

DISCOVERED

Dominate online and voice search
without wasting time or money

Bethanie Nonami

FOREWORD

For years now, I have been helping businesses learn how to improve their Google presence in ways that comply with Google's Guidelines. I am completely obsessed with understanding Google's algorithm changes, but most people don't nerd out on penalties, audits, and algorithms like I do.

I believe that having a foundational understanding of how people are engaging and experiencing search is critical to the success of our businesses. You don't have to understand or master the technical logic behind Google's algorithms. However, you should understand the trends of consumer behavior as millions of people begin their discovery and research process through an online or voice search.

Discovered gives you an understanding of why so many brands struggle to gain traction and momentum online. This book takes a holistic look at the connected customer experience, consumer psychology, and common mistakes that prevent Marketing Leaders from reaching their goals. Discovered curates hard to find data with emerging technologies, to give you real-world examples to apply to any brand's Digital Marketing strategies.

As Marketers, we often compete in a busy online marketplace where our brand gets lost in a sea of ads, videos, and content. As our ad spend increases, our reach and returns decrease. Discovered also provides an in-depth look at the Voice market and how people are discovering, engaging, and connecting with new brands daily. This book is the handbook for brands that are

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looking for a way innovate using voice and helps you get started with voice.

Yesterday's thinking is today's baggage, and organizations that want to lead and shape their industry must evolve and adapt with technology and innovative thinking. Read about how brands have created innovative experiences leveraging emerging technology to elevate the customer's online experience with their brand.

Create a purposeful, delightful, and memorable customer experience so that people share it. Give your online content meaning and context, so the search engines understand it. Once the search engines understand and trust your brands content, you are ready to begin your voice journey. A voice journey that will add value your shoppers lives every step of the way. Google, your brand, and your shoppers want you to provide the best possible customer experiences. Discovered will give you the knowledge you desire to create unforgettable and transformational customer search experiences.

Dr. Marie Haynes
MarieHaynes.com

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INTRODUCTION

I love what I do. I started programming when I was in elementary school – back when a computer was just a big dusty dirt-gray-colored box with a green screen and a keyboard. This was before Windows was a thing, and the mouse didn't even exist.

I am one of those nerdy people who gets excited about every new technology, especially if the technology changes the way we experience life. In my lifetime, I have witnessed three major waves of life-changing technology: Windows, the Internet, and smartphones. Even if you aren't a huge fan of technology in general or new applications in particular, you may be hustling for your amazing brand to be discovered by more people. You might spend a lot of time and money on all the things brands are supposed to do:

- Social media strategies
- Digital strategies
- Paid ad strategies
- And the list goes on and on.

You know these are the things that you “should do” according to countless agencies, experts, and high-paid consultants. But you feel, no, you know, that this can't be all there is. You know there has to be a better way.

There *is* a better way, but that path is the one that is often less traveled. One may consider it uncharted territory.

- Yes, it involves more risk than you may be used to.
- No, it may not have been done before.

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- No, we don't know what your exact return on investment or efforts may be.
- Yes, I definitely recommend following this path!

If you made decisions solely on ROI, you probably wouldn't be executing half of the strategies you do right now anyway. Right?

We are reaching this perfect moment in time where the time to ideate, design, test, and launch new technology is the fastest it has ever been in history. New technologies are released every day.

Martech is technology that focuses on marketing software, technology, or automation. According to ChiefMartech.com, Martech exceeded 7,040 different solutions. This category of software solutions has nearly tripled, since 2015. Over 7,000 solutions today are solely designed just to help you improve marketing. No wonder you have so many strategies and shiny object tactics!

