

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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SECTION 2:

VOICE

IMAGINE A WORLD

Imagine you are working late in the office. At 5:45 p.m., you realize that family dinner is your responsibility tonight and you completely dropped the ball. You instantly imagine a dramatization of your kids wreaking havoc and mayhem on your perfect, neatly stocked pantry, eating every sugary snack that you have. They are hungry and there is no one there to ~~guide~~ force them to make healthier choices.

With one broad sweep of your arm, you manage to shove everything that you were working on in your laptop bag and you are downstairs in the car in a few Olympic-gold-medal, sprinter-worthy moments.

As you leave, you tell your voice assistant to get you home fast. She pulls up your home address in your Google Maps app as you mumble a silent prayer that everyone else decided to leave work early today so that the highway isn't its usual gridlocked mess.

Like a scene out of the movie "Office Space," you frantically switch from lane to lane in an attempt to make

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it home faster just so you can feel like you are not failing as a parent.

While you're in this panic, something strange is happening. After your voice assistant told you the best route to get you home, she is busy doing something else, too. Based on what your voice assistant has learned about you, she realizes something is different. Your behavior over time has taught her that you typically arrive home well before 6 p.m. and you're normally ordering food or going to your favorite local restaurant for happy hour (for food, not drinks!).

You hear your completely calm, friendly voice assistant say, "You will arrive home in 47 minutes. Would you like me to have dinner delivered to your home? I can pick up Chipotle for Ellie and sushi for Damon and have dinner delivered by 6:20 p.m."

With a huge sigh of relief and an immediate burden lifted from your shoulders, you calmly replied, "Yes." The sense of urgency is gone and you can arrive home in one relatively calm piece.

The feeling of panic has left your body and you can take a deep breath.

This may seem like a far-off futuristic scenario, but it isn't.

Our phones are tracking everything we are doing right now, whether it's Alexa, Siri, Google, or the apps that help us make our lives better. Our life experiences are personalized with every swipe, tap, text, and search.

In addition to simplifying our personal lives, voice experiences allow us to learn more about our shoppers and how to create better, more personalized experiences for them.

Voice can help us learn about:

- What you like and dislike;
- What meals you've eaten;
- Which credit cards you prefer to use;
- Everywhere you drive and frequent;
- Where you live, work, and play;
- Your habits and preferences.

Your voice assistant has its own unique algorithm just for you. Your personal algorithm is customized with your name, your life, and your preferences written all over it.

It may seem Big Brother-ish but it's really not. In fact, this level of personalization is what consumers are beginning to demand from our brands. Every interaction with a consumer is another piece of the puzzle that tells us more about how they wish to have conversations and connections with your brands.

The challenge is that we often don't know how to find these interactions or what to do with them. And that is completely normal. The human brain can only process so much information (literally three things) before we just go into overload.

A voice assistant built on machine learning with the processing speed to handle the entire internet, now that's a totally different story.

VOICE OPPORTUNITY

"The future is already here - it's just not evenly distributed."

– William Gibson

Before we get too deep into voice, I have to give a huge shout out to the team at Voicebot.ai. It is exciting to learn about voice but challenging to find reliable data, Voicebot.ai makes that possible and is cited many times in this book. The data is their blood, sweat and tears and I am grateful to their team. Voicebot produces the leading independent research, online publication, newsletter and podcast focused on the voice and AI industries. Thousands of entrepreneurs, developers, investors, analysts and other industry leaders look to Voicebot each week for the latest news, data, analysis and insights defining the trajectory of the next great computing platform. At Voicebot, we give voice to a revolution. To be the first in the know on the latest in the voice industry, consider joining their Insider subscription, which is very reasonably priced, less than a meal. Please check them out so you can learn too⁸⁴.

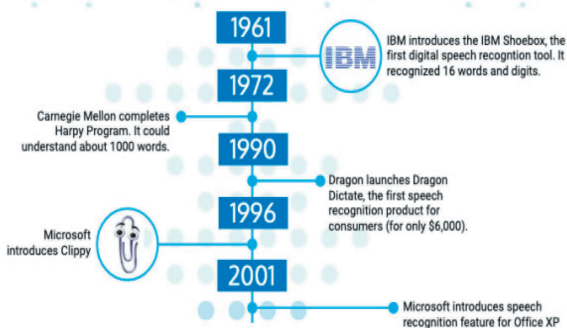
Now let's get to the fun stuff! Voice advancements in the last 20 years have been incredible, which means the opportunities are endless! The first voice (or speech) recognition software was created in 1961 by IBM.

