

*October 2022*

# **Recession-ready Marketing**

7 questions to help you compete

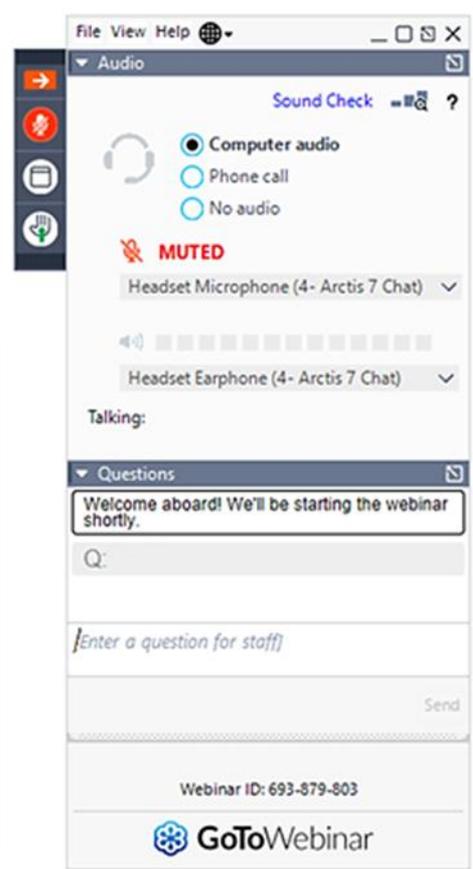
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*Digital. Accelerated.*



# Answering your questions

Feel free to **submit questions** during the session using the GoToWebinar Questions box

Debbie will ask all your questions in a **Q&A session at the end of the webinar**



# Getting your feedback

At the end, you'll see a **short feedback survey**

**Please fill this in** - it tells us what you think and improves these webinars

## SURVEY PREVIEW

[Start survey](#)

Hi, I'd really appreciate your honest feedback on today's webinar. Don't worry - you can tell me like it is.

1. First, can you tell me which organisation you work for.

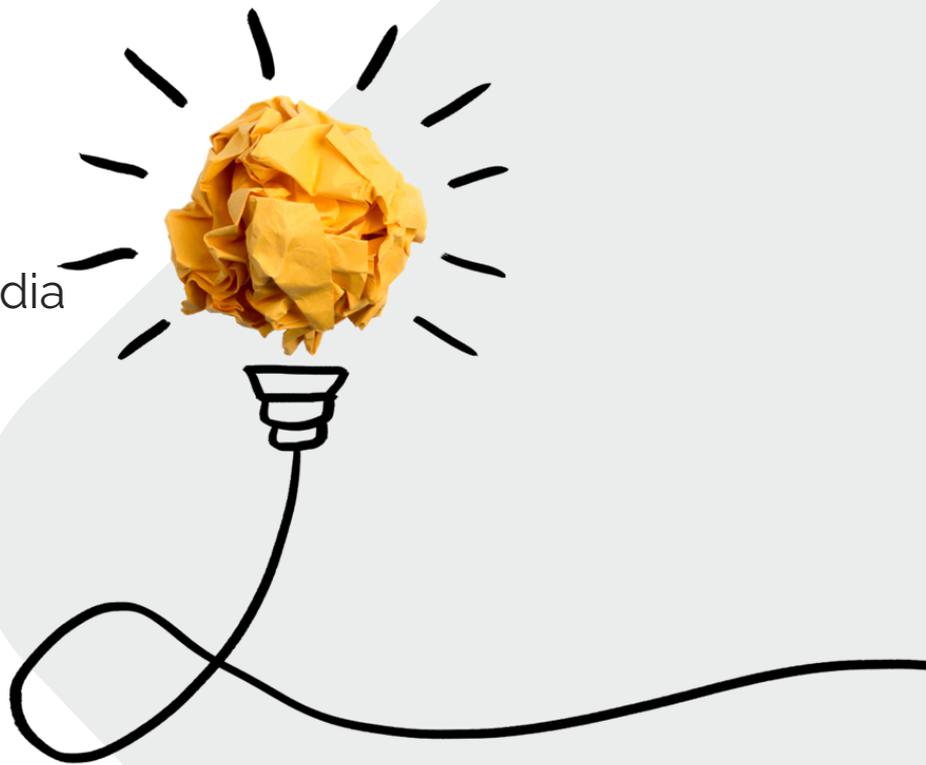
2. Did you find this webinar useful?

- Yes, I found it useful.
- No, I didn't find it useful.

3. If you did find it useful, which part did you find MOST useful?

# Agenda

- About the speakers
- The challenge ahead
- An integrated approach to improve media effectiveness
- The Digital Performance Accelerator



# Introducing your speakers



**Chris Roberts** · 1st  
Managing Director at ClickThrough Marketing  
Talks about #agencylife, #peopleculture, and #growthmarketing  
Lichfield, England, United Kingdom · [Contact info](#)  
3,544 followers · [500+ connections](#)