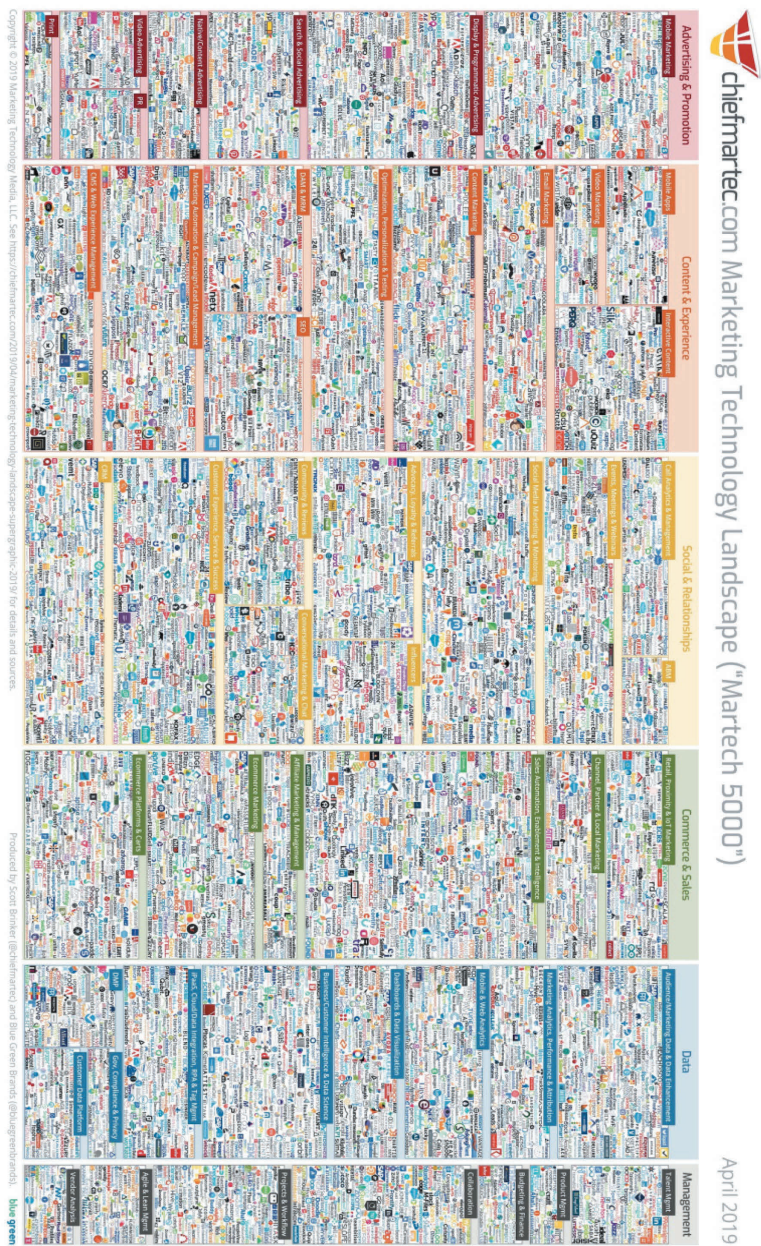
Ryan Deiss of Digital Marketer explains our marketing efforts as broken bridges. You are trying to cross a valley to get to a magnificent mountain, we'll call it the Motherland. The Motherland represents your biggest marketing goals and dreams. The only way to the Motherland is to build a bridge from where you stand today over the valley to the Motherland. You start building your bridges and you start with a website bridge. As you are halfway through your website bridge, someone tells you there is a faster bridge you can build to get to the Motherland. This new bridge is called the social media bridge. You stop building the website bridge and start building your social media bridge. The social media bridge doesn't get you across the valley as fast as you hoped, so you hire some workers to finish the social media bridge. You take a step back and look at the majestic mountain on the other side of the valley. You decide go back through your "World's Greatest Marketing Bridge" research and decide to build an Influencer bridge. Since setting your

eyes on the Marketing Motherland, years have passed. Without even realizing you have built a valley of broken bridges.

More than 7,000 different marketing technology software applications shows us there are thousands of potential bridges we can build. But just because we can, it doesn't mean we should. Part of our jobs as leaders are to know where to focus and when to pivot.

"The only limit to our realization of tomorrow will be our doubts of today."

-Franklin Roosevelt



Source: ChiefMartec.com Image ¹
👉 Say OK Google - Talk to Discovered Book – Martech Image

ChiefMartech.com knows that this graphic is a bit hard to read, so they have made a list of the vendors available in a Google Sheets too²!

If you have thousands of options and even more opinions, what do you do? You innovate! You adapt faster than your competition. You do something no one else has the guts to do. This means you are the person heading off to sea when everyone thinks the world is flat. Sounds scary? You bet. Are people going to call you crazy? Maybe. Sounds super exciting? Absolutely!

By reading this book, you will gain an understanding of how to leverage the power of emerging technology and innovation to forge a new path. A path that will be nearly impossible for your competitors to mimic. A path that will help your brand have such an unfair advantage, it almost feels like cheating. But it definitely feels good when you can lead and shape your industry.

This book focuses on what the next big wave of changes that are already here but are often unknown and underutilized to brand leaders. These technologies and innovations span Online Search, Voice, Voice Search, Voice Assistants, Intelligent Assistants (or bots), and world of conversational and community engagement. By the end of this book you will understand how you can use these technologies to begin or continue your brand's innovation journey by future-proofing your brand's position in your industry.