 ⁸⁴ Say OK Google - Talk to Discovered Book – Voicebot

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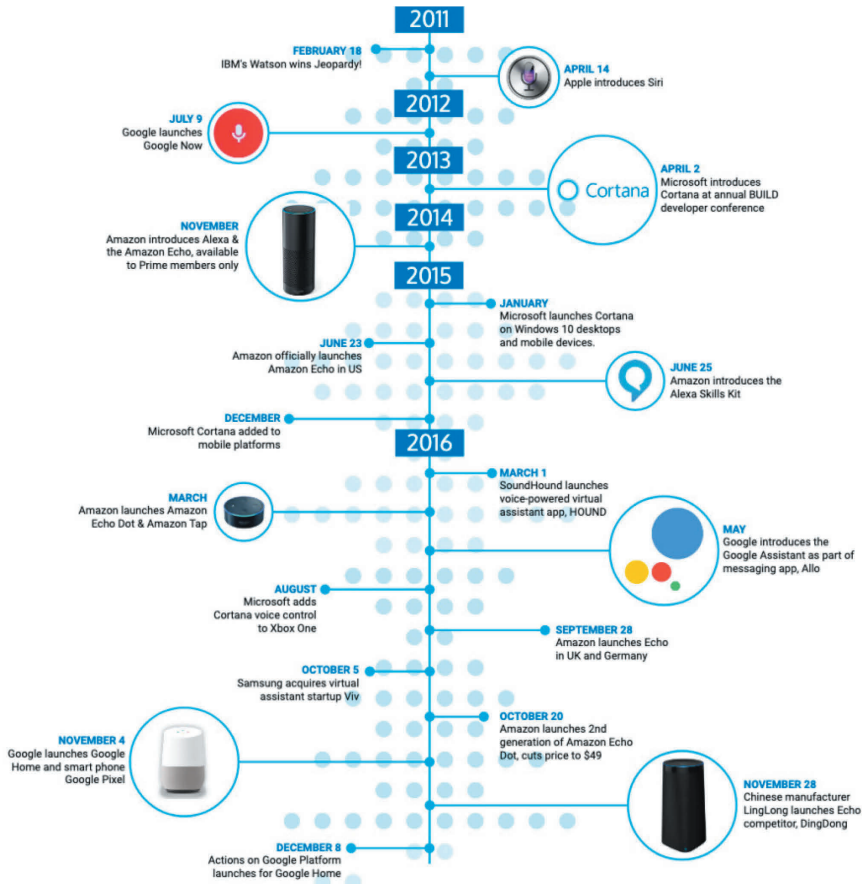
A SHORT HISTORY OF THE VOICE REVOLUTION



Source: Voicebot.ai⁸⁵

👉 Say OK Google - Talk to Discovered Book - Voice Assistant Timeline

The voice world stays quiet for 10 years until 2011, when Apple releases Siri, in classic Apple style.



Source: Voicebot.ai⁸⁵

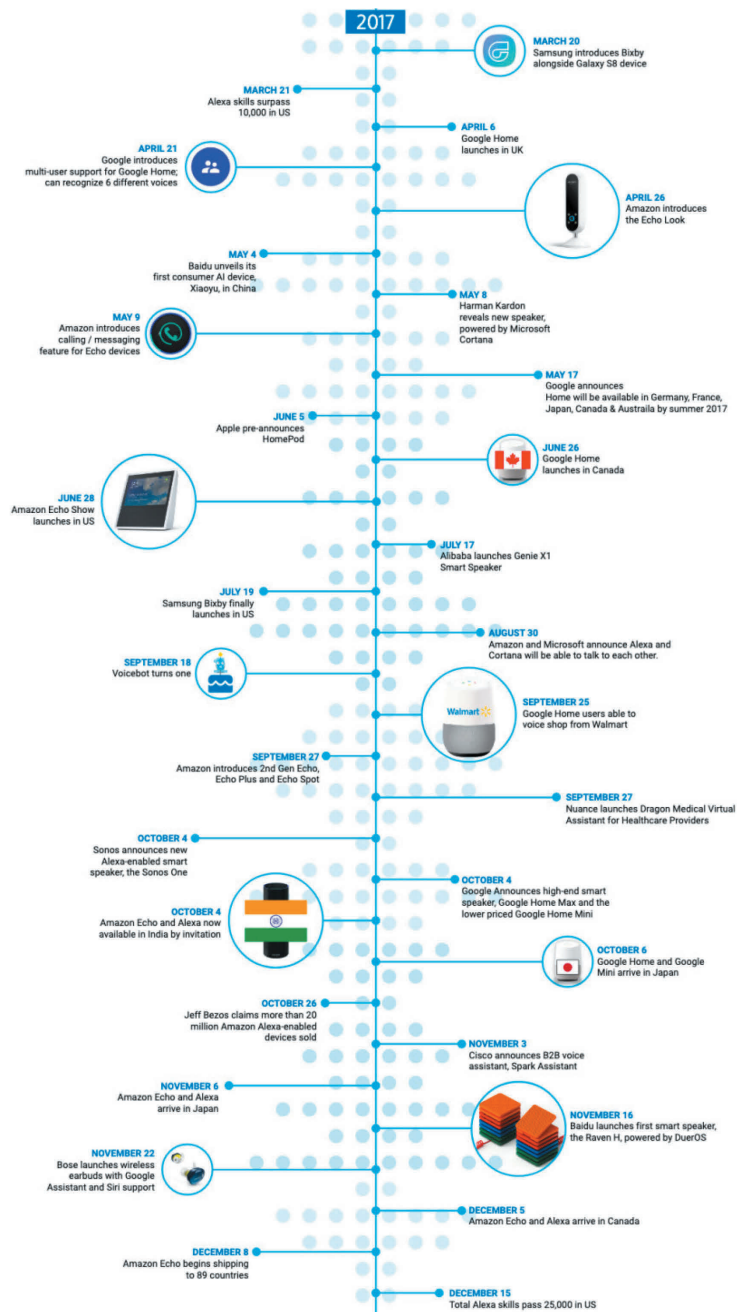
🗣️ Say OK Google - Talk to Discovered Book - Voice Assistant Timeline

