

- 2025 -

# Intercepting Customers Before Your Competitors Know They Exist

Inducing Purchase Triggers for In-Duress Owners



Brands make all kinds of compelling promises, but if we're honest, most of these **promises are broken via a poor experience.**

**Promise  
Made**

“We’re Pros!”  
(brand identity)

“It’s The  
Best!”  
(product)



“This Sucks!”  
(their experience: what it’s  
like to actually shop on  
your website or app, and  
what ownership feels like)

**Promise  
Broken**



Your brand's identity and product make your customers a promise.  
I believe that the **experience keeps that promise.**

**Promise  
Made**

Identity  
(what you stand for)

Product  
(why it's unique)



Experience

(what it's like to actually shop on your website or app, and what ownership feels like)

**Promise  
Kept**



# This is why I do what I do and why I made this product for you, so you can **help your company keep its promise to your customers.**

Hello, world!

I'm Kyle—three-time Marketing & Ecommerce Director and two-time VP/Principal, with a track record of helping Fortune 500 brands win in today's experience economy. I've advised retailers across industries—from automotive and grocery to appliances and beauty—on how to close the gap between brand promise and customer experience.

I'm obsessed with the disconnect between what brands say and what customers actually feel. When shopping feels like a chore, it's a failure of experience—and too often, brands invest in product and positioning but neglect the digital journey that delivers on the promise. That's where content comes in.

I believe high-quality content is one of the smartest investments a brand can make. Yet, I know how tough it can be to get leadership on board, because I've been there too. That's why I created this eBook: to help you champion content as a strategic lever inside your company.

Inside, you'll find my playbook—full of frameworks, tools, and talking points I've used in the field—plus a chance to connect with me 1:1. My goal? To help you drive results and make the shoppable internet suck a little less.

Enjoy!



**Kyle Wilson**

Founder, CXPromise  
kyle@cxpromise.com



# The \$140 Billion Invisible Market

## The Hidden Reality

While your competitors fight over expensive "ready-to-buy" keywords, there's a massive, untapped audience making critical decisions in silence. These customers are experiencing product problems, researching solutions, and moving through their journey completely invisible to traditional marketing approaches.

**This hidden market represents billions in unrealized revenue, waiting for brands smart enough to intercept them at the right moment.**





## Most Brands Only See Hand-Raisers

Traditional digital marketing focuses on the obvious signals: customers actively searching for products, comparing prices, or visiting category pages. These "hand-raisers" are easy to identify but come with significant challenges.

Competition is fierce, cost-per-clicks are astronomical, and by the time customers reach this stage, they're already considering multiple options. You're fighting for attention in a saturated space where everyone is using the same playbook.

**The real opportunity lies in reaching customers before they raise their hands – when they're still in the problem-awareness phase, long before they start shopping.**



# The Behavioral Breakthrough

## Problem Recognition

Customer notices their washing machine isn't spinning properly or their phone battery dies quickly

## DIY Research Phase

They search "why won't my washing machine spin" or "phone battery draining fast fix"

## Solution Attempts

Customer tries troubleshooting, repairs, or temporary fixes before considering replacement

## Purchase Decision

Only after DIY efforts fail do they begin shopping for new products

This predictable behavioral pattern creates a massive opportunity. **The key insight: customers almost always attempt to fix problems before they replace products. This "repair intent" is actually an early buying signal that most brands completely ignore.**



# Red Ocean vs Blue Ocean Marketing

## Red Ocean Approach

### High Competition Territory

- Target obvious shopping keywords
- Compete with every brand in category
- Pay premium CPCs (\$5-50+ per click)
- Low conversion rates (2-4%)
- Customers already considering alternatives

Result: Expensive customer acquisition, margin pressure, and constant competitive battles over the same limited audience.

## Blue Ocean Opportunity

### Untapped Pre-Market Space

- Intercept problem/repair searches
- Minimal to zero competition
- Cheap CPCs (\$0.10-2.00 per click)
- Higher engagement and trust
- First-mover brand advantage

Result: Cost-effective customer acquisition, stronger brand positioning, and access to demand before competitors know it exists.