ClickThrough Marketing



Lancaster University

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**Dave Chaffey**   
Co-founder Smart Insights // Digital strategist since 1997 //  
Author, Consultant, Keynote speaker and Trainer  
Talks about #contentmarketing, #digitalanalytics, #digitalmarketing,  
#marketingautomation, and #digitalmarketingstrategy  
Greater Derby Area · [Contact info](#)  
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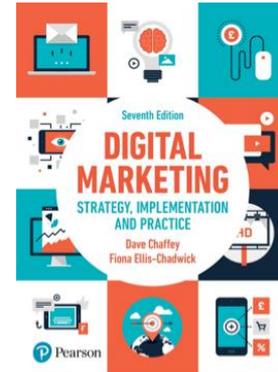
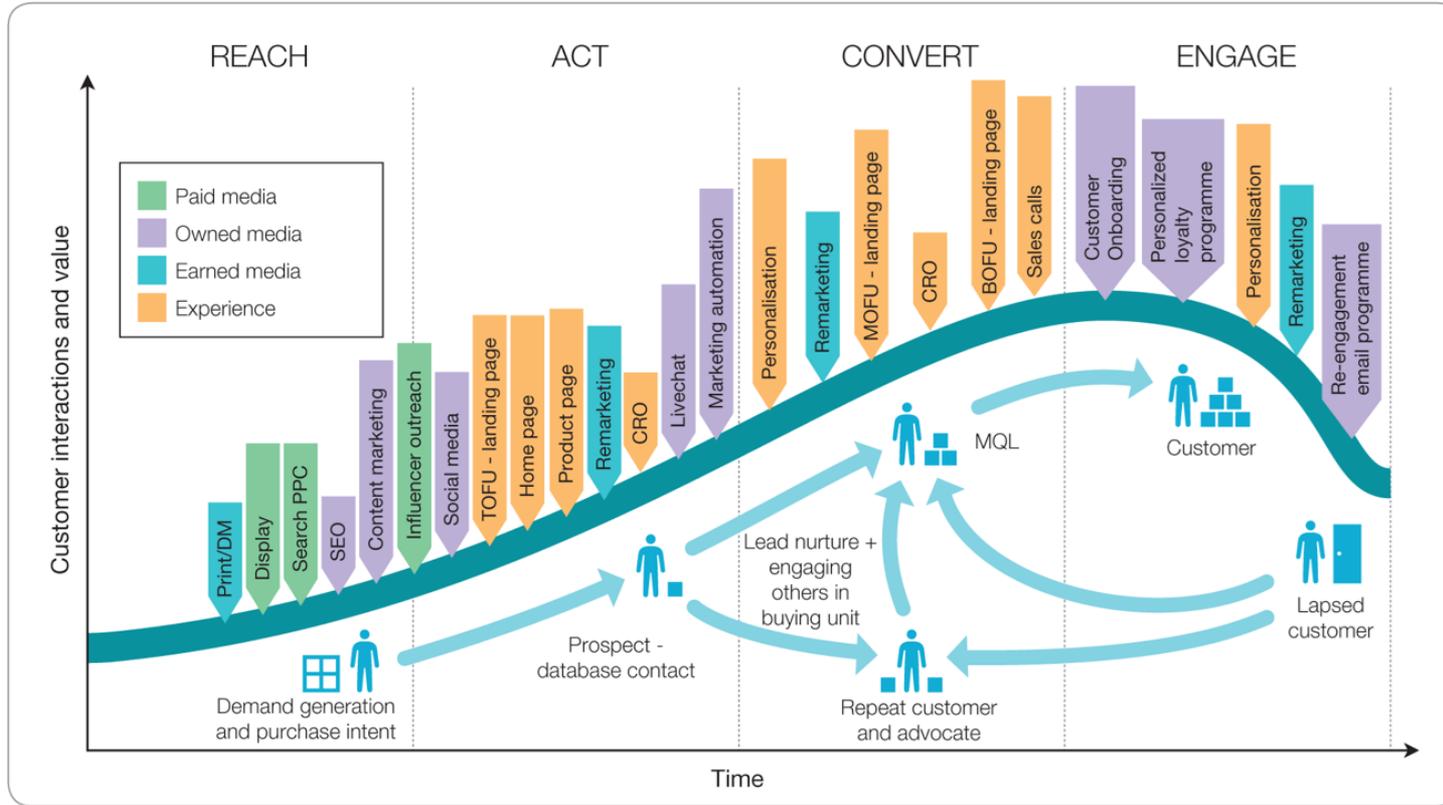
Since 2004. **Independent.**  
Tier 1 Partner.

We are **ranked by Google** as one of the  
**top 10 independent agencies** in the UK

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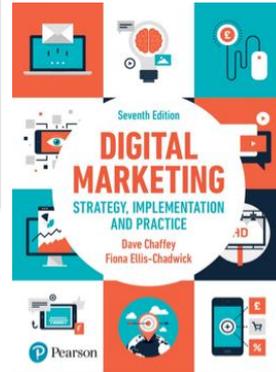
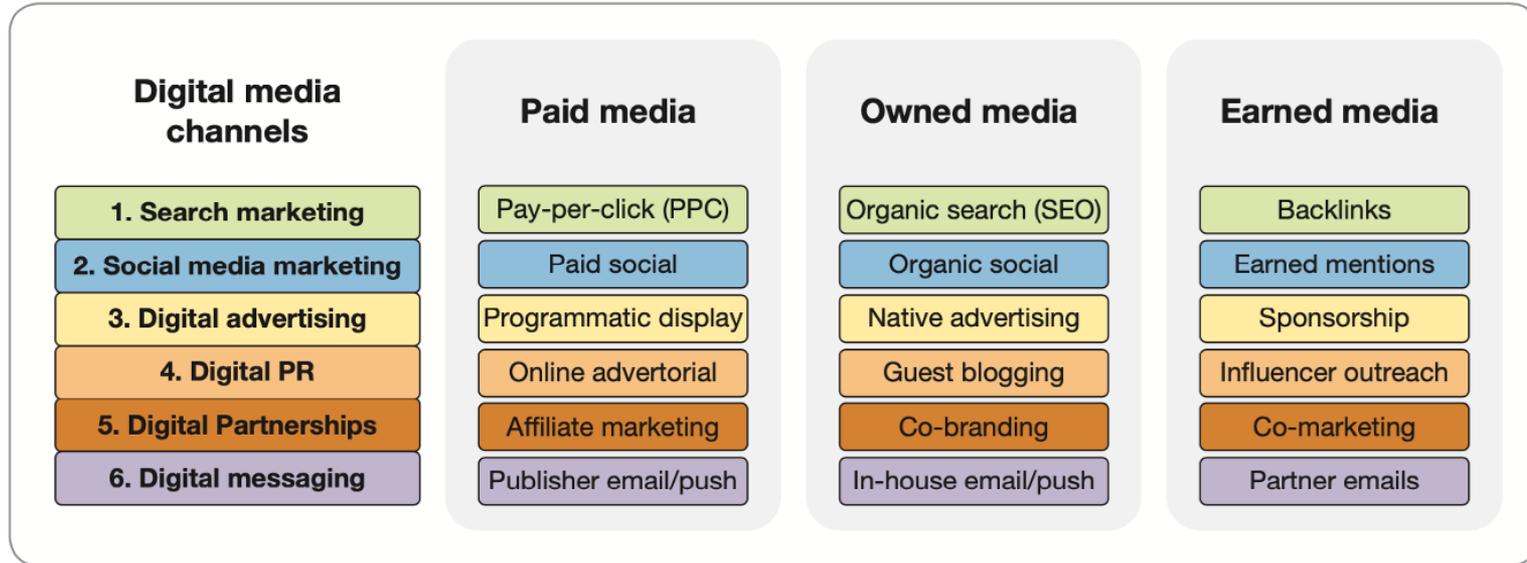