²  Say OK Google - Talk to Discovered Book – Martech Companies



Future-Proof

Adjective (of a product) unlikely to become obsolete

Verb make (a product or system) future-proof

Many companies think they are innovating. It may be a pillar of success or a core value. However, many aren't actually innovating, they are just iterating. There's a difference. They may be trying to improve an existing process, ad campaign, or community to make it better. Iteration and optimization are important processes but they are not innovation. This is what most companies are really doing, trying to get better results. But this is not innovation.

How can brands survive in a world with:

- Less attention from consumers,
- Emerging startups popping up on every street corner,
- Juggling the consumer's massive desire and expectation for personalization,
- More data than our tiny human brains can process?

Search and Innovate. Innovate and Search.

The best chance we have is to innovate. The first place you need to start with innovation is where 84% of people

start the customer journey, with a search³. 90% of shoppers use search across the entire buying journey⁴.

Even if innovation seems too risky or radical for your organization, you owe it to yourself, professionally, to read this book and understand not only what is coming but what is already here today.

People are tired of scrolling through page 1 of Google searching for an answer. They want THE right answer now. Put yourself in their shoes. How much time do you want to look for an answer to a question? How many times do you want to click on a link, skim the page for the answer, and click back to look for another page with a better answer? My guess is you said less than three. Nobody wants to hunt for answers.

Consumer shopping behavior changes so rapidly because people are trying to get to the right answer faster. We have become distracted, impatient, and lazy. Consumers demand THE right answer. Search engines are becoming answer engines. Search queries have evolved from keywords to questions spoken in a conversational manner. Smart speakers, voice-activated searches, and voice assistant platforms are providing 1-3 top answers, not 15 of them, like Page 1. Depending on the voice platform, there may be just one answer.

In 2018, there were 250 billion searches made through voice⁵. In Voicebot.ai's Voice Assistant SEO Report for Brands, out of 200 leading brands analyzed:

- 26.5% have some sort of voice app for Alexa,
- 21.5% have one for Google Assistant,
- And about 15% have a presence on both platforms.

³ Say OK Google - Talk to Discovered Book - Deloitte Search

⁴ Say OK Google - Talk to Discovered Book - Forrester Search

⁵ Say OK Google - Talk to Discovered Book - Voicebot SEO Report

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Is your brand in question or are you the answer? If you don't believe me, just ask Alexa, Siri, or OK Google a question.

What are the questions that consumers ask to discover your brand? You can try questions with and without your brand name, like these:

- What is non-dairy ice cream made from?
- What healthy snacks can toddlers eat?
- What does non-GMO mean?
- Is organic food really better than non-organic foods?

Think of a couple of questions and ask your smartphone voice assistant (Siri, Bixby, Google Assistant) or Alexa or Google Home. What did she say?

If she couldn't answer the question, then you are looking at a new channel filled with opportunity!

This is a super exciting time for future-focused brands that are willing to use innovation to learn better ways to connect to shoppers.

Brands can't afford to take a wait-and-see posture when it comes to adapting and evolving as our shoppers are every day. If you are ready to learn ways to leverage emerging technology and innovation so your brand can be discovered by more of the right people, then let's do this!

High fives and fist bumps,

Bethanie Nonami

P.S.

This book is based on my 28-plus years of experience to give you an accelerated way to learn quickly so you can begin to innovate. It is by no means meant to exclude a particular vendor, software, or methodology. Since technology changes rapidly, it would be impossible to

always have the latest and greatest in the book, but never fear, you can visit Discoveredbook.com/Book to find the latest and greatest of what we love, use, and recommend.

P.P.S.

If you enjoy this book, find it useful, or take action, I would love to know about it. I read it all and I would love to know what you liked and what I could have been done better. To leave a review, please visit DiscoveredBook.com/Reviews. If you have feedback or recommendations to make the book more useful or incredible resources that you have found that helped you, please share them with me. You can reach me directly at Bethanie@DiscoveredBook.com or on Twitter or LinkedIn @BethanieNonami.

P.P.P.S.



Bullies suck. Cyberbullies suck more. I have children, who have and will probably continue to Google me and read everything they find. Are all kids nosey, or just mine? I respect your opinion and I respect your voice but if you have harsh words for me, please respect the power of the Internet and the damage it can do. I am not perfect and I want to hear your opinion, especially if it can help me grow, be a better person, or understand a point of view that I don't understand now. But I am also a stubborn, head-strong Aries, who loves a great debate. All that I ask is that you bring it privately. Please email me at Bethanie@DiscoveredBook.com.