The market still responds to Apple's bold voice move, with:

- 2011 Apple Siri is announced
- 2012 Google announces Google Now
- 2013 Microsoft announces Cortana
- 2014 Amazon introduces Alexa

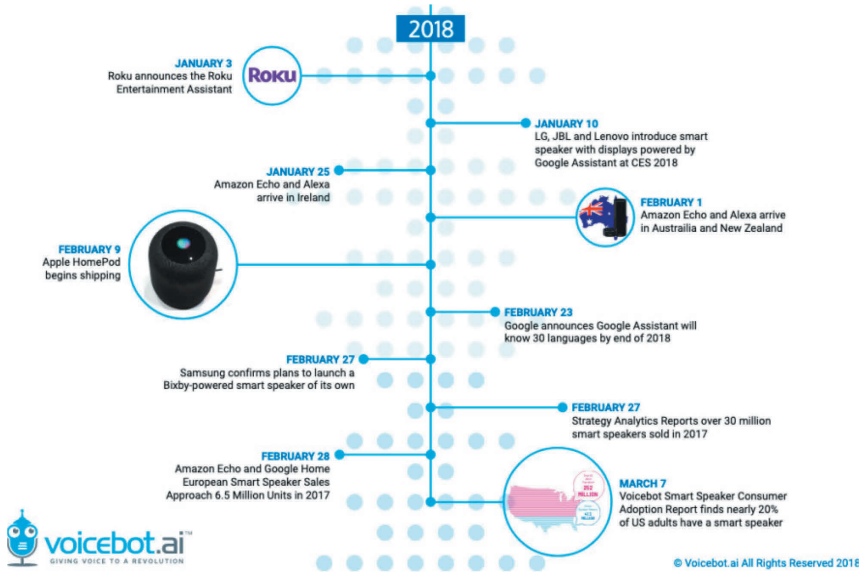
From 2015 to today, voice has made incredible advances.

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Source: Voicebot.ai⁸⁵

 Say OK Google - Talk to Discovered Book - Voice Assistant Timeline



Source: Voicebot.ai⁸⁵

 Say OK Google - Talk to Discovered Book - Voice Assistant Timeline

The voice experience has improved so much that people actually want to talk to artificial people (robots, chatbots, and machines). Remember the days before texting when you have to pick up the phone? Even earlier, when would actually have to drive to someone's house, just to have a conversation? And if driving wasn't an option, you could always send a pigeon, telegram, or letter!

We can speak two to three times faster than we can type per minute. And that's based on a real keyboard, not just a five-inch phone screen keyboard. It completely makes sense that all of these big companies like Google, Amazon, Facebook, and Microsoft are investing so heavily in voice.



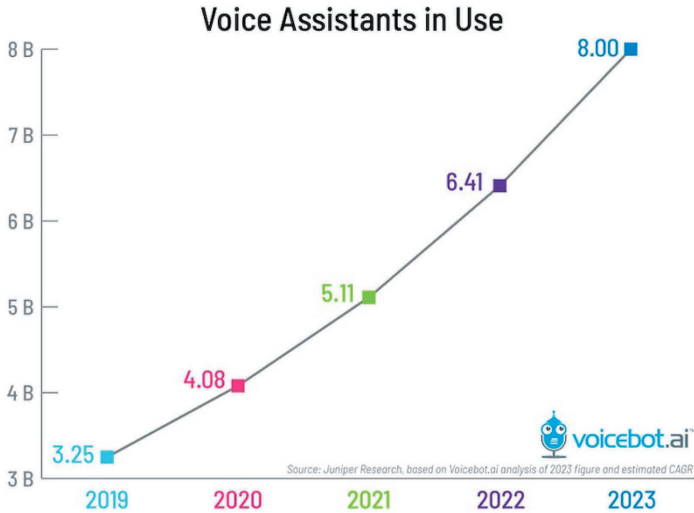
Voice is not the Innovation. The Innovation is our ability to process and recognize natural language and create conversational experiences.