## The Strategic Opportunity

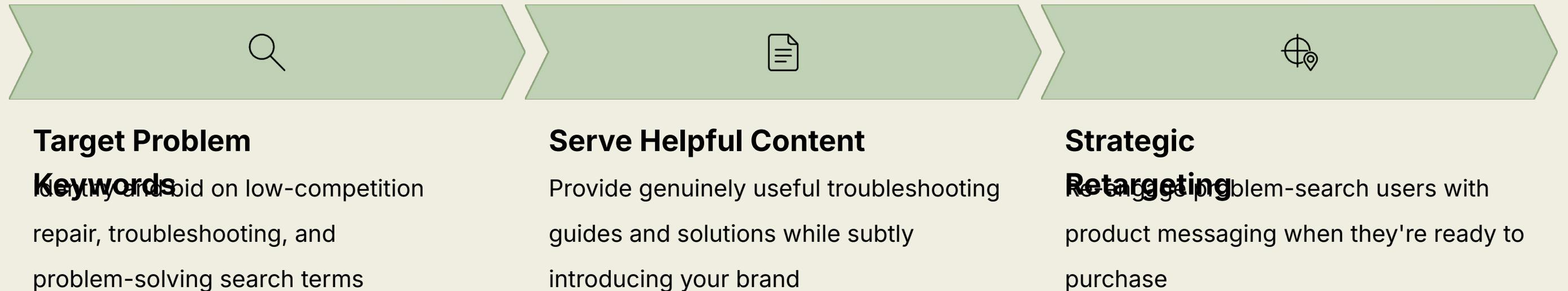
When someone searches "why is my dishwasher not cleaning dishes" or "laptop overheating solutions," they're typically 2-6 weeks away from making a purchase decision. This represents a massive window of opportunity.

**These customers are highly engaged, actively seeking solutions, and haven't yet been influenced by your competitors. They're also more receptive to helpful, educational content since they're in learning mode rather than buying mode.**

By intercepting customers at this stage, you can build trust, demonstrate expertise, and position your brand as the natural solution when they're ready to purchase.



# The Pre-Market Interception Model



**This three-step approach transforms low-intent, early journey searches into high-converting customers by meeting them at the perfect moment in their journey.**



# Step 1: Keyword Intelligence

## Problem-Focused Keywords

Instead of competing for expensive product terms, target the problems your products solve:

- "Coffee maker not brewing hot enough"
- "Vacuum losing suction power"
- "Air conditioner not cooling"
- "Smartphone battery draining quickly"
- "Printer not connecting to wifi"

## The Cost Advantage

Problem keywords typically cost 70-90% less than product keywords while reaching customers who are just weeks away from purchasing.





## Step 2: Content as the Vehicle

Create genuinely helpful content that solves customer problems while building brand trust. This content serves dual purposes: providing real value and establishing your brand as a knowledgeable authority.

### Troubleshooting Guides

"5 Reasons Your Dishwasher Isn't Cleaning (And How to Fix Them)"

### Diagnostic Content

"Is Your Laptop Overheating?  
Here's How to Tell and What to Do"

### Prevention Advice

"How to Extend Your Coffee Maker's Life: Maintenance Tips That Work"

The content should be 80% helpful solution, 20% brand positioning. Always lead with value, then subtly introduce your brand as the reliable choice.



# Content Strategy Examples

## Home Appliances

"Why Your Refrigerator Is Making Strange Noises" - A comprehensive guide that positions your brand's quiet, reliable models as the solution.

## Electronics

"Phone Won't Hold a Charge? Try These 7 Fixes First" - Helpful troubleshooting that showcases your brand's superior battery technology.

## Automotive

"Strange Engine Sounds: What They Mean and When to Worry" - Expert advice that builds trust before introducing your service offerings.



## Step 3: Precision

### Retargeting

The magic happens in the retargeting phase. You've now identified customers who are experiencing problems with products in your category – they're pre-qualified prospects who haven't been touched by competitors.

Create custom audiences based on content engagement and deploy strategic messaging sequences:

