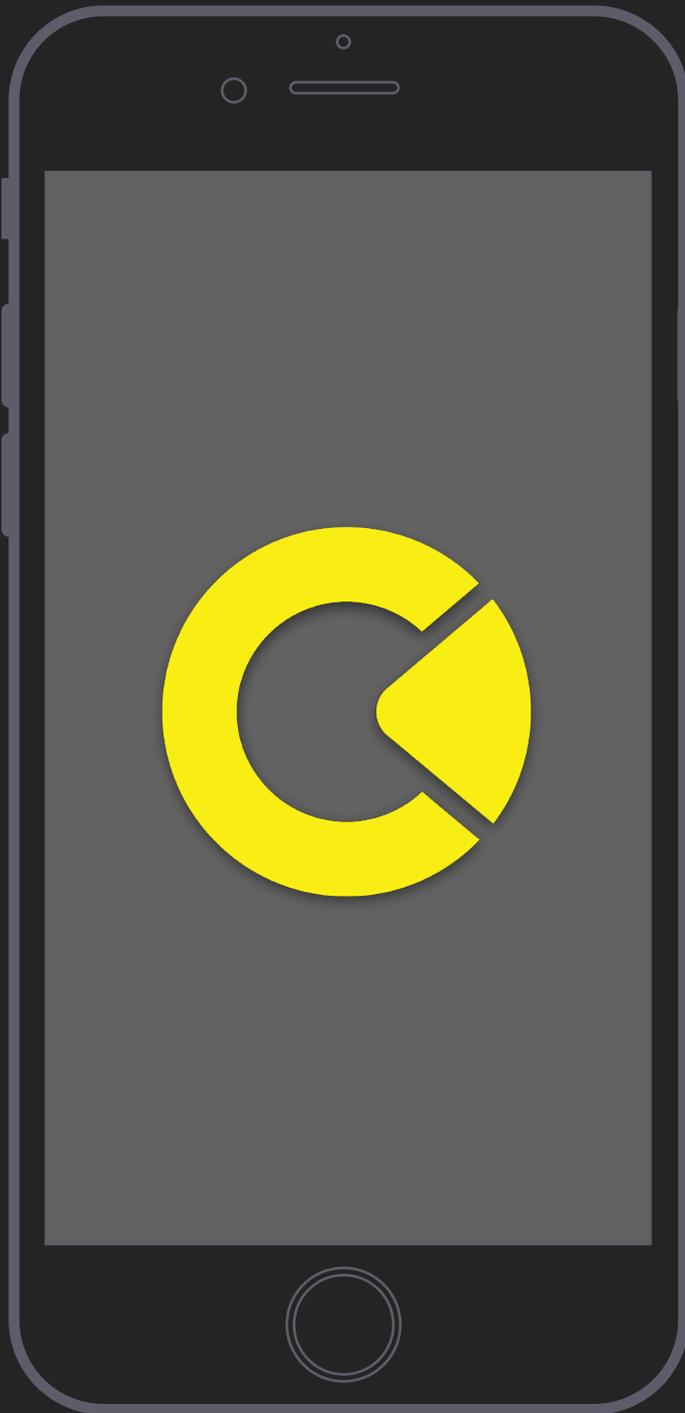


Consumer Behavior

Digital Marketing Toolkit



THE AWARENESS

Communication and Recognition it's a human social necessity. Icons give a define shape to the expression of **IDEAS**, and it is how the writer scripture begin.

THE CONCEPT

These days every **IDEA** needs to be followed by a **shape** and a **name** to be understood and recognize by others. The **color** will help us to easily associate their activities and personality.

If your **IDEA** is for business you should treat it like one.

THE IDEA

A clear idea is a complex task. It **Requires analysis** to clarify what to design, web engineer or which social strategies techniques should we use.

THE TOOLS

A logo **it's not enough**, today we need digital tools and social media platforms, with it's daily care, for a wise investment and positioning.