# A holistic, integrated approach is most effective



# The many opportunities from digital media

**Figure 1.11** Six categories of digital media channels or communications tools showing their relationship to paid, owned and earned media

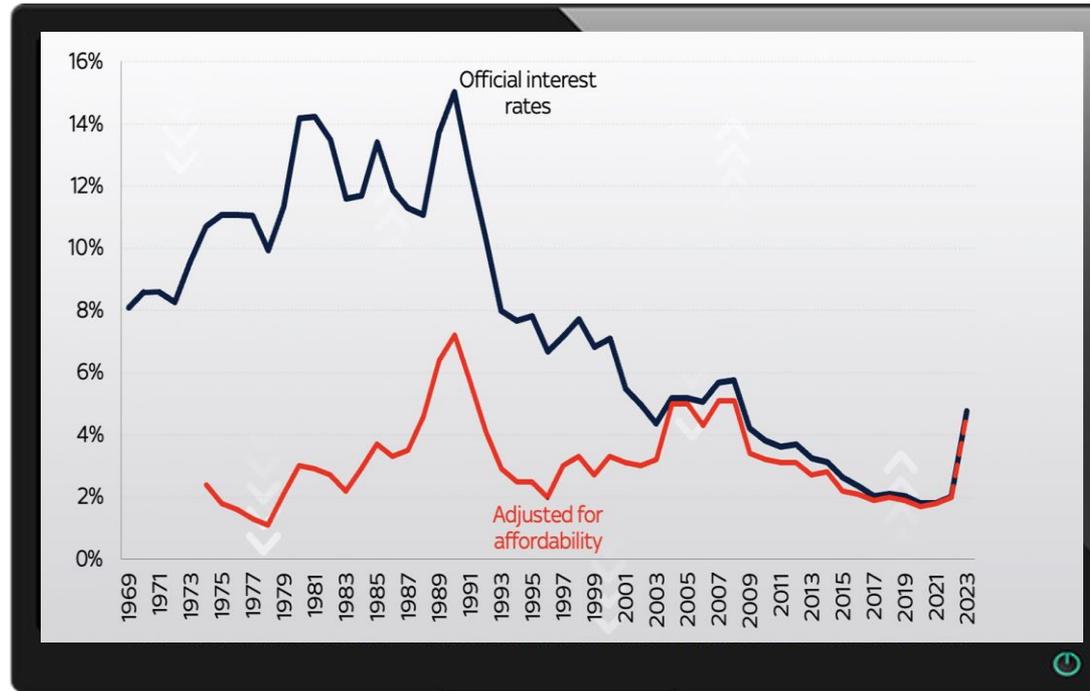


**Q1. What are the latest trends in consumer demand?**

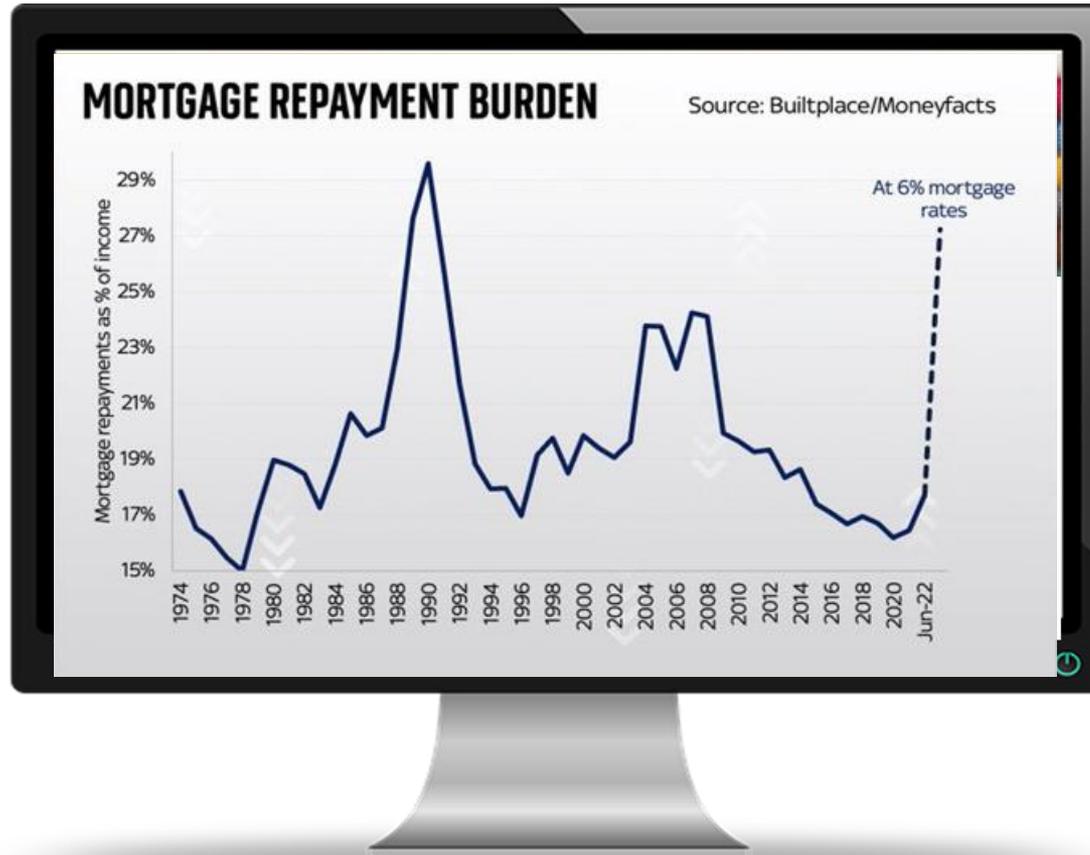
# Consumer confidence is at an all-time low