Please be kind to others.

The world would be a better place if we treated each other with kindness.

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HOW TO USE THIS BOOK

1.  This icon means you can speak the command into Google Assistant. Just ask your Google Assistant to “*Talk to Discovered Book*” and then say the phrase next to the  icon. Viola. Voice magic!
2. Images appear small in print, to see the full image, speak the voice command into Google Assistant or visit DiscoveredBook.com for a larger image. Just look for the Chapter name and footnote # to find the image. Poof! Web magic!

CONCLUSION

Being innovative may be seen as a risk. You may not have years of proof. There may not be dozens of experts. But I truly believe that those who embrace the power of Schema and Voice will not only have a first-mover advantage in the near term but will have a future-proof competitive edge for the long term.

We do the best we can with the information that we have. In many cases, yes, it's an assumption. But if we can enrich our experiences with our consumers with better insight based off of real conversations, then we can continue to improve those experiences with customers and shoppers.

Much like this lean startup methodology, it is important to understand that not everything is going to return massive results or is going to take off like we think it is. But if we continue to stay curious and continue to validate assumptions, then we can deliver the experiences that our consumers are yearning to have with our brands.

The key is being open to doing something differently. Do not allow past experience and bias to prevent an idea that would come to life which could transform relationships with shoppers. There is a price to pay to be first. There is a risk to bear when you go against the norm. But to continue to follow the pack and do the same thing better than your competitor will only get you so far.

This might not be an easy sell in your organization. If you run a risk-averse machine, then you may have no other choice but to sit back and wait. I beg to differ. If the barrier of entry into a brand-new channel, that it is

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estimated to grow to \$80 billion by 2023, then can you afford to not enter that channel now?

Owning the Conversation

In an effort to grow and scale our brands, many of us have distribution channels that are necessary but don't return much profit. In some cases, these retailers and channels don't make it easy to control or influence our brand's purpose and value. It gets lost on the shelf and in the world created and controlled by our retail partners.

There is value in owning your brand's voice.

You can own that brand voice with four things:

1. Content that fulfills intent;
2. Schema that gives meaning to answer engines;
3. Voice that starts an engaging conversation;
4. Community that supports and loves your products.

Content should be owned and controlled by your brand. It is necessary for Schema to be successful. Every brand has content that they own and control. It does not have to be eCommerce; it just has to be content that you own and control.

Schema is applied to content with the context and semantics to help answer engines understand:

- Your brand's voice
- Your brand's purpose
- What makes your brand unique
- Your brand's usefulness or utility
- Your reviews and ratings, customer feedback, and social proof
- Your brand's channels (the ones you want to highlight and drive sales to)
- Your brand's connections (between social, products,

videos, recipes, reviews, events, and so on)

Voice experiences are a fit for every brand but the strategy should be one that delivers a delightful experience and is based on validated data. Voice is mass now. Brands that embrace voice with the right strategy are creating a future-proof position to shape and lead their category.

Create a Religion

Communities are worth their weight in gold. Peloton has built an incredible community. A friend told me she has three Pelotons in her house: two bikes and one treadmill. That is \$15,000 worth of consumer community love right there.

She started riding first, then her husband wanted to ride, so she bought a second bike and a treadmill. She rode with her community of people regularly and they have developed a larger community. Her tribe of fellow riders threw her a virtual baby shower. They all met at a specified time to ride, and when the ride was over her doorbell rang and she opened the door to a porch filled with baby shower gifts. That was a community-created and -organized event. A community is a powerful thing. When you treat your consumers well, they will be your disciples and they will advocate for your brand without ever being asked to do so.

Start with a community but strive for a religion. People relentlessly defend their religion. You want a cult-like community that is ride or die for your brand, metaphorically speaking.

Future-Proofing Your Brand

Forward-thinking brands are always trying to outthink their competition. One way is to future-proof your brand Wayne Gretzky style.



*“Skate to where the puck is going,
not where it has been.”*

– Wayne Gretzky

Stop trying to beat your competition by doing what they do but better. Create a real future-proof strategy that will ensure that you not only lead but your competition can't even respond because their heads are spinning so fast.

If your brand executes a Schema and voice strategy while strengthening your direct-to-consumer channel, you are creating a future-proof advantage that your competition can't displace with all the ad money in the world.

Start somewhere today

Whether you have an entire team with millions of dollars in marketing spend or you are an emerging challenger brand with a small team of two, voice is for you.