THE COST

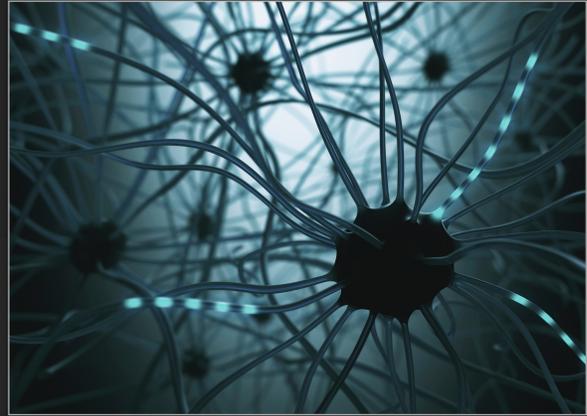
With a good web **brand architecture** and deep understanding of the market your brand will deliver a better visual communication with a low cost.

THE PROFIT

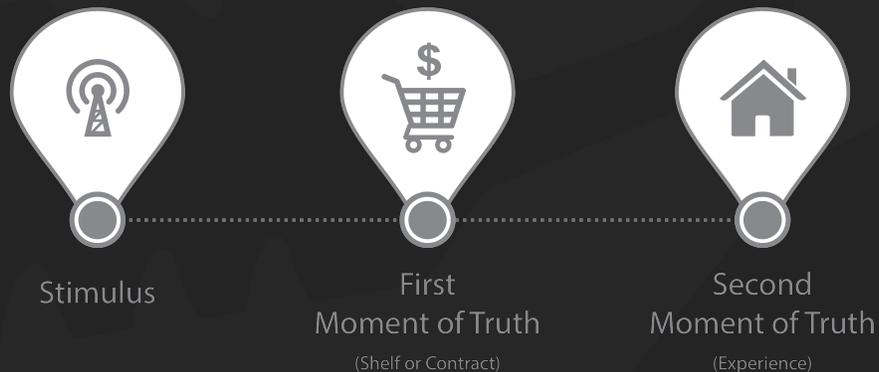
With a clear message your company **imprints** a strong identity, and gives clients **confidence**, growing more followers and customers.

A brand in the old marketing model was based on creating pieces of stimulus like TV, Radio and Print to drive awareness of a product or service.

The point was to drive people to the point of sale (retail or shelf) where they will choose and take the product home, and then evaluate the experience.

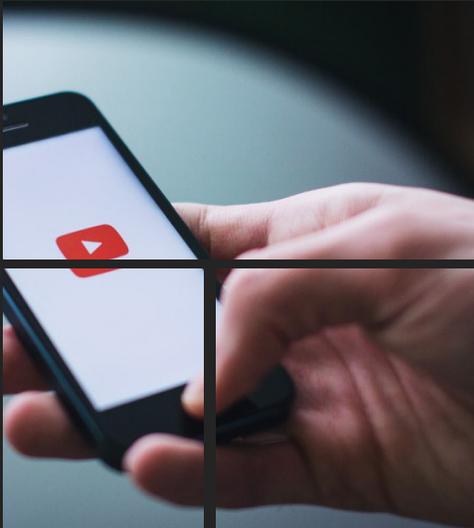


The Old Three Step Model



Today a new player is taking place in the latest brand marketing model:
ZERO MOMENT OF TRUTH
which is that moment between the stimulus and the point of sale.

[SEE VIDEO](#)



To some degree consumers are not doing anything differently from what they been doing for years like gathering information about what is the best product, where they should buy,... just to learn about it before they make their decision.

What has change is where they gather that information, their ability to easily collect that data from a multitude of sources, and their ability to compare from one alternative place to buy versus another.



According to SHOPPER SCIENCES™ the journey to shop begins in the search with 90% of purchases doing some pre-shopping for items even for a dollar or less. ZMOT is not just a catalyst for shopping, but a path of learning. This model has become like a second nature for everybody to make a decision before reaching the shelves.

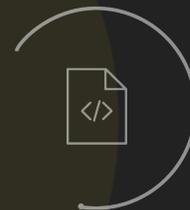
We simplify this **ZMOT** engineering structure with 3 basic scalable and interlaced modules of service for you:



brand design

A **BRAND** that is completely crafted just for you, from scratch to implementation, with scientific analysis from the directive to the business model.

A **WEBSITE** designed and engineered just for your business needs and operations that connects all your social platforms with self management tools.



web design

A **BUSINESS SYSTEM** that is mobile device responsive, and allows you to control all of your transactions from the point of sale, employees, invoicing and more, directly from your phone.



business design

We partner with professional companies to run an initial analysis on your project before you make a major investment on it.

Google™, Dewey Colors System™, Legal Zoom™ and Square™.

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