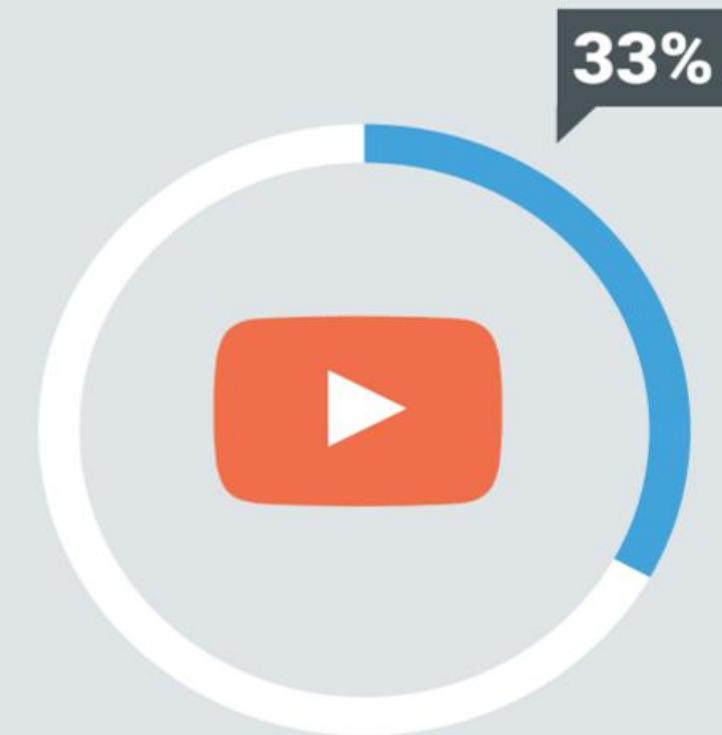
Smartphones are used for a wide range of different activities on a weekly basis



Search



Social  
networks



Online  
video

43%

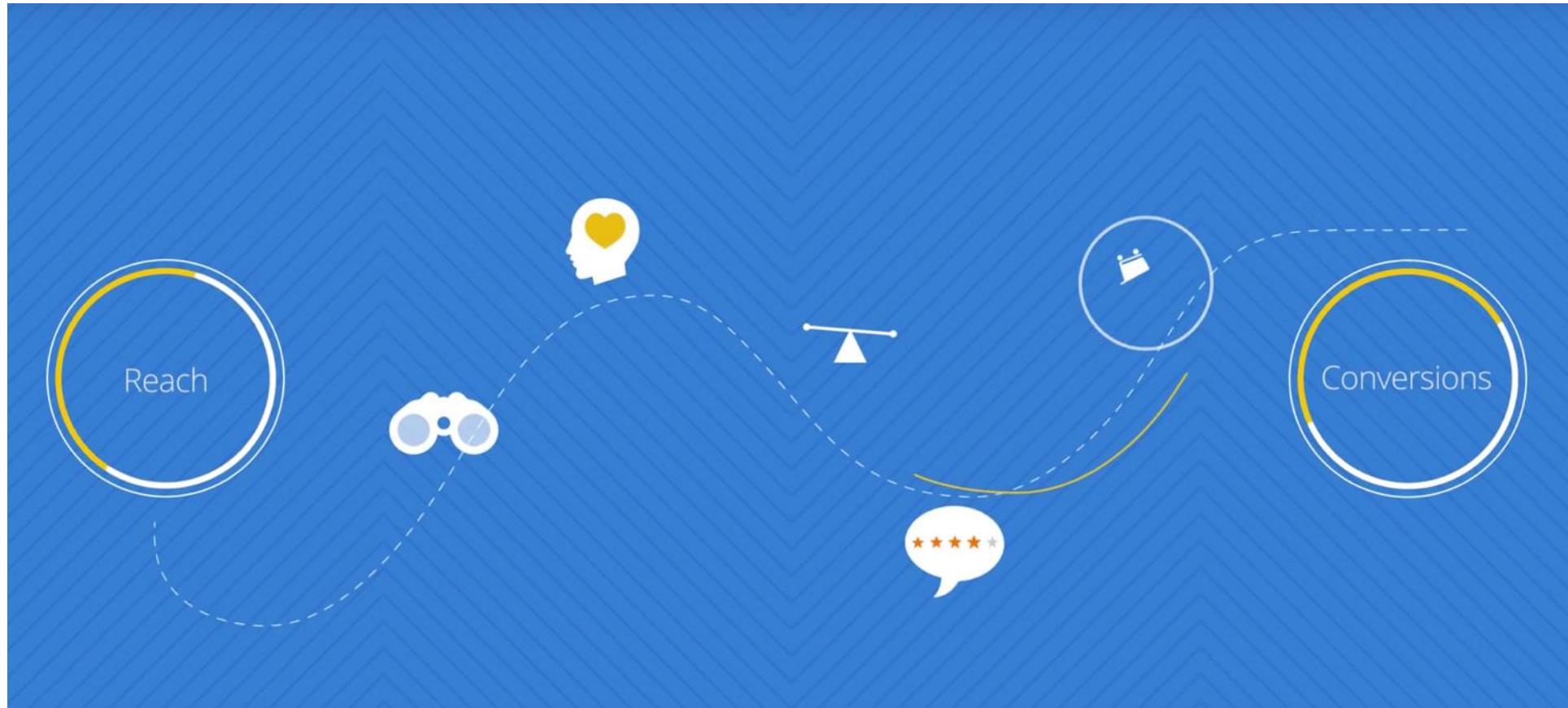
41%

33%



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# The Digital Paradigm Shift