Here are some easy ways to get started today:

- You can start with a small lean team.
- Give them a small task to ideate how you can leverage voice to reach and engage and connect with

your consumers.

- Don't influence.
- Support but don't lead.
- Consider all the options and ideas. Bad ideas make good ideas stronger.
- Take the Amazon approach and socialize ideas to the leadership team.
- Always view the idea through the lens of the customer.
- Poke holes in the plan. Pros and cons, best case, worst case, and determine collectively if this is an idea worth validating with your shoppers.
- If you validate the idea with your consumer base, try to engage with as many ideal consumers as possible. By ideal, I mean consumers with the highest lifetime value to your brand.
- Talk to a statistically viable number of people based on your market size and perform an analysis to determine whether or not it's a go or no-go.

Sales will always be the key measure of success in business but if you have the philosophy that your customers matter, your service to them matters, then voice is a natural play for your brand.

If you have retail space, consider measuring customer experience index as another potential metric of success.

Customer Experiences

We care about our customers. Our products solve problems. Add value and make the lives of our shoppers easier. We believe in what we do. And there is nothing more frustrating than spending precious time, resources, and money trying to reach the people who are looking for us but they're not finding us.

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Right now, you can combine the insight and knowledge that you know is true about your consumers and shift the thinking from keywords to intent and speakable so you can start to be found as the answer on voice.

Imagine all of the incredible stories, resources, and content that you have to share with the millions of people trying to find your brand. **You don't have to start big, you just have to start.**

Throughout this book, I've shared resources that have helped me understand this new frontier. But I also understand that this can be incredibly overwhelming and complex to explain and comprehend.

If your brand would like our help or you want to reach us, visit Discoveredbook.com/Start.



ABOUT THE AUTHOR



Bethanie Nonami is an inquisitive fixer, fast-driving, fun-seeking, food-lovin', lifelong learner, and self-proclaimed nerd on a mission to make this world a better place than when she first entered it. She also wants to put an end to all the miseducation circulating through cyberspace pertaining to search engine optimization. Whether it's through words, SEO, or marketing, she is up for the challenge. For nearly three decades, technology has been the focal point of Bethanie's life, and it all started during grade school (she was the first and only girl programmer in her fourth-grade class).

This thought leader is living proof that a conventional route to success isn't the only way to make an impact. In fact, she has an impressive track record of working tirelessly in order to succeed while helping others do the same. At the ripe age of 22, she was the 1st Sales Engineer at a global fortune 100 company hired without a degree. Even before that, she was all about the hustle, working late shifts at Domino's and drag racing cars during high school. Now, she not only has a debut book out, she serves as a Chief Innovation Officer at Marley Nonami. You can reach Bethanie at Bethanie@DiscoveredBook.com or on [LinkedIn](#).

IN THE WORLD OF MARKETING, IF YOU'RE NOT PLAYING THE GAME, THEN YOU'RE BEING PLAYED.

Advancements in technology have evolved the way we attract and serve customers. As such, it's imperative that we keep up with each development and use them to our advantage so that we're always ahead of rapidly changing consumer behaviors. The old ways of getting customers' attention aren't as effective in our new world. If you want to remain relevant, you must adapt.

**Discover the techniques the top 1% brands are using.
Start doing the same so you can rise above them!**

There's a new channel that most businesses aren't taking advantage of because they don't understand the power behind it and don't know where to start. Yet, it's the next big thing. It's the new way people are searching because it's a lot faster and easier. With voice, customers can quickly summon search results with a few spoken words. This alternate channel benefits your business because it opens up avenues for brand discovery, customer support, and direct communication when shoppers are searching for a solution.

**Why stop there? Surpass more competitors by taking it
one step further!**

There's no point in having optimized content on your website if it's not going to deliver an enriched customer experience. The customer experience plays a significant role in how you attract, delight, and keep customers. As a pivotal element of your business, this what makes your brand memorable and builds affinity for your brand.

**In *Discovered*, all of this is explained in simple terms so that you
can implement these tips as quickly and efficiently as possible.**

In this book, you'll discover:

- o How search engines work so that you can leverage their systems
- o The patterns behind shoppers search behavior
- o How to optimize your online content for discovery on voice search
- o What traits, mindset, and culture will increase your chances of success

Discovered contains valuable tips and strategies to build your online presence using Search Engine Marketing and Voice Search Optimization so that your brand is discovered and renowned for its Customer Experience with your shoppers.

Learn more at: DiscoveredBook.com or
Say *OK Google*, *Talk to Discovered Book*

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Dominate Online and Voice Search
Without Wasting Time or Money

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