**Week 1-2:** Educational content and brand awareness

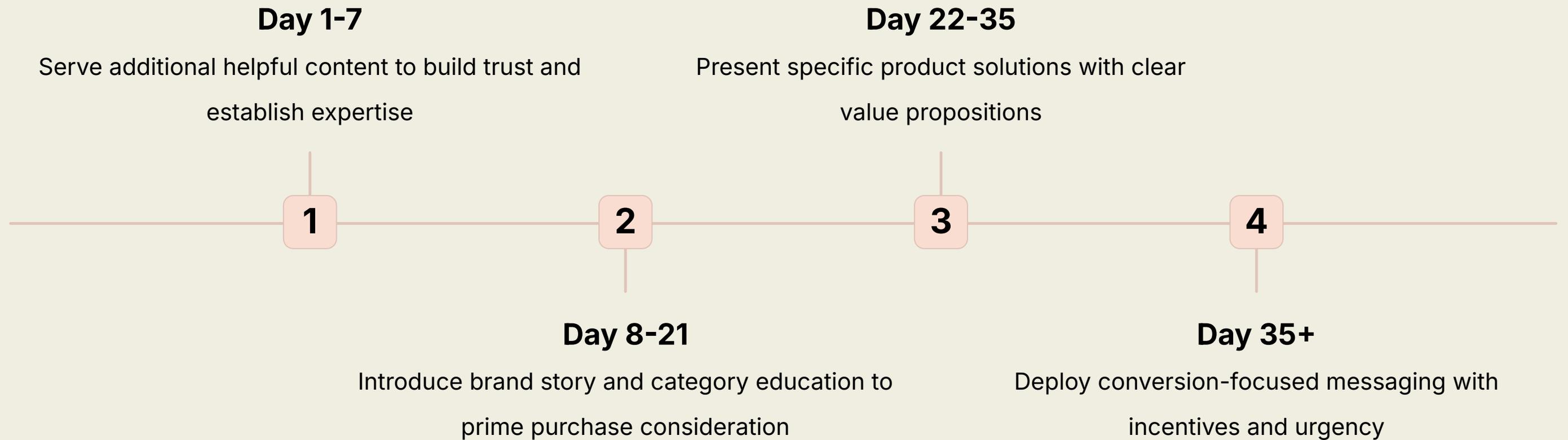
**Week 3-4:** Product category introduction and benefits

**Week 5+:** Specific product recommendations and offers

This approach allows you to nurture customers through their decision journey with perfect timing and relevance.



# Retargeting Sequence Strategy



Each stage builds on the previous interaction, creating a natural progression from problem-solver to preferred brand to purchase decision.



# Performance Proof Points

**73%**

**Lower CPC**

Average cost reduction vs traditional product keywords

**5.2X**

**Higher CTR**

Click-through rates compared to standard display campaigns

**68%**

**Conversion**

**Improvement**

Better conversion rates due to pre-qualified, engaged audiences

**84%**

**Cost Per Acquisition Reduction**

Lower overall customer acquisition costs across the funnel

These results represent the compound effect of lower competition, higher engagement, and better audience targeting throughout the customer journey for a real Fortune 100 client, which deployed this for their opening price point appliance brand. See next slide for more details.



# Case Study Snapshot

A major home appliance brand implemented this strategy across their product portfolio, targeting common appliance problems instead of competing for expensive product terms.

