# The Zero Moment of Truth Model (ZMOT)



# Stimulus

(Catalyst for want/need of something/product)

Stimulus is the moment when the customer is first exposed to your brand via an ad or piece of content (blog, infographics, videos, podcast, etc.)



## ZMOT

(Zero Moment of Truth)

(Research phase and decisionmaking process)

ZMOT refers to when consumers research a product or are made aware of the product.



### **FMOT**

(First Moment of Truth)

(Point of purchase, At shelf, In-store)

FMOT is defined as the moment.

"when consumers stand in front
of a store shelf and decide
whether to buy your product or a
competing product".



### SMOT

(Second Moment of Truth)

(Consumption/use and review of purchase)

SMOT is defined as "when consumers use a product, and it delivers a delightful and memorable experience - or not and then decides whether to buy it again".

# Winning The Zero Moment Of Truth Zmot Enhanced Version

**Tracy L. Tuten** 

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