# **Καταλήγουμε σε καταναλωτικές αποφάσεις εκείνη τη στιγμή**

82% των καταναλωτών  
στρέφονται στο κινητό  
τους όσο βρίσκονται σε  
κάποιο φυσικό κατάστημα





# Λύνουμε ξαφνικά προβλήματα στη στιγμή

62% των χρηστών smartphone είναι πιο  
πιθανό να λάβουν δράση προς την  
επίλυση κάποιου ξαφνικού  
προβλήματος επειδή έχουν πρόσβαση  
σε smartphone

# Κυνηγάμε μεγάλους στόχους σε μικρές στιγμές

90% των χρηστών smartphone  
έχουν χρησιμοποιήσει το κινητό  
τους για να κάνουν βήματα προς  
ένα μακροχρόνιο ή πολύ-επίπεδο  
στόχο





Δοκιμάζουμε νέα  
πράγματα σε  
στιγμές ρουτίνας

91% των χρηστών  
smartphone στρέφονται στο  
κινητό τους κατά τη διάρκεια  
μιας εργασίας



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# Η αλλαγή καταναλωτικής συμπεριφοράς δημιουργεί ευκαιρίες & γεννά υποχρεώσεις

## I-want-to-buy-it moment

- **76%**  
των ανθρώπων που ελέγχουν τα smartphone  
τους για κάτι κοντά τους επισκέπτονται το  
κατάστημα εντός της ίδιας μέρας, και 28%  
αυτών οδηγούν σε πώληση
- **6 στους 10**  
χρήστες internet ελέγχουν αν ένα προϊόν  
υπάρχει σε ένα τοπικό κατάστημα προτού το  
επισκεφθούν

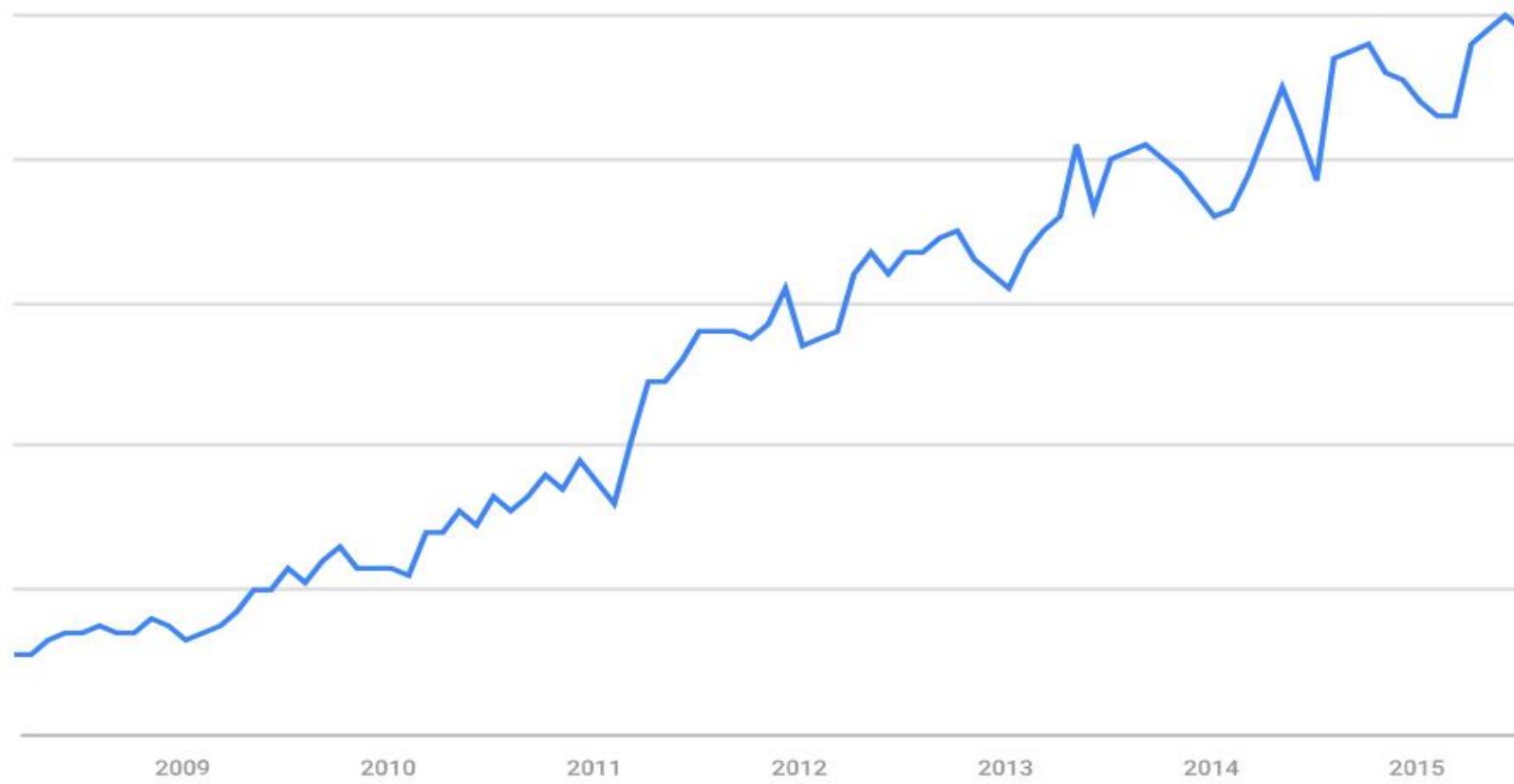




# Which-one's-best moments

- Στρεφόμαστε στο διαδίκτυο για να συγκρίνουμε προϊόντα, υπηρεσίες, τις τιμές και την ποιότητά τους
- **Σχεδόν 50%** των χρηστών internet βλέπουν videos σχετικά με τα προϊόντα που τους ενδιαφέρει να αγοράσουν