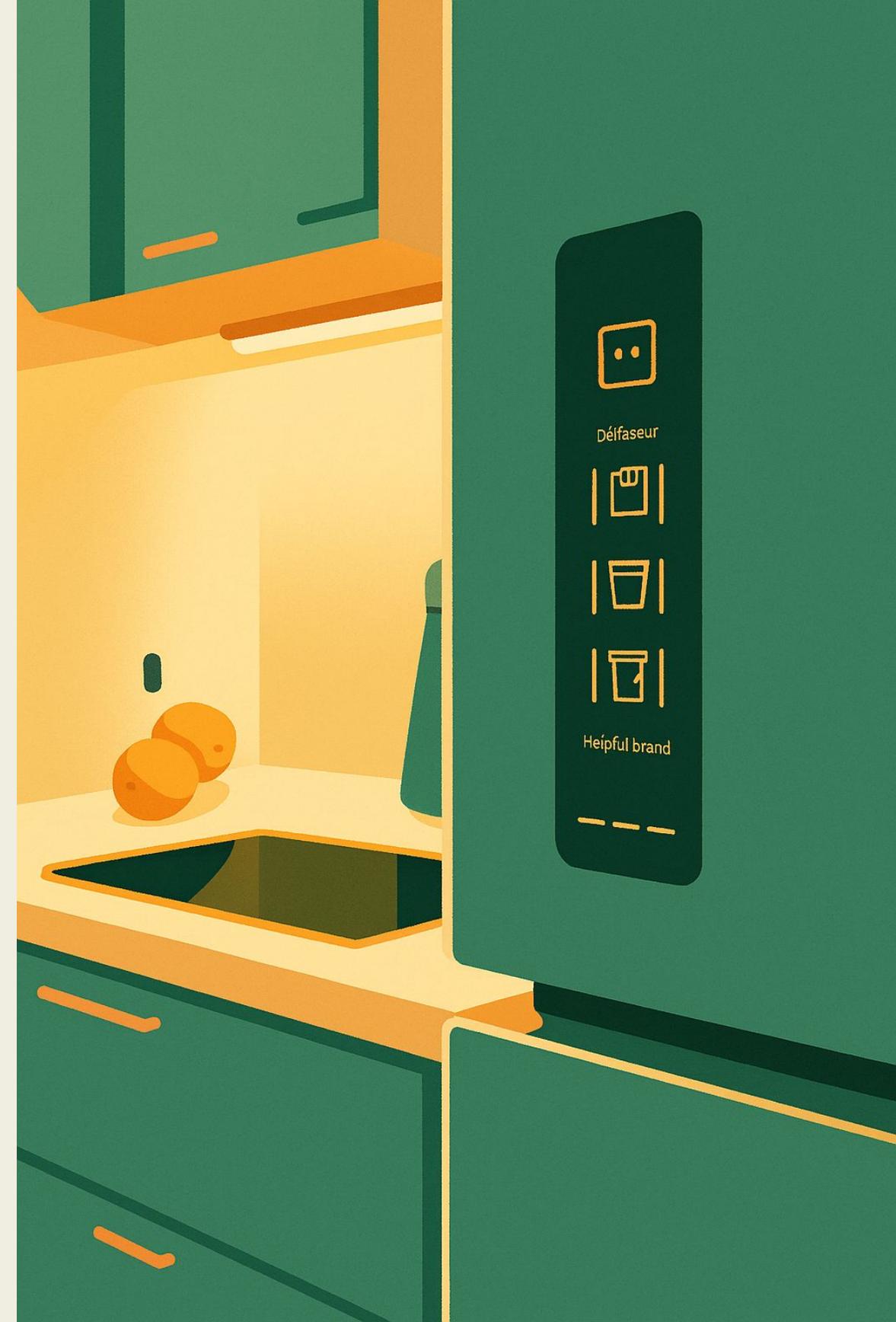
## The Challenge

CPCs for product keywords were averaging \$12-25 per click with conversion rates under 3%. Customer acquisition costs were unsustainable for growth targets.

Result: 84% reduction in cost per acquisition, 127% increase in conversion volume, and established market leadership in the "helpful brand" category.

## The Solution

Shifted 60% of search budget to problem-focused keywords averaging \$1.50 per click. Created comprehensive troubleshooting content library.





# Why This Works So

## Well



### Zero Competition

Your competitors aren't targeting these keywords, giving you exclusive access to engaged prospects



### Perfect Timing

Customers are problem-aware but not yet solution-aware, making them highly receptive to guidance



### Trust Building

Helpful content positions your brand as an expert before the sales conversation begins