For decades, we have seen movies like “War Games” and “The Terminator” that led us to imagine a world where we can talk to machines...and they take over the world and destroy it. Now, machines have reached the point that they are beginning to learn how to process our natural language. Voice is great! But voice alone is not innovation, our ability to understand natural language is.

Is it perfect? No! Far from it. We are feverishly teaching machines to do something that has taken us thousands of years to perfect: communication and language. Every language, culture, and person has nuances in how they speak. Voice is so error-prone today because of the individual subjectivity of communication styles. Google tracked how many ways people performed the task of setting an alarm, which is just one simple action. Guess how many ways people set an alarm with our voices? 5,000. It is not easy to program subjectivity.

We will get there but it's important to remember that this is just the beginning of our journey with voice but the opportunity is awe-inspiring and massive!

The compounded annual voice growth rate is 121.3%⁸⁶. The Voice Commerce (vCommerce) market is estimated to be between a \$45⁸⁷ - \$80⁸ billion market by 2023.



Source: Voicebot.ai, Voice Assistants in Use⁸⁸

📌 Say OK Google - Talk to Discovered Book – 3.25 Billion Voice Assistants

According to Juniper Research, there will be over 8 billion voice devices in use by 2023⁸. **8 BILLION!** I have cited as much of the free research I could in this book but you can purchase the full research report for \$4044 USD, €3546, or £2990⁸⁹. There is a less expensive report for a few hundred dollars less with less data.

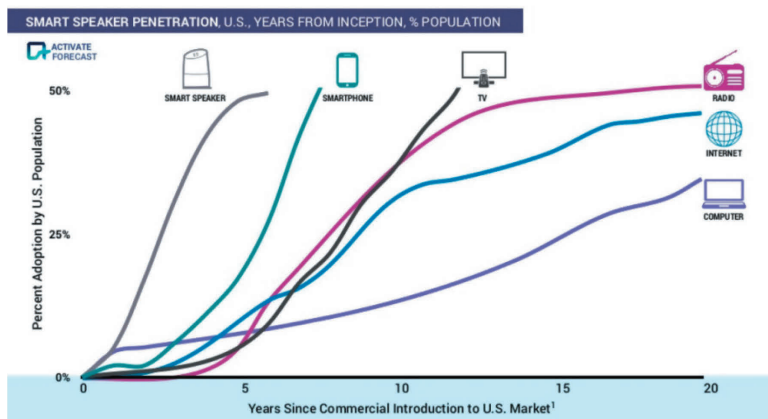
📌 ⁸⁶ Say OK Google - Talk to Discovered Book – Voice Growth

📌 ⁸⁷ Say OK Google - Talk to Discovered Book – \$45 Billion Voice

📌 ⁸⁹ Say OK Google - Talk to Discovered Book – Juniper Paid Research

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Voice Adoption Rate Comparison



Source: Activate Tech & Media Outlook 2018⁹⁰

 Say OK Google - Talk to Discovered Book – Voice Adoption

The adoption rate of voice has superseded that of the Internet and smartphones **combined**. I personally believe that this is because voice is the first interface we don't have to learn to use. Every demographic has adopted voice quickly from people just learning language (aka toddlers) to people who have spoken languages for half a century (aka Baby Boomers). We don't have to learn to speak but every other interface involves a learning curve.

- Search - We had to dumb things down to find the answer. We almost had to unlearn some of the things that we knew about language until the search engines caught up to become discovery engines.
- Web - Pretty big learning curve, primarily around how to find information. Even today you still have to scan a site quickly to learn it. Too complex? I'm out. Consumers will spend three to five seconds looking for something, in general.

- Mobile - This probably entailed the biggest learning curve to the smartphone's interface. In fact, many Baby Boomers call their smartphones "dumb phones," which is hilarious. People often try to double tap (like a double click of a Windows mouse) or think of old behaviors from computers and tried to replicate that behavior on a smartphone. But we had to learn new behaviors like swipe, pinch to zoom, and new interactions we never had to perform before.

Consumer Awareness of Voice

During February 2018, PwC surveyed a nationally representative sample of 1,000 Americans between the ages of 18-64 who have access to the internet via an online survey conducted by a leading global research firm. A month later, they also conducted two focus group sessions.

Only 10% of surveyed respondents were not familiar with voice-enabled products and devices. Of the 90% who were, the majority had used a voice assistant (72%). Adoption is being driven by younger consumers, households with children, and households with an income of \$100,000 or more¹².