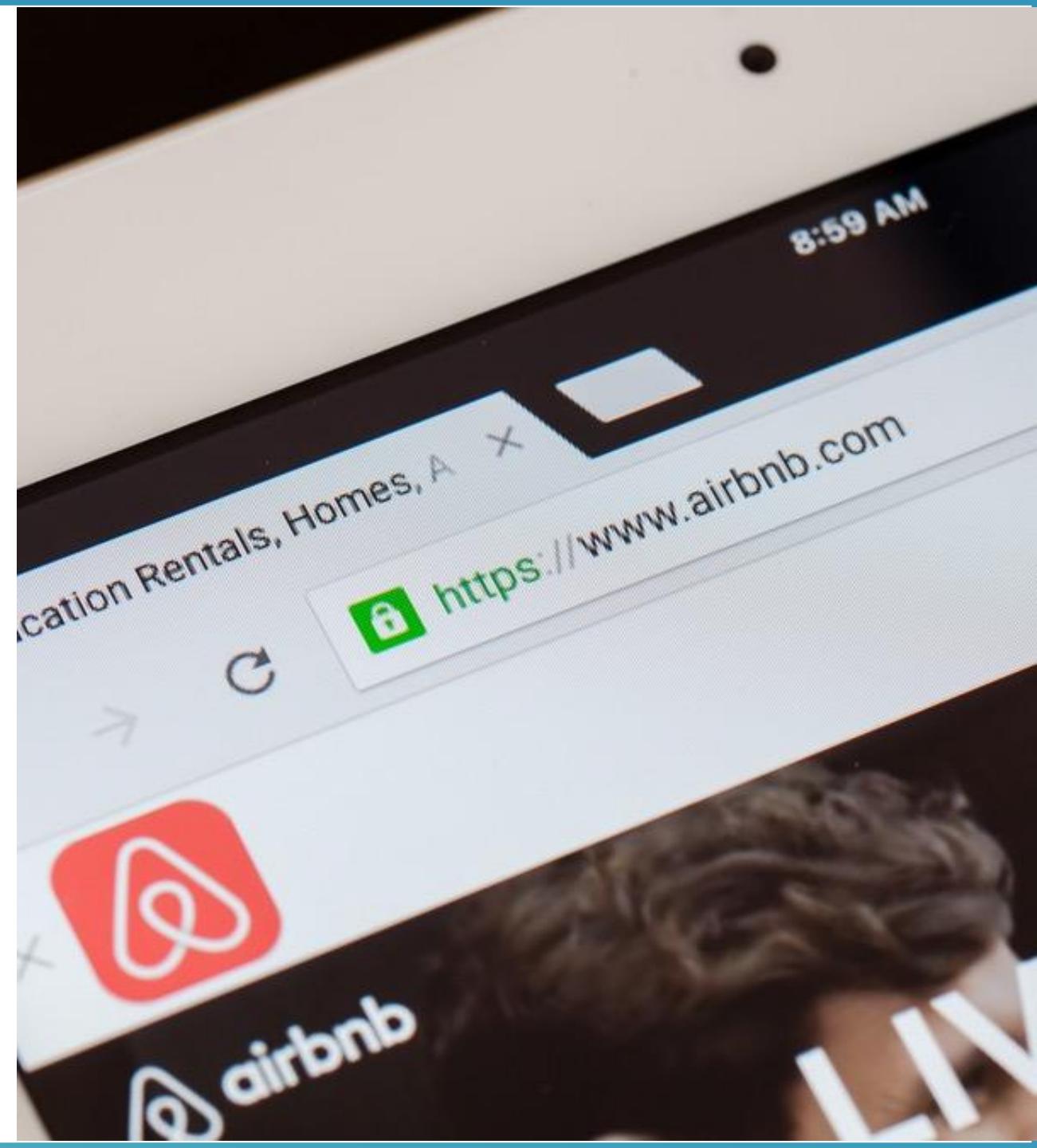
## Search Interest in “Reviews” and “Test Drives” in the Auto Category on YouTube



Source: Google Trends, United States, 2008–present.

# I-need-some-ideas moments

- **90%**  
δεν είναι σίγουροι για το brand που τελικά θα προτιμήσουν
- **40%**  
των αναζητήσεων στο Google είναι γενικές αναζητήσεις ατόμων που δεν έχουν καταλήξει σε κάποιο είδος προϊόντος. Γνωρίζουν απλά το «πρόβλημα» που ψάχνει λύση πχ. Online meetings



# I-want-to-watch-what-I-am-into moments



What to do with 10 euros in Thessaloniki!

20,037 views

162 likes 12 dislikes

United Societies of Balkans... 201 subscribers

SUBSCRIBE

Up next

SuperFast Walk in Thessaloniki Greece Happy Traveller 24K views

Easy Greek 1 - What do you like about Thessaloniki? Easy Languages 67K views

The 6 best terraces of Thessaloniki that will leave you... United Societies of Balkans NGO 776 views

Food and the City - Μουστρόπολι

# I-want-to-know moments

11:37 23% vf GR WiFi

thessaloniki tourism

Thessaloniki

OVERVIEW TRAVEL GUIDE TOP SIGHTS

White Tower of Thessaloniki 7 ★★★★★ (622) history exhibit in Rotunda

Arch of Galerius and Rotunda 4.5 ★★★★★ (243) Monument, architecture, and history



Archaeological Museum of Thessaloniki 6 ★★★★★ (73) Museum and culture

Museum of Byzantine Culture 4.4 ★★★★★ (81) Museum, culture, and

# I-want-to-go moments

11:38 22% vf GR WiFi

ταξιδιωτικά γραφεία κοντά μου

Google

ταξιδιωτικά γραφεία κοντά μου

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ZORPIDIS TOURIST ORGANIZATION SA VERGINA TRAVEL - EMMANOYHLIDOU... Triandria Τριανδρία