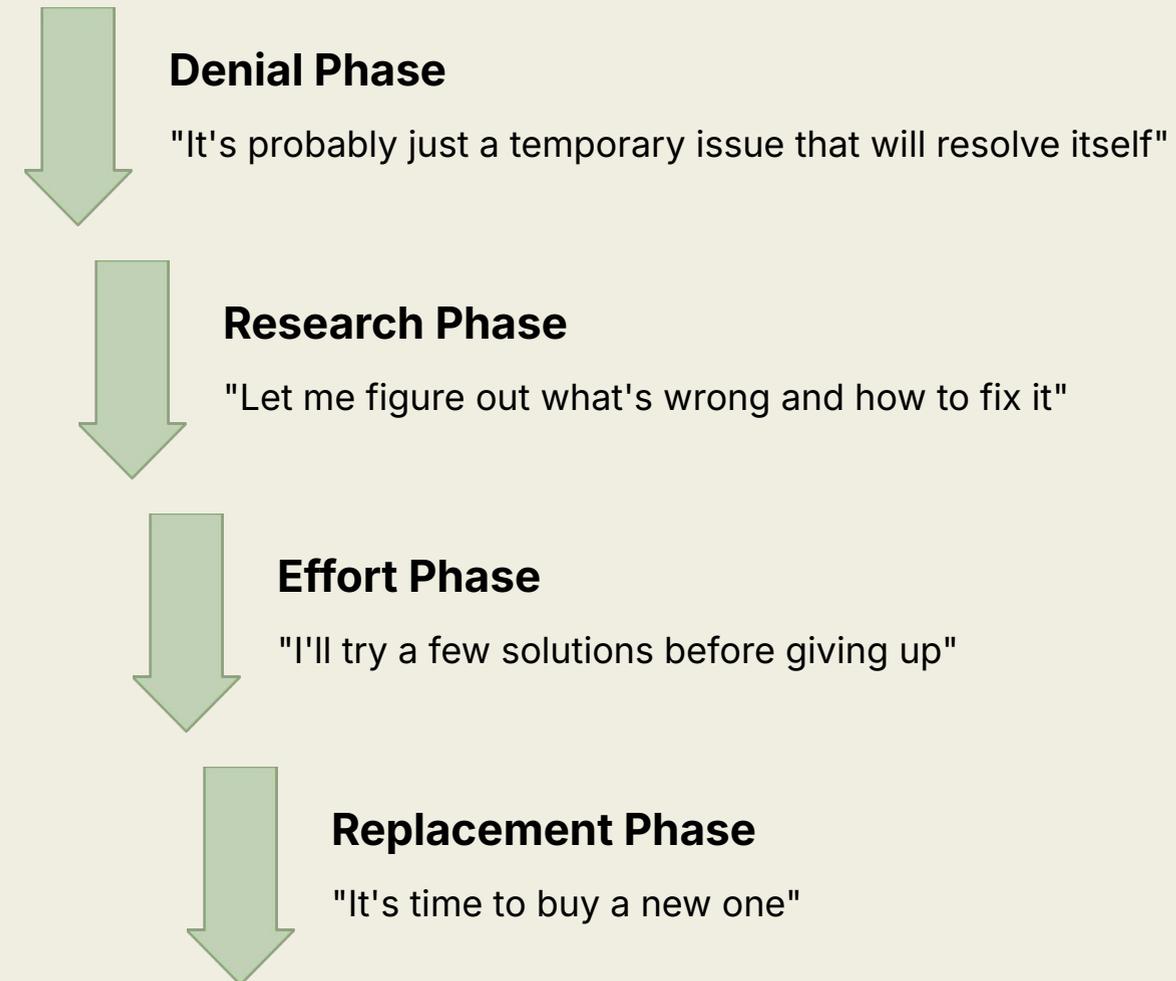
### High Intent

Problem searches indicate underlying purchase intent, even if not immediately obvious



# The Psychology Behind the Strategy

This approach works because it aligns with natural customer behavior patterns. When people experience product problems, they follow a predictable psychological sequence:



By intercepting customers in the research phase, you become part of their decision journey from the very beginning, building trust and preference before they even start shopping.