# As rising interest rates reduce disposable incomes



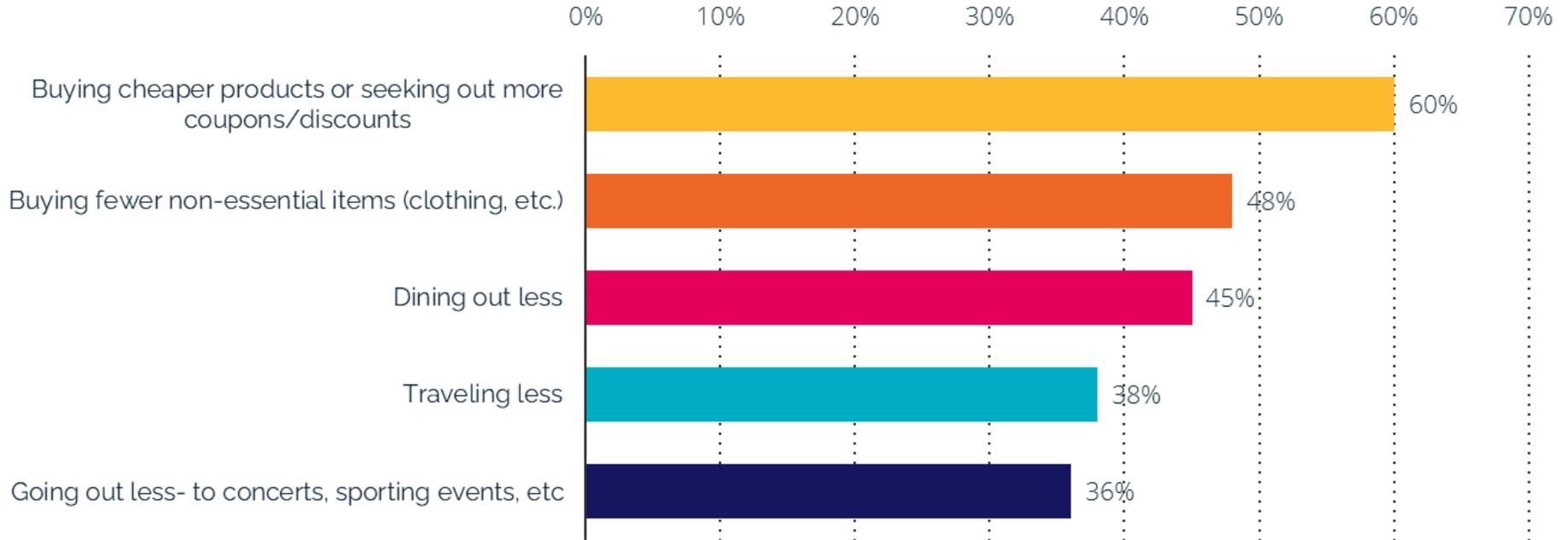
# Mortgage repayment burdens rise



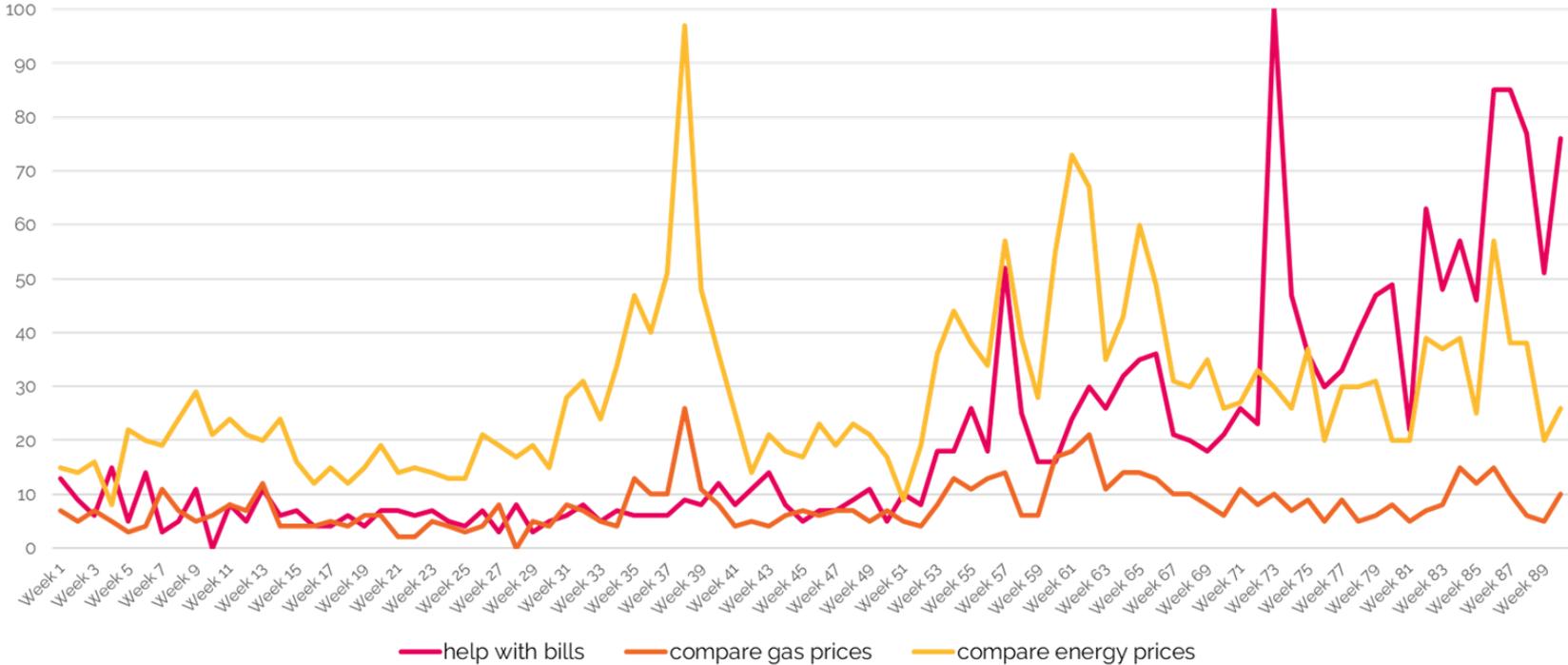