Map data ©2016 Google

ZΟΡΠΙΔΗΣ ΤΟΥΡΙΣΤΙΚΟΣ ΟΡΓΑΝΙΣΜΟΣ ... 3.9 ★★★★★ (11) · 2.2 km Γραφείο τουριστικών πληροφοριών · Egnatia Closed today

VERGINA TRAVEL - EMMANOYHLIDOU Γ... 1 review · 2.2 km Ταξιδιωτικό πρακτορείο · El. Venizelou Closed today

More places

Ταξιδιωτικά Γραφεία Θεσσαλονίκη | vrisko.gr  
www.vrisko.gr | dir | thessaloniki

# I-want-to-do moments

11:39 22% vf GR WiFi

things to do in thessaloniki on sunday

Google

things to do in thessaloniki on sunday

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Tourist attractions / Thessaloniki

White Tower of Thessaloniki Museum of Byzantine Culture Archaeological Museum of Thessaloniki Arch of Galerius and Rotunda

The Top 10 Things to Do in Thessaloniki - TripAdvisor - Thessaloniki, Greece Attractions ... https://www.tripadvisor.com › Attractions...

Hotels near White Tower of Thessaloniki. Hotels near Aristotelous Square. Hotels near Church of Agios Dimitrios. Hotels near Archaeological Museum of Thessaloniki. Hotels near Museum of Byzantine Culture. Hotels near Ladadika District. Hotels near Monument of Alexander The Great. Hotels near Church of Agia Sofia. The Archaeological Museum · Ladadika District

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# I-want-to-buy moments

11:39 22% vf GR WiFi

hotels thessaloniki

Google

hotels thessaloniki

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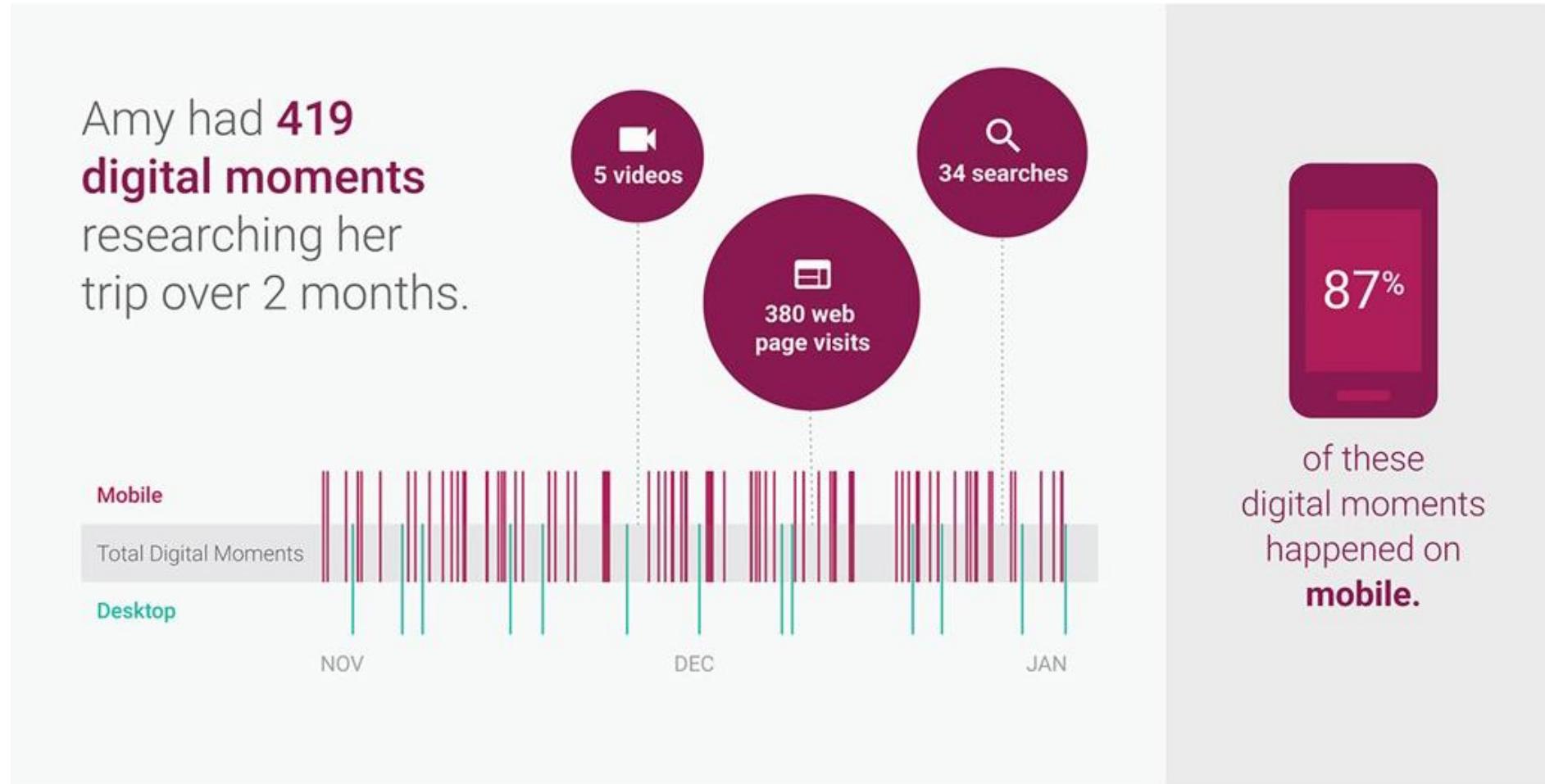
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Ad www.trivago.com/Hotels/Thessaloniki

490 Hotels Save up to 75% - Find your Ideal Hotel Thessaloniki! - trivago™ Amenities: Wi-Fi, Pool, Breakfast Types: Hotels, Resorts, B&B

# Η περίπτωση της Amy.



Source: Luth Research ZQ Intelligence™ - Cross Platform Digital Behavior Measurement, Nov-Dec 2014.