When asked, "Have you spoken or issued voice commands...", the answers may be a bit surprising.



Source: PwC, Prepare for the Voice Revolution⁹¹

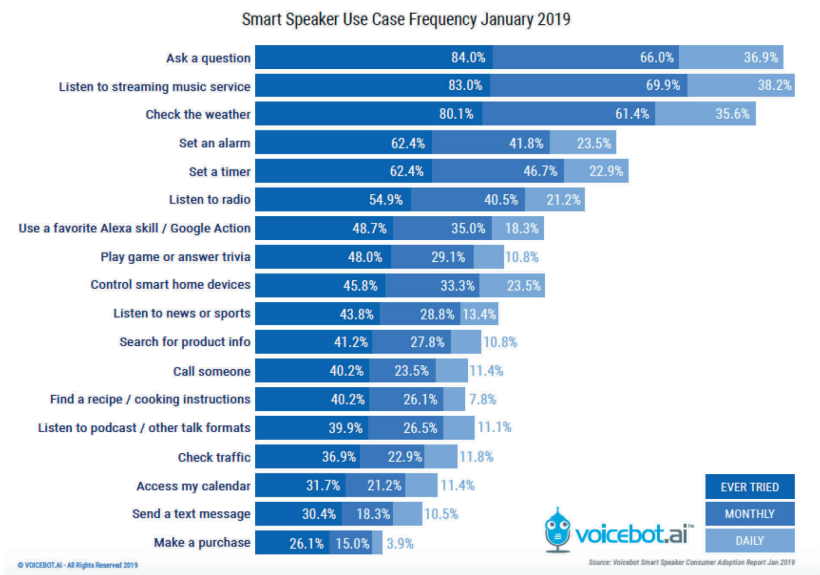
🗣️ Say OK Google - Talk to Discovered Book - Voice Awareness

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Most people assume voice is just limited to smart speakers and mobile phones but there are dozens of device platforms and that number is growing quickly as the Internet of Things (IOT) category grows to integrate smart and voice tech.

Voice Speaker & Mobile Usage

Despite being accessible everywhere, three out of every four consumers (74%) are using their mobile voice assistants at home. The majority of focus group participants were quick to say that they prefer privacy when speaking to their voice assistant and that using it in public “just looks weird.”

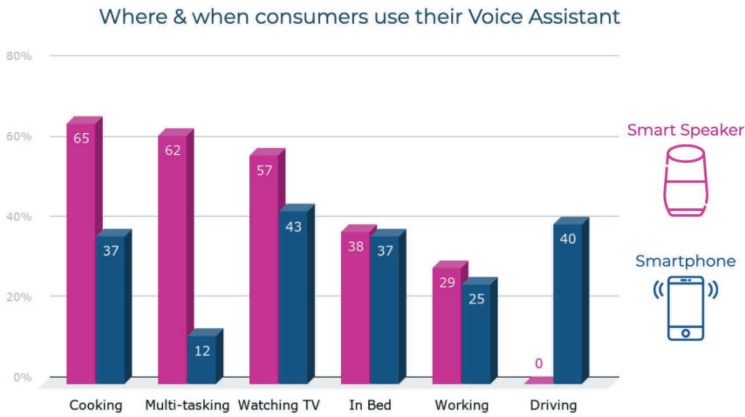


Source: Voicebot.ai, Smart Speaker Usage⁹²

📞 Say OK Google - Talk to Discovered Book – Smart Speaker Voice Usage

This could explain why 18- to 24-year-olds are using their voice assistants less, since this age group tends to spend more time outside the home.

Smart Speaker vs Mobile Usage of Voice Assistants



Source: PwC - Prepare for the Voice Revolution⁹³

 Say OK Google - Talk to Discovered Book - Smartphone Voice Usage

With the consistent rapid growth on voice, this leaves brands very little time to plan and respond later.

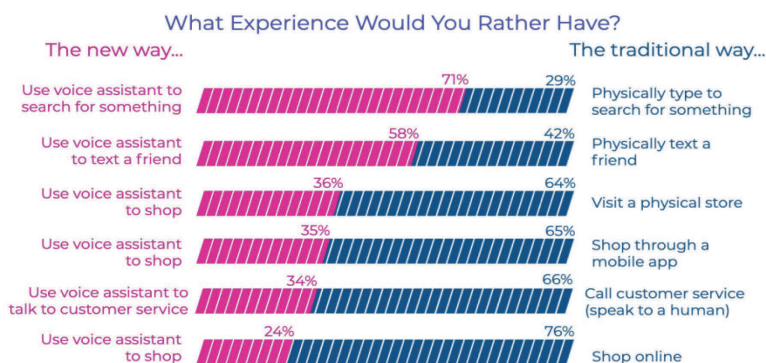


Brands cannot afford to take a wait
and see posture with voice.