# ...and inflation outpaces wage growth



# Causing a change in spending habits



# As people worry about the cost of living





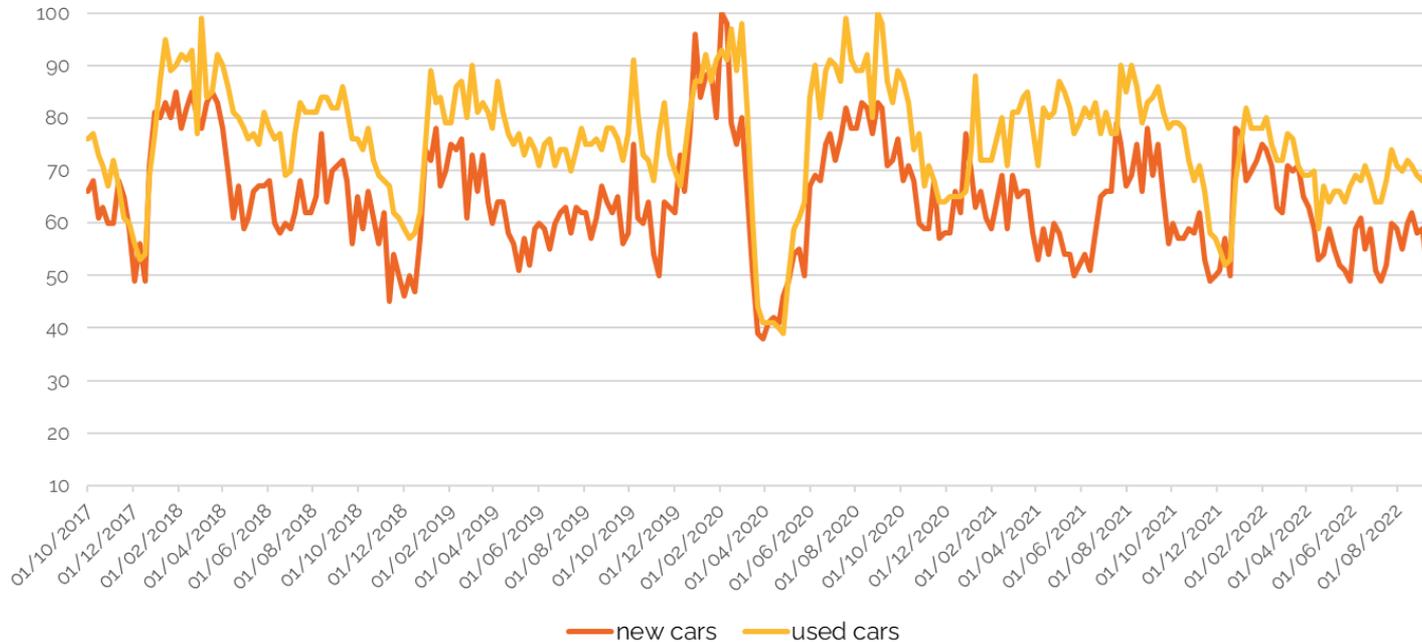
**This is being felt in  
digital marketing...**