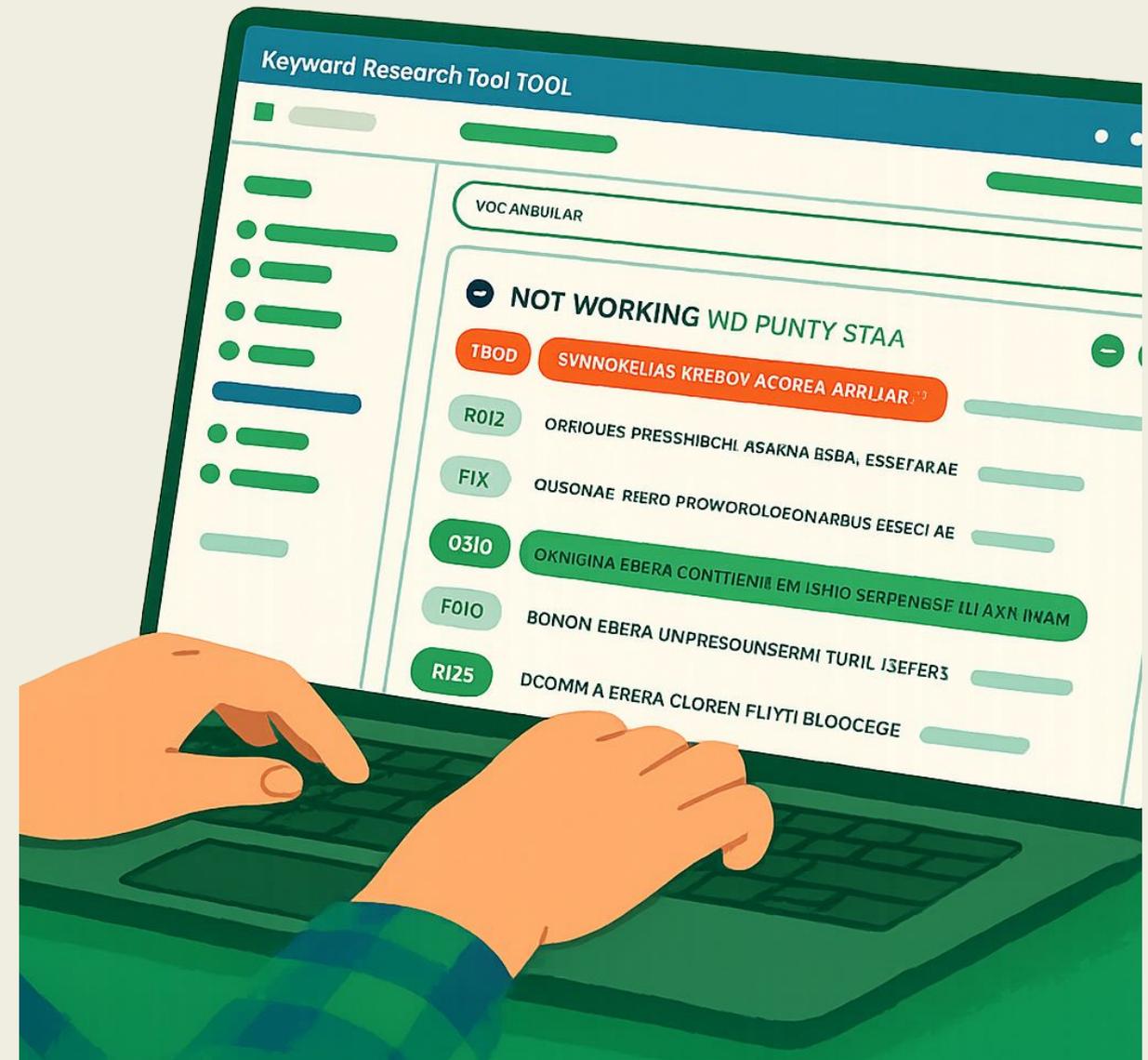
# Identifying Your Problem

## Keywords Research Methodology

Start with your product's most common failure points and customer complaints. Use tools like AnswerThePublic, Google Suggest, and customer service logs to identify search patterns.

Look for phrases that include:

- "Not working"
- "Won't start"
- "Making noise"
- "Broken"
- "Fix" or "repair"



Focus on problems that are frustrating but not immediately catastrophic – issues that give customers time to research and consider options rather than requiring emergency replacement.



# Content Production

## Framework

2

### Problem Identification

Map common customer problems to search volume and competitive landscape

### Solution

Create comprehensive, step-by-step solutions that genuinely help customers

3

### Brand Integration

Weave brand messaging naturally into helpful content without being pushy

4

### Content Optimization

Optimize for search visibility and user experience to maximize reach

5

### Performance

Track engagement metrics and conversion paths to refine approach



# Scaling Across Product Categories

This strategy works across virtually any product category where customers experience problems before replacement. The key is understanding the unique failure patterns and research behaviors for each category.



## Home Appliances

Long research cycles, high repair attempt rates, clear failure indicators



## Electronics

Technical problems, performance degradation, compatibility issues



## Automotive

Maintenance issues, performance problems, diagnostic challenges

Each category requires tailored keyword research and content approaches, but the fundamental strategy remains consistent across all products.



# Measuring Success



## Engagement Metrics

Track content engagement, time on site, and return visit patterns to measure audience quality and content effectiveness.



## Cost Efficiency

Compare cost per acquisition across problem keywords vs traditional campaigns to validate ROI improvements.



## Conversion

~~Attribution~~ Multi-touch attribution to understand the full customer journey from problem search to purchase.



## Pipeline Growth

Measure the expanding pool of retargeting audiences as a leading indicator of future conversions.



# Advanced Retargeting

## Tactics

Sophisticated retargeting is what transforms this from a simple content strategy into a revenue-generating machine. The key is creating highly specific audience segments based on problem types and engagement levels.