It is more important for your brand to start now and set the expectation that the first phase will be to begin and learn. Right now, the brand that is first to the dance is most likely to get discovered by the shopper. There may or may not be a way to displace the incumbent voice winner with ads, a better voice experience, or something else, but we won't know until that happens.

New Behaviors Not Replaced Behaviors

One mistake people often make is thinking that voice is replacing an old behavior. Voice is adding *new behaviors* that we need to pay attention to, it is not replacing a behavior that we no longer need to worry about.



Source: PwC, Prepare for the Voice Revolution⁹⁴

🗣️ Say OK Google - Talk to Discovered Book – Prefer Voice

Voice Search

Voice search is one of the most popular use cases yet it is often misunderstood. Voice search does not replace traditional search. In fact, search on desktop and mobile continues to climb. Voice search is a new behavior -- one that is rapidly becoming an extremely popular search and discovery behavior. This is a HUGE opportunity for brands to capture new shopper attention when they are in the research and discovery phase and a way to build brand affinity with a delightful voice experience for existing customers.

Second Screening

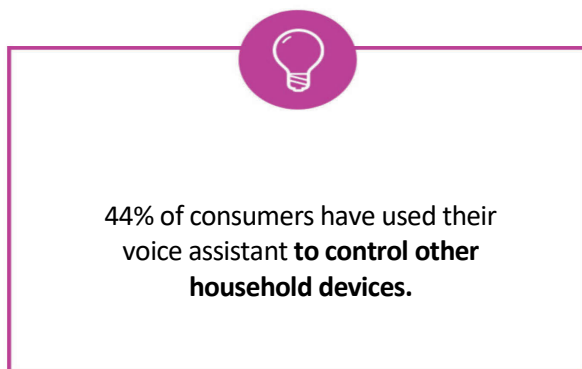
Voice helps you take advantage of second screening, which is when you are watching something on TV and searching for an answer (often related to what's on the TV) on your mobile device. We have seen that people often use their voice assistant, as opposed to typing in a traditional search window when second screening. This is a potentially fantastic voice opportunity for popular series and shows. Watching "The Bachelorette" and you want to cyber stalk your favorite Bachelor, you may ask a few questions about him. Who is John from "The Bachelorette?" Where does John work? Has John ever been married? Many brands have created interesting ways to piggyback off of trending shows, movies, and character licensing trends.

Voice Assistants

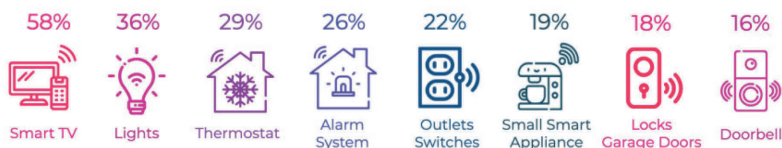
Voice experiences can be created for research and discovery, vCommerce¹⁶, or customer service-related experiences.

We are starting to have access to more data that is helping us navigate consumer behavior. According to the PwC's Consumer Intelligence Series voice assistants survey, voice assistants are beginning to have more influence over purchases.

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Consumers That Used a Voice Assistant to Control Another Device



Source: PwC, Prepare for the Voice Revolution⁹⁵

📌 Say OK Google - Talk to Discovered Book – Voice Assistant Control

Kmart, which still operates 200 stores in Australia and New Zealand, created a gift-giving voice skill that helps shoppers find a gift. The voice experience guides customers through an in-depth shopping experience⁹⁶:

- Tell the voice assistant the person you are shopping for (my husband or a 9-year-old boy, for example);
- Tell the voice assistant your budget;
- Based on the information you provide, the selection will then off you a couple of suggestions.

But here is where is gets really cool. Based on your home location (on your Alexa) or your GPS, if you are using your smartphone, the voice assistant will check if the

📌 ⁹⁶ Say OK Google - Talk to Discovered Book – KMart

suggested gift is in stock and available at the closest store. If not, it will tell you the closest store!

They launched the skill in October and got pretty good traction during the holiday shopping season but the traffic spiked in January. The First Agency, who built the skill, saw an increase in all of their voice skills in January. They attributed the increase due to the highest smart speaker sales quarter in history.

The retention and return rate of the shoppers to the skill ranged between 30-60%, which I think is fantastic for a well-designed experience.

Another important consideration is attribution of voice to sales. Today you can buy through voice but there are still a few bugs to iron out to make it fully frictionless. This will also improve with time but it is another risk of forcing voice projects to have an ROI.

What the team didn't expect to see was customer service queries. They heard questions about return policies, store inquiries, and other customer service questions. When you create a powerful voice experience, shoppers trust the brand. The experience data can help your brand deliver even better experiences based on what people value and ask of your brand.

Oh Lord!