# Search interest in sofas is down

**-15%**  
YoY



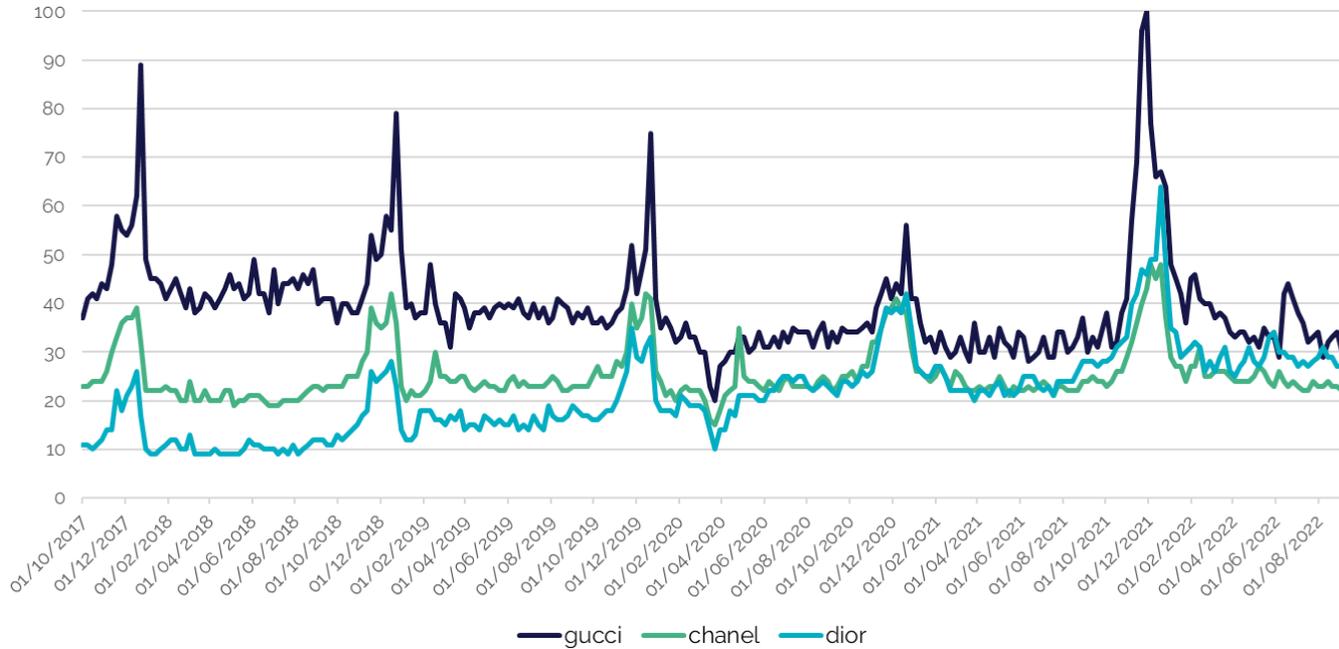
# ...much like new and used cars



**-21%**  
YoY

**-17%**  
YoY

# But luxury brands are seeing growth



+1%  
YoY

+3%  
YoY

+4%  
YoY

...as are 'affordable' brands



# Black Friday and peak will be interesting...



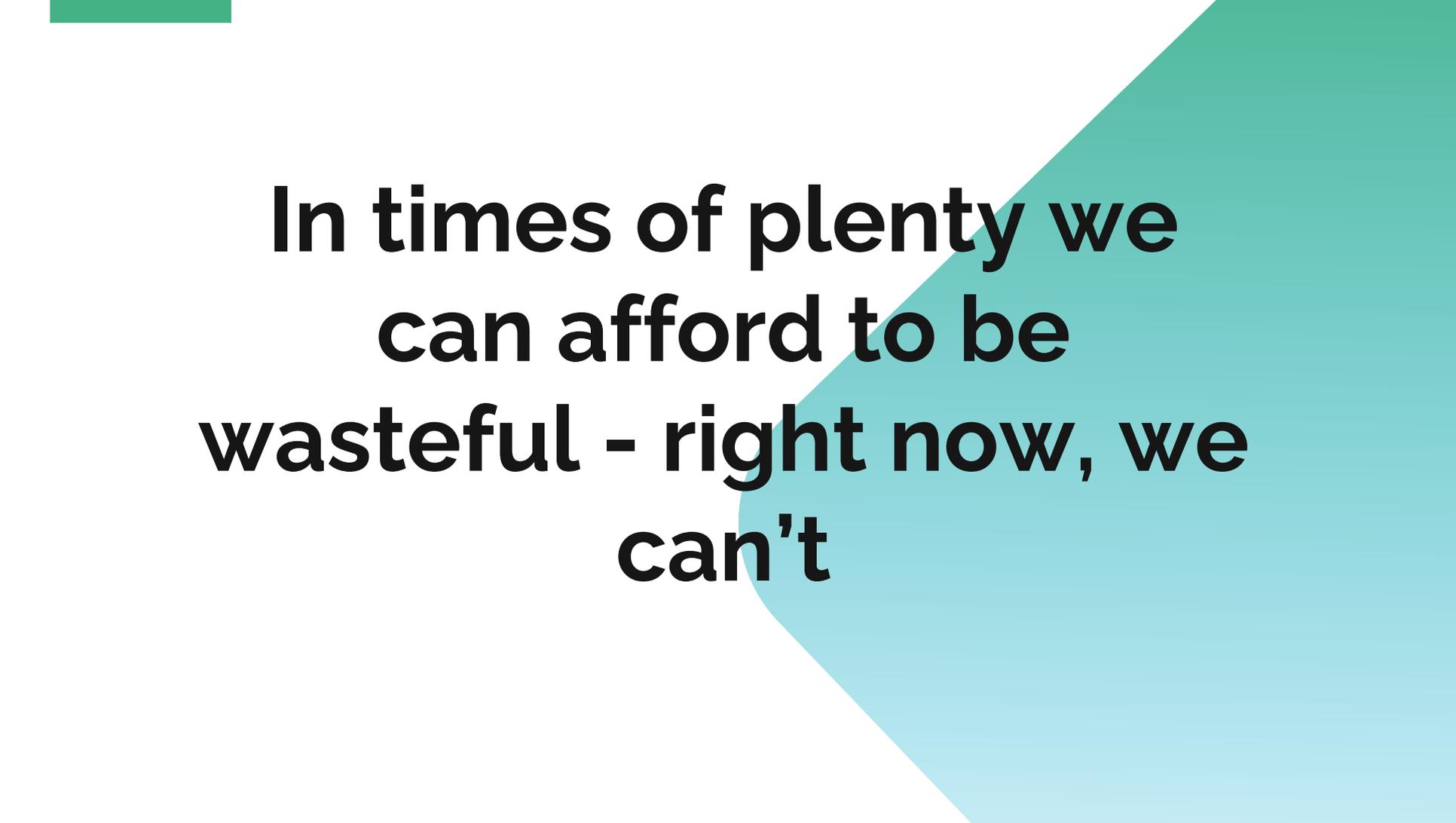
**Q2. What are the changing patterns  
in media investment?**



