

## 6.7: Zero-Moment of Truth (ZMOT)

### Zero-Moment of Truth (ZMOT)

In a great content marketing for themselves (i.e., this concept helps sell Google products!) Google introduced in 2011 the concept of **zero-moment of truth**, “a new decision-making moment that takes place a hundred million times a day on mobile phones, laptops, and wired devices of all kinds ... that moment when you grab your laptop, mobile phone or some other wired device and start learning about a product or service (or potential boyfriend) you’re thinking about trying or buying.” Yet, it is quite useful to think about how consumers make purchases in the digital era (Lecinski, 2011).



Figure 6.7 ZMOT

A **moment of truth** is a contact with a brand or a product when a consumer forms an impression (Carlzon, 1989). To understand the ZMOT, it is important to contextualize it historically. Why is it called the ‘Zero’ moment of truth? Quite simply, before Google introducing his concept, there exists already two moments of truth:

- First moment of truth (FMOT): When a shopper notices a product in a shopping environment which influences their buying decision
- Second moment of truth (SMOT): When a consumer experiences a product following their purchase decision

The ZMOT is the moment of truth—the context between a consumer and a brand—that happens before a shopper notices a product in a shopping environment. Concretely, ZMOT “moments” could appear during

- Online searches, talking with family and friends, comparison shopping, seeking information from a brand, reading product reviews, reading comments online, or starting to follow a brand

In contrast, the first moments of truth happen during

- Looking at a product on a shelf, reading a brochure at the store, talking to a salesperson, looking at a store display, talking with a customer service representative, using a sample in-store.

According to Google, characteristics of ZMOT are that they happen online, when the consumer is in charge (and this relates to inbound marketing) during multi-way conversations. To capitalize on ZMOTs, Google recommends being present in moments that matter:



By this, the marketing juggernaut means that you should have content and ads that respond to the needs, problems, and goals that consumers are typing in the form of search queries on search engine. All of this, you may now have guessed, requires a deep understanding of your consumers and their journey.

Google identified [four ZMOTs](#). Briefly explain how they [interact with journeys here](#) (Think with Google, 2015; Lawson, 2015):

- I want to **know moments**, where consumers turn to a search engine for a knowledge-based query
- I want to **go moments**, when consumers turn to search to go somewhere (e.g., “restaurant near me”)
- I want to **do moments**, when consumers want help to achieve something (Fun fact! For a while there, the most searched “how-to” video was “how to kiss.” Now, isn’t that sweet!)
- I want to **buy moments**, when consumers turn to search to help them make a purchase

## Four Types of ZMOT



Figure 6.8 Four Types of ZMOT

These are important conceptual tools. They represent opportunities for companies online to create content. These are not simply ways to understand how consumers use search engines and interact online. Rather, they are tools to help us create better content. What kind of content would you create for these four different ZMOTs?

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