WHICH-CAR-IS-BEST  
MOMENTS

IS-IT-RIGHT-FOR-ME  
MOMENTS

CAN-I-AFFORD-IT  
MOMENTS

WHERE-SHOULD-I-BUY  
MOMENTS

AM-I-GETTING-A-DEAL  
MOMENTS



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# ~~Digital Marketing~~ Marketing in a Digital World

Understanding Context, Intent & Immediacy  
Achieving performance



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## Πώς κερδίζω τα micro-moments;

Ο σύγχρονος καταναλωτής εκτιμά το brand που θα ανταπεξέλθει στις ανάγκες του σε αυτές τις στιγμές.



Αναγνώριση των πιο καθοριστικών micromoments



Οργάνωση εταιρίας έτσι ώστε κάθε τμήμα της να έχει ομοιογενής αντιμετώπιση προς κάθε micromoment.

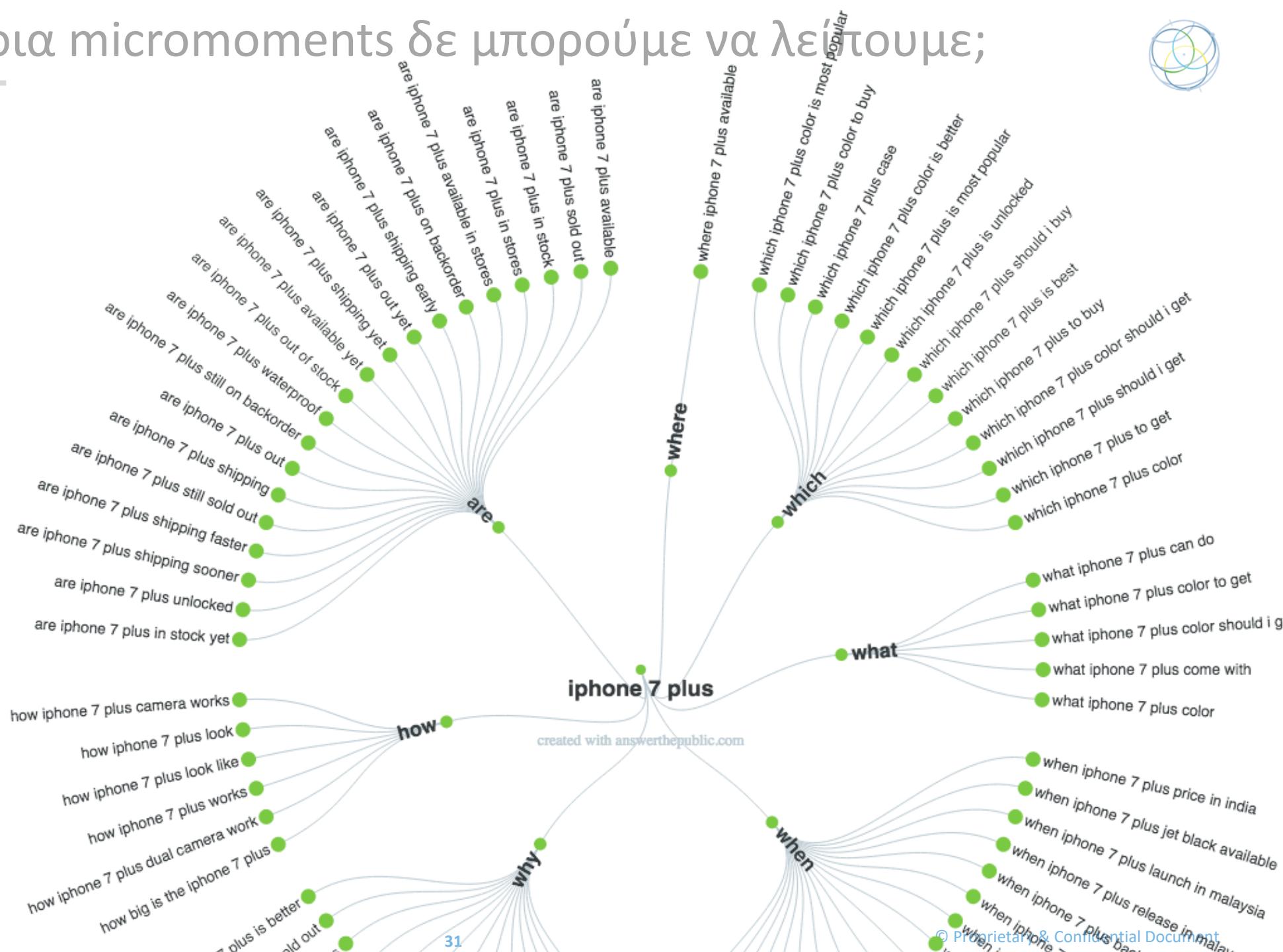


Μέτρηση & συνεχής βελτιστοποίηση