**As interest drops, those  
brands in-market fight  
harder for each  
customer**

# Leading to CPCs increasing across all markets

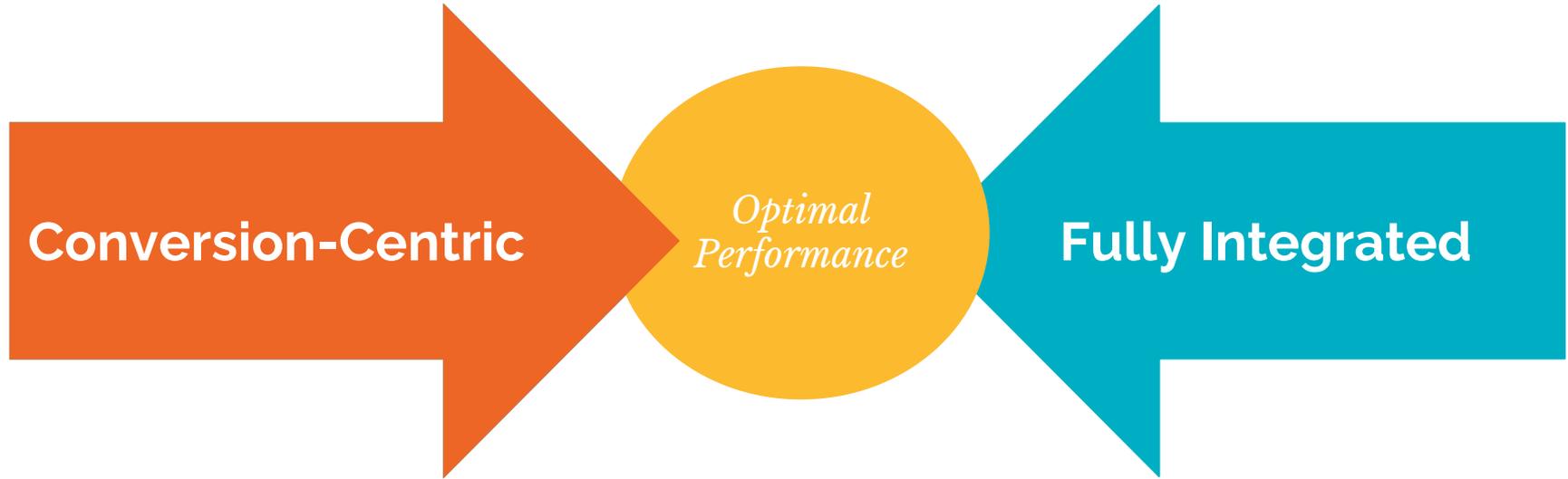




**In times of plenty we  
can afford to be  
wasteful - right now, we  
can't**

**Q3. Do you use conversion-centric forecasts to predict ROI?**

# Implementing a two-pronged approach



# With focus on CRO to drive performance

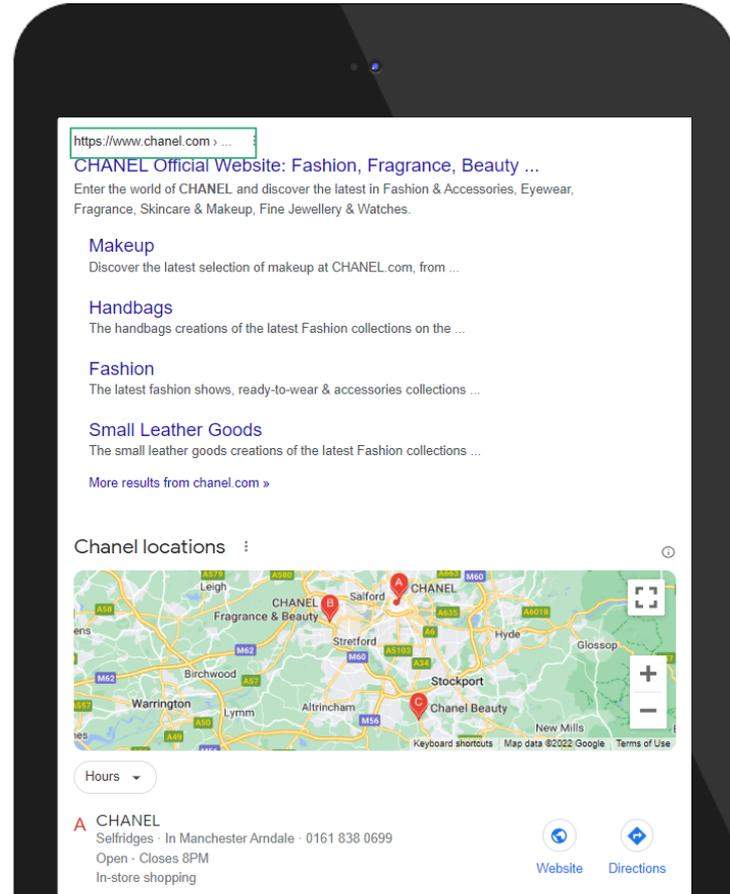
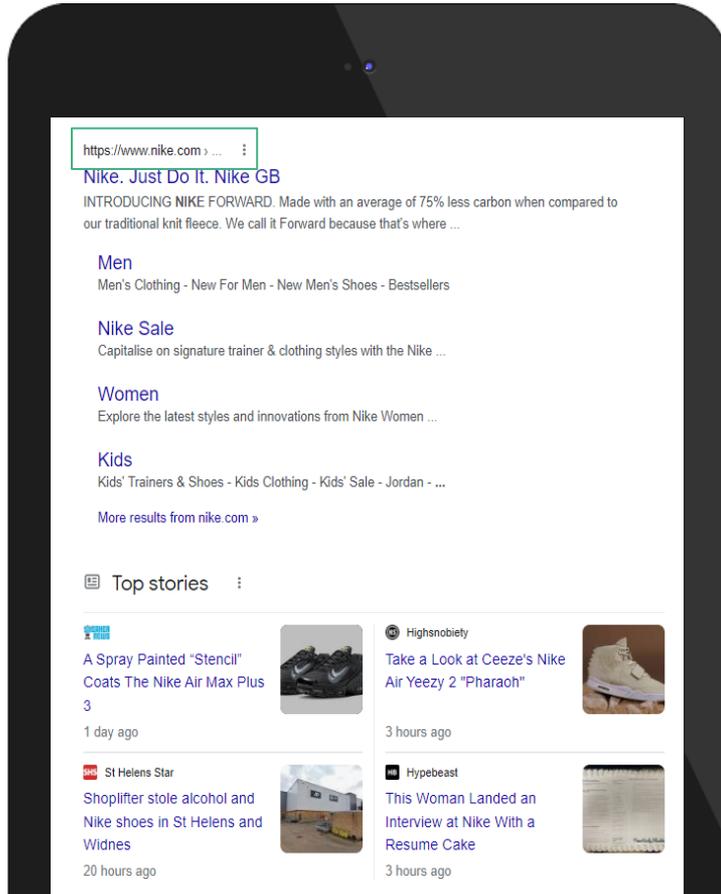