You can use voice to create new behaviors and experiences to interact with your brand. The Church of England in London launched a voice skill on Alexa and got more than 75,000 questions in the first year⁹⁷. They connected this to GPS and search and the skill was able to recommend a church near them. Here are some of their learnings:

⁹⁷ Say OK Google - Talk to Discovered Book – Oh Lord!

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- 40% asked for a prayer;
- 31% followed the device's voice experience to explore Christian faith more;
- 16% asked for a reflection on Easter;
- 7% asked for a church near them;
- 6% asked for a daily prayer before their meal.

The most powerful point is that 4,500 new people integrated this voice experience into their ***daily lives***.

It's important to understand that the experience you may have to build may be one that people don't yet do, understand, or think they need – but once you do, they won't want to live without it.

Better Voice Experiences

Before we start to talk about how awesome voice is, let's talk about some of the challenges that we have to face when it comes to using voice speakers and all of the super cool voice-assisted technologies.

It's easy for us to forget how awful the Internet was when it first came out. Do you remember getting AOL discs in the mail every single day and you'd have to install America Online to connect your phone line to your computer. You had the pleasure of listening to the modem sounds screeching as dial-up connection was established to the Internet. It was painful and slow.

Once you finally got connected to the Internet, then you had to wait several minutes, not seconds, for the Internet to load. Some pages would load so unbelievably slowly -- starting at the top of the page and just loading images pixel by pixel until the entire page was loaded. You literally created habits to numb the impatience, like making yourself a pot of coffee, fixing your cup, and skimming the daily newspapers. Yes, newspapers were

still around when the internet was penetrating U.S. households.

Because we become so accustomed to the speed of technology, our attention span has decreased from a 30-second commercial spot to about three seconds.

When Siri first came out, you would see all these sensational commercials about this amazing voice assistant that could help you out with anything your heart desired. And you may have been one of the people who tried to use her, and it didn't work out so well... Most times, she didn't recognize what you said or even worse, she did something that was completely opposite of what you requested.

Today, Siri most likely can answer any question. But sometimes the experience isn't the best because she often shows you the top search results on Google. This often results in you tapping your phone, which kind of defeats the whole purpose of a delightful, *hands-free*, voice experience, doesn't it?

What you have to understand is inherently machines aren't smart alone, we have to teach the voice assistant machine how to deliver a smart conversation. We have human subjectivity that is not easily translated and programmed to a machine. Subjectivity has too many variables. There's no subjectivity when it comes to how voice machines work and how they process.

We are expecting a robot to understand all the nuances of natural language and you can't easily program nuances.

A perfect example is if you are making a reservation for dinner, and the person asks you how many people are in your party? Then a natural response for me would be myself and my husband. My husband and I aren't a number.

Human:

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Bethanie and her dashinglly handsome hubby = Party of 2 people

Robot:

1+1=2

Bethanie and her dashinglly handsome husband aren't a number, they are the names of people, I think = Party of 0 people

The (machine) voice assistant is listening for a numbered response. I gave her my answer, which is two people (my husband and I). We are human beings and I know we are two people. But how would a machine know that? It wouldn't.

We can program for a majority of the nuances that we think people have. We just have to be thoughtful of how people may engage and interact with us on voice. A perfect example is answering a yes/ no question.

Here are possible ways we may answer "yes:"

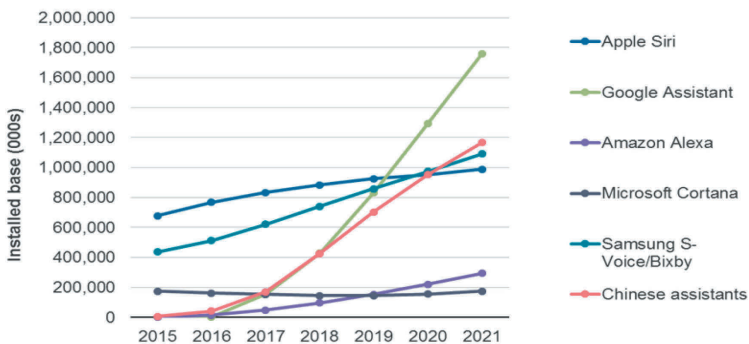
- Yes
- Yeah
- Yea
- Yep
- Uh huh
- For sure
- Definitely
- Yaaaaas
- Affirmative
- Nodding the head up and down (it happens)

We do our best to program for what we expect. However, sometimes how we interact and respond is not predictable. Set the expectation that your voice journey begins with experimentation. Voice is an iterative learning process that we can improve but will never master

because people and our behaviors will always evolve. We have to have a mindset to always be optimizing and adapting.

Over the last several years, the dominant players on the voice landscape have included Amazon with Alexa and Google with Google Assistant and now Google Home. Both companies are scrambling to understand natural language as quickly as possible.