# Βήμα #1. Σε ποια micromoments δε μπορούμε να λείπουμε;

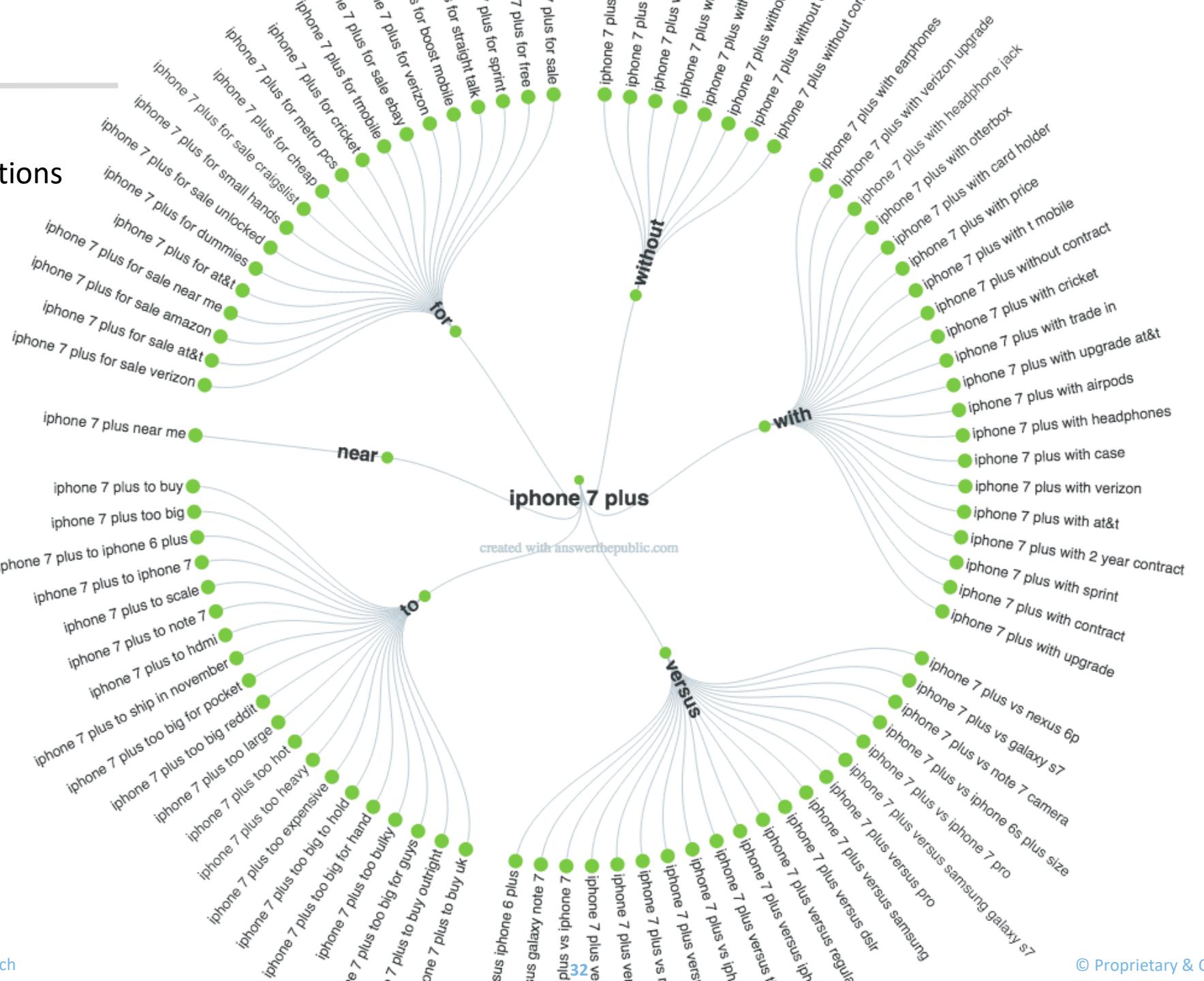


## Questions

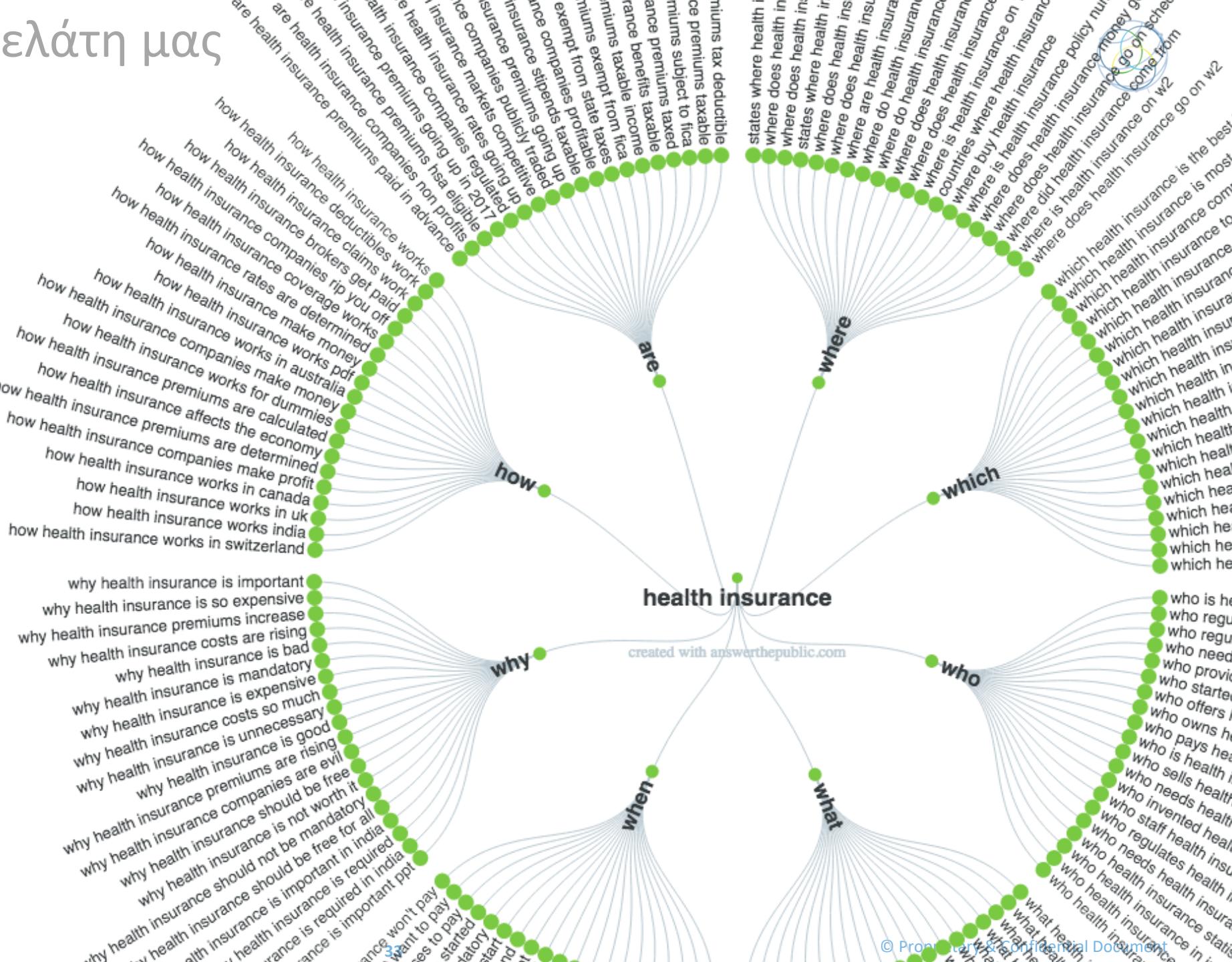




# Prepositions



# Γνωρίζουμε τον πελάτη μας



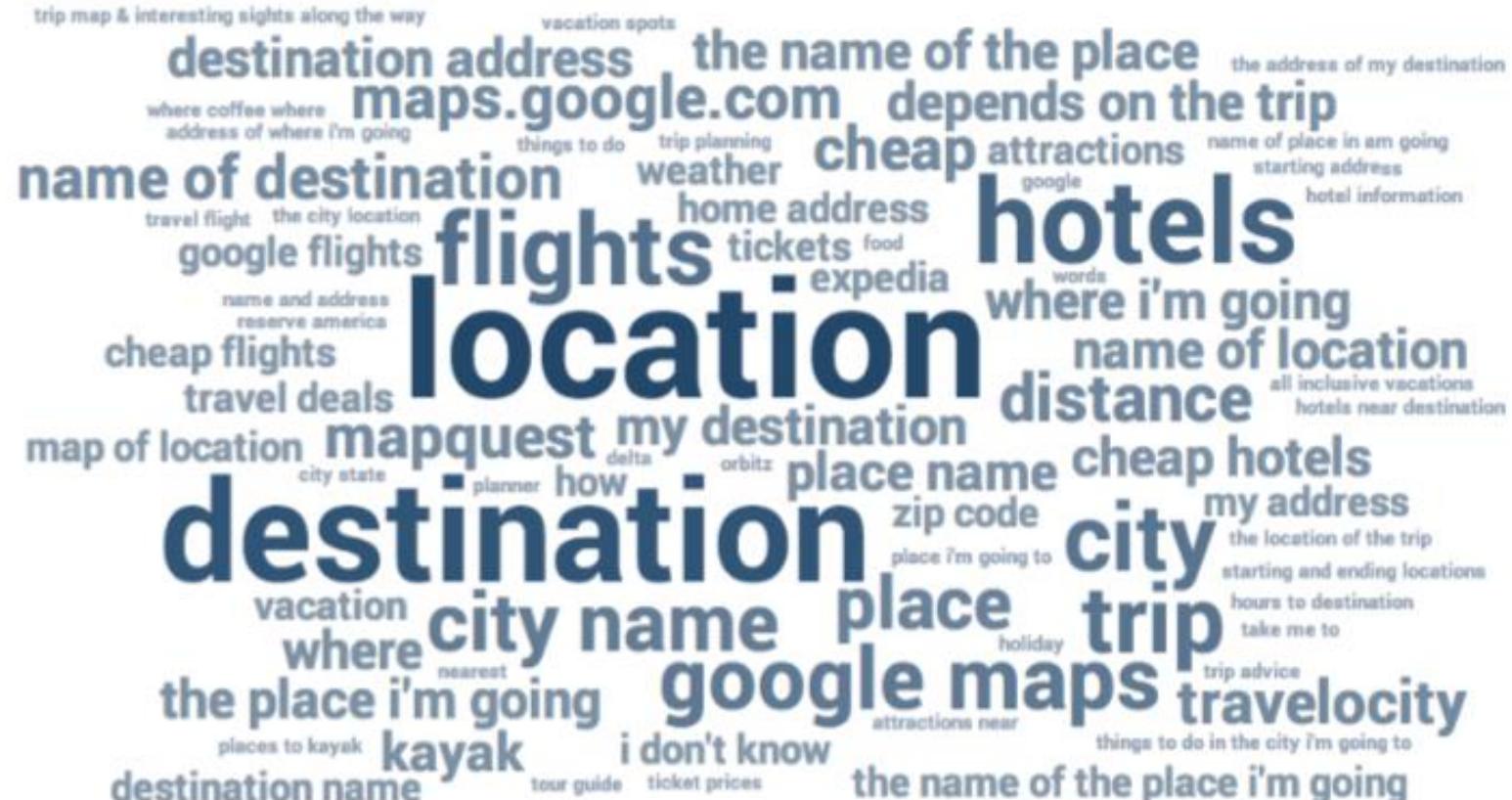
# iPhone 7 WordCloud – Google Search & YouTube



# Modern-day trip planning?



What's the first thing that you type into Google when you start to plan a trip?