### Behavioral Segmentation

- High engagement, multiple visits
- Quick bounce, single visit
- Specific problem category interest
- Cross-category problem searches

### Message Customization

- Problem-specific product recommendations
- Educational content sequences
- Brand differentiation messaging
- Urgency and incentive timing

This level of personalization dramatically improves conversion rates because messaging feels relevant and timely to each customer's specific situation.





# Common Implementation Mistakes

## Being Too

### ~~Sales Forward~~

Content that feels like a sales pitch rather than genuine help will drive customers away before you can build trust.

## Ignoring Search Intent

Not all problem keywords indicate purchase readiness. Focus on problems that genuinely lead to replacement decisions.

## Weak Content Quality

Shallow, unhelpful content won't build the trust necessary for this strategy to work effectively.

## Impatient

### ~~Retargeting~~

Pushing sales messaging before building sufficient trust and brand awareness.

Success requires patience, genuine helpfulness, and a long-term perspective on customer relationship building.



# Competitive Advantages

This strategy creates multiple sustainable competitive advantages that compound over time:

## First-Mover Benefits

Early entry into problem keyword space creates content authority and search dominance

## Brand Positioning

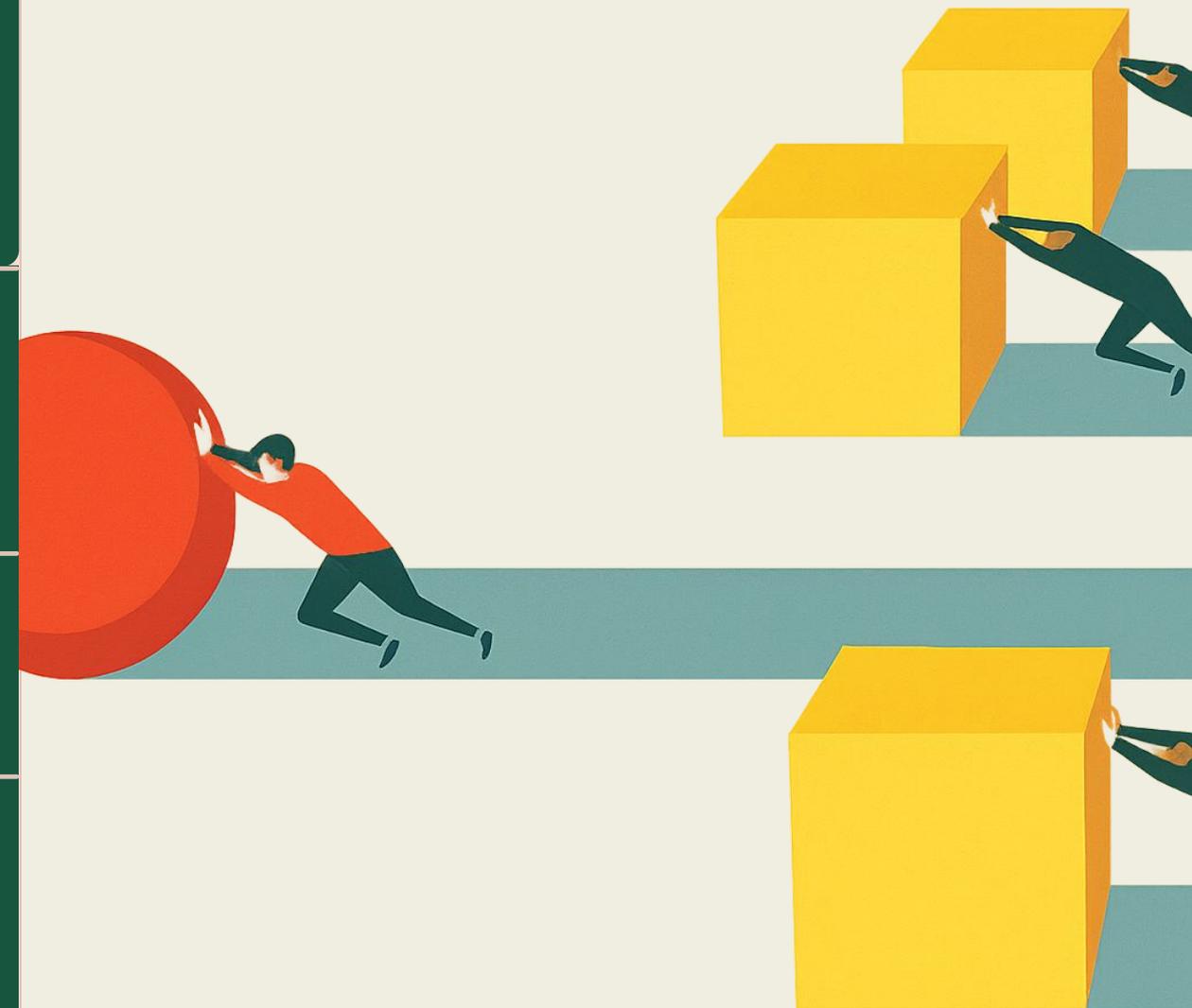
Establishes your brand as the helpful expert in the category, not just another vendor