Although Apple was first to the game, Amazon led the market, and Google has made the most progress adapting and understanding language. At this point Google has a 95% success rate with English speaking languages. Amazon is second and Apple continues to lag behind them both. Even though Apple is the last in the race right now, they have made several key acquisitions of voice companies. We predict that Apple will soon open up Siri voice development tools to its massive app developer network to bring the life back into Siri.



Source: Ovum, Virtual digital assistants take over the world by 2021⁹⁸

📱 Say OK Google - Talk to Discovered Book – Voice Takes Over

With the rapid advancements, voice is now mass and it's time that every brand took a serious look at the potential the voice could bring for your business.

Voice Assistants

Most of us are familiar with Alexa. Alexa has skills, which are like mini-apps that deliver an experience on Alexa. As of January 2019, there are 80,000+ skills.

With Google, there is something similar to Alexa skills called Actions, which allow people to interact with a brand or a business simply through a voice command. Actions by Google are invoked on voice search and Google Assistant on smart speakers and smart phones.

With Actions by Google, here are some cool things you can do:

- Perform a Google Search
- Ask for directions on Google Maps
- Create routines (morning routines, smart home routines)
- Order coffee (Starbucks)
- Order flowers (1-800-Flowers)
- Learn how to save money (Citi)
- Sell goods and services
- Tell your phone to perform an action
- Call someone
- Open apps on your phone
- Unlock your Pixel phone
- Play music (Google Play, Spotify, Pandora)
- Listen to a podcast
- Check the weather
- Open a website page
- You can even find Santa!

Facebook also has a voice interface on Facebook portal devices. At CES 2019 (an annual gathering that focuses on consumer technology, Facebook's Chief AI Scientist Yann

LeCun casually mentioned that, “Facebook would be interested in is offering smart digital assistants — something that has a level of common sense⁹⁹.”

After Facebook made the move to shut down M, the mobile messenger assistant, Mark Zuckerberg confirmed what may journalists predicted, with Facebook’s position on voice¹⁰⁰, “You can look at where the product roadmap is likely to go on this and see why this would be a very useful and an important way where people are going to want to interact with more technology that way.” If you want to hear more about this, simply skip to 46:48 to listen to the question and answer about voice⁹⁹.

Voice is quickly becoming a part of our daily lives from smart speakers in our homes, to voice assistants in our cars, watches, and smartphones when we are on the go. As voice moves to the forefront of our marketing plans, brands are building new voice skills, actions, and assistants to connect deeper with consumers across the voice platforms.

 ⁹⁹ Say OK Google - Talk to Discovered Book – Facebook AI

 ¹⁰⁰ Say OK Google - Talk to Discovered Book – Facebook Shareholders

VOICE TAKEAWAYS

There are always going to be fads and trends. Natural Language Processing (aka Voice) is already the next great wave. Voice is mass.

Much like emerging technology, it's a new frontier. That means it may require the same amount of focus, time, or effort of any other channel that your brand utilizes.

If you don't have a vast and validated deep understanding of your consumer, you had better get started – and now -- because the brands that really get their consumers will win on voice search and with voice assistants.

The good news is if you have a customer, you can validate your assumptions.

Voice offers the lowest barrier to entry of any other channel right now, with millions of opportunities that your brand can fulfill. Waiting to see what can happen with voice is no longer an option.

Following are a few ways to get started today:

- Find someone who LOVES copyrighting, dialogue, and conversations.
- Find or hire an amazing creative person.
- Find or hire a data nerd.
- Curiosity is a non-negotiable trait for this team.
- Gather those people and talk about voice.
- Give the team the time they need to ideate and think creatively.

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- Ideate about how to leverage voice as a catalyst into the heart and the homes of your consumers.
- Embrace experimentation with the condition of constant optimization, and improvement.



Those who start **voice now** have the potential to **own, lead, and shape your category.**

The beauty of voice is everyone wins. The consumer has a voice assistant that gives her multiple experiences that make her life more fulfilling, saving her time, and saving her money. The brand wins because you are learning from consumers directly what conversations they want to have with your brand and which conversational touchpoints move the shopper closer to the cart, store, or business.

The foundation of voice combines machine processing to learn how to improve at a much faster pace than the human brain can, giving you an incredibly powerful advantage. As we evolve to the next level of consumer shopping experiences, voice will be one of the ways to differentiate your brand and become integrated into the daily lives and routines of your shopper.

Key Takeaways:

- Don't wait on voice. It's here and you need to be on it.
- Start with a narrow and focus on doing that one thing well.
- Design for future behaviors, don't stick to the same thing that everyone else is doing today.
- Validate as much as you can before you build your voice customer experience.
- Don't push commerce too quickly. You risk your damaging your trust and credibility.
- Identify what voice can make better in your current customer experience today.
- Look for opportunities to capture and mine conversational data.
- Create something transformative.

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 is 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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