## Βήμα #2. Ομαδοποίηση των micromoments.



# Bήμα #3. Whole organization is present in-the-moment.



**ASOS**  
discover fashion online

Search ASOS



£ EUR ▾

Welcome to ASOS Join | Sign In

Home | WOMEN | MEN

Help | My Account | Saved Items | Bag £0.00 (0)

GOING OUT-OUT?  
GET UP TO 60% OFF\*

**WOMEN** >

UP TO 60% OFF  
SMART THREADS\*

**MEN** >

FREE DELIVERY WORLDWIDE\*  
\*MORE INFO HERE >

Home > Women > Occasion Wear > Wedding

Link 1

Link 2

Link 3

Link 4

## WEDDING GUEST

At long last, an excuse to get seriously dressed up. Sweet co-ords, dreamy jumpsuits and ceremony-to-dancefloor dresses are perfect for wedding season. It's time to start befriending some happy couples...



**Men's Wedding Suits & Accessories >**



## Buyer's block? Try our gift picks



# Taking into consideration: Context



Play  
Sponsored · 2

Cała rodzina pod dachem Play 😊 Czas, żebyście płacili mniej!  
[>> http://bit.ly/1kjdgws](http://bit.ly/1kjdgws)

The image shows a Facebook post from the 'Play' page. The post features a sponsored status with a purple 'Sponsored' label and two likes. The main content is a promotional graphic for 'Formuła Rodzina 4.0'. The graphic depicts a stylized house with a purple and white striped ball at its base. The text 'PLAY Abonament' is visible above the house. Below the house, the text 'JEDEN ABONAMENT DLA 4 OSÓB ZA 99,99 zł/MIES.' is displayed. The overall theme is family-oriented and emphasizes cost savings.

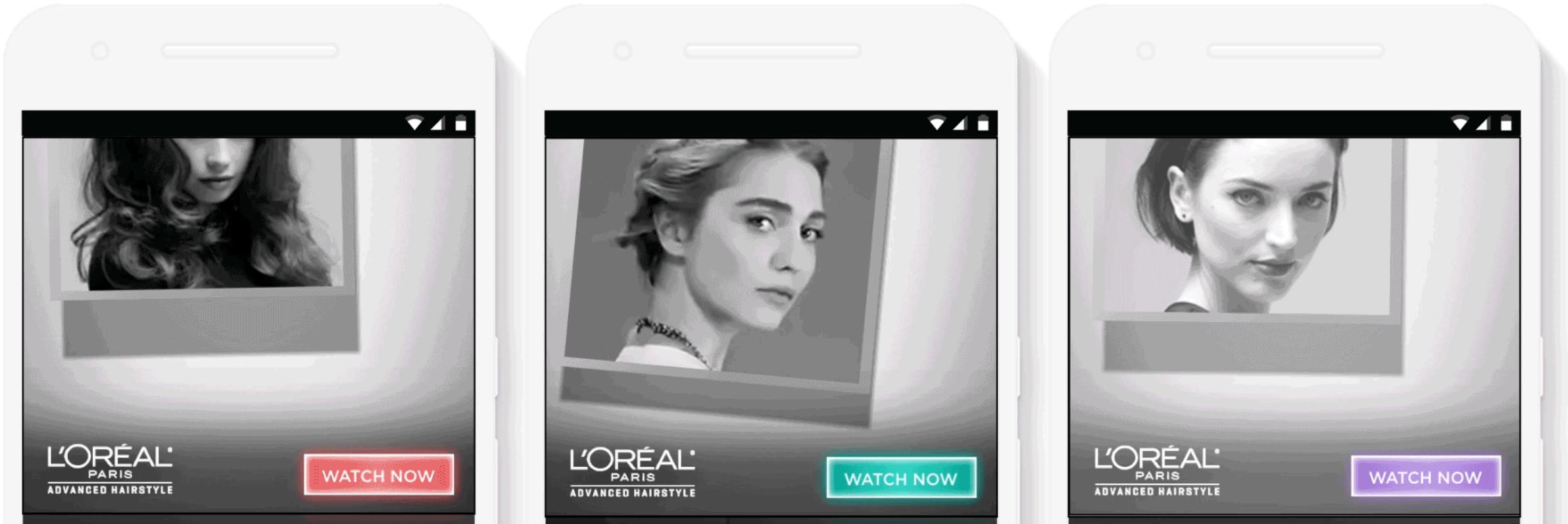
PLAY Abonament

FORMUŁA  
RODZINA  
4.0

JEDEN ABONAMENT  
DLA 4 OSÓB ZA 99,99 zł/MIES.

Like · Comment · Share · 2

# Taking into consideration: Context



Macy's



## Βήμα #4. Μετρησιμότητα

- Διαφορετικά KPIs
- Γραπτά KPIs
- Τολμάμε τα forecasts
- Experiment, rinse & repeat



# Micromoments – Στρατηγικές για ένα ψηφιακό κόσμο



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