## Cost Structure

Lower acquisition costs provide pricing flexibility and margin advantages

## Customer Lifetime Value

Customers acquired through helpful content show higher loyalty and retention rates





# Industry Applications

## Home Appliances

"Why isn't my washer draining" leads to premium washer sales

## Fitness Equipment

"Treadmill belt slipping" problems lead to equipment upgrades



## Consumer Electronics

"Phone getting hot" searches convert to new device purchases

## Automotive Parts

"Strange engine noise" inquiries become parts and service sales

## Software/SaaS

"App keeps crashing" frustrations drive platform switches



# Implementation Timeline

## Week 1-2: Research

Identify problem keywords, analyze search volume, and map customer problem patterns

## Week 7-8: Campaign Launch

Deploy search campaigns and content promotion across identified problem keywords

## Month 4+: Scale

Expand to additional problem categories and increase budget allocation based on results

## Week 3-6: Content

**Development**  
Develop comprehensive troubleshooting guides and helpful content assets

## Week 9-12: Optimization

Build retargeting audiences, refine messaging, and optimize based on performance data



# The Complete Playbook



## Map Problem Landscape

Identify common product failures and customer pain points in your category. Research search volume and competition levels for related keywords.



## Develop Content

**Strategy**  
Create genuinely helpful troubleshooting content that solves problems while positioning your brand as the expert solution.



## Launch Targeted Campaigns

Deploy search campaigns targeting problem keywords with significantly lower costs than traditional product terms.



## Build Retargeting

**Funnels**  
Create sophisticated audience segments and nurture sequences to guide customers from problem awareness to purchase decision.



## Optimize and Scale

Continuously refine based on performance data and expand to additional problem categories and customer segments.



# Getting Started Checklist

- **✓ Audit Current**

## **Keywords**

Review existing search campaigns to identify expensive, competitive terms that could be supplemented with problem-focused alternatives

- **✓ Research Problem**

## **Keywords**

Use keyword research tools to identify high-volume, low-competition problem searches in your category

- **✓ Plan Content Calendar**

Develop 20-30 pieces of helpful content addressing the most common customer problems and search queries

- **✓ Set Up Tracking**

Implement proper attribution and conversion tracking to measure the full customer journey impact

- **✓ Create Test Budget**

Allocate initial budget for pilot campaigns to validate approach before full-scale implementation



# ROI Projection Model

## Investment Required

- Content development: \$15-25k
- Campaign setup and management: \$10-15k
- Media spend: \$20-50k/month
- Analytics and optimization: \$5-8k

## Expected Returns

- 70-85% reduction in CPC costs
- 40-60% improvement in conversion rates
- 3-5x increase in qualified traffic volume
- 150-300% ROI within 6 months

These projections are based on implementations across multiple categories and company sizes. Results may vary based on market conditions, competition levels, and execution quality, but the fundamental economics consistently favor this approach over traditional keyword strategies.



# Intercept demand before your competitors even know that it exists.

The future of customer acquisition belongs to brands smart enough to meet customers where they are, not where everyone else is fighting for attention.

By intercepting customers in their problem-solving phase, you gain exclusive opportunities to acquire those customers at a much lower cost.





Now, go forth and make  
your **mark on digital  
campaign history.**





**Thank you for your purchase!**

**If you'd like, you can also get 15 minutes with me for free to answer any questions.**

**I'm committed to making sure you get as much value from this as possible. **That's my promise!****



**Click the logo to book a call**

- THANK YOU FOR DOWNLOADING -

# Intercepting Customers Before Your Competitors Know They Exist

**Remember: The Experience Keeps the Promise!**