**Q4. How can we reduce  
media spend wastage?**

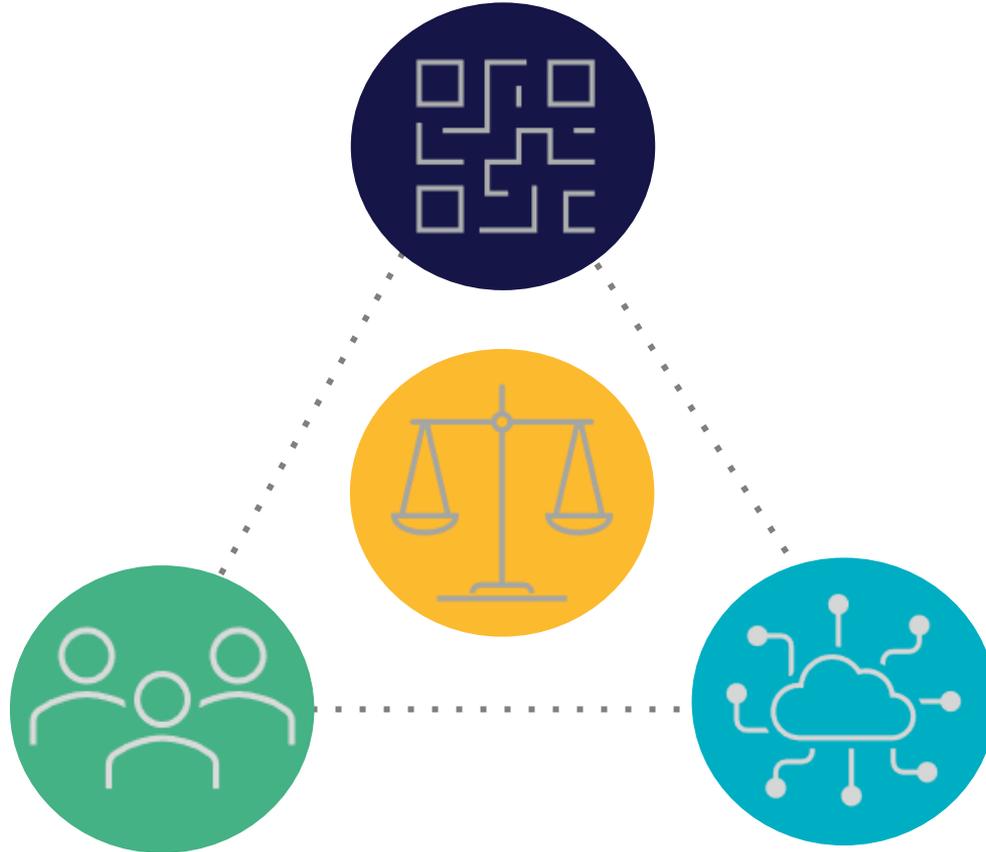


**Ensure your house is in  
order and built on  
strong foundations**

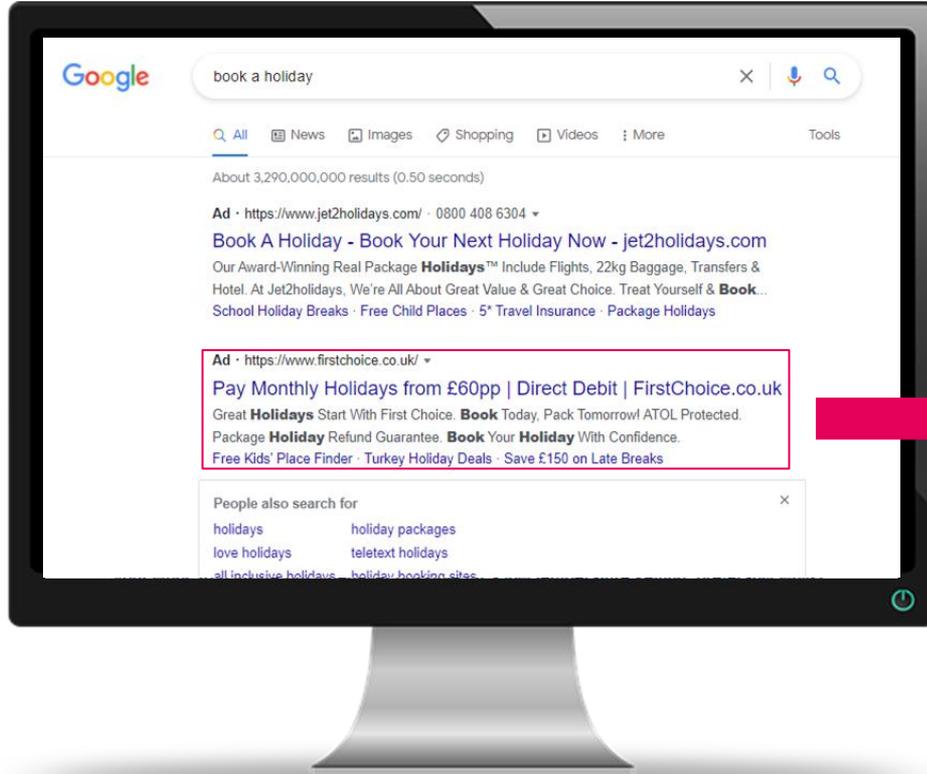
# Align Paid and Organic on brand terms



# Invest in technology and automate for efficiency



# Think beyond the click



FIRST CHOICE Shortlist (0) Travel Information

[Back to Summary](#)

HOTEL DETAILS CUSTOMISE HOLIDAY CHECKOUT

**£649.72pp**  
Total price £1299.44  
Inc. £112.82 Total Discount £50 Deposit

**THE COST OF YOUR HOLIDAY HAS INCREASED**  
We're sorry to say the price for your holiday has gone up by **£12.62**. It's because this trip uses flights from a third party airline. We receive the latest prices from the airline a few times each day but, the price might change when we come to request the actual seats. Your new total is shown in the holiday summary.

PASSENGER DETAILS

e.g. PROMO100

**Q5. What are our options to improve conversion?**

# Focus on high impact pages

*Start from the beginning, funnel more and more users through to decision-making pages... then strike for optimal impact!*

Ensuring we focus on the primary conversion funnel is pivotal to success. Start by focusing higher up the funnel and push more users to conversion-point

Home

Find A Nursery

Nursery Pages

Form Pages

PPC Landing Pages

# Test. Learn. Iterate.

*Learning from tests and acting swiftly helps capitalise on key learnings, allowing us to maximise conversion*

A more agile, iterative approach to testing allows for continual improvements and relevant optimisations to be made while the iron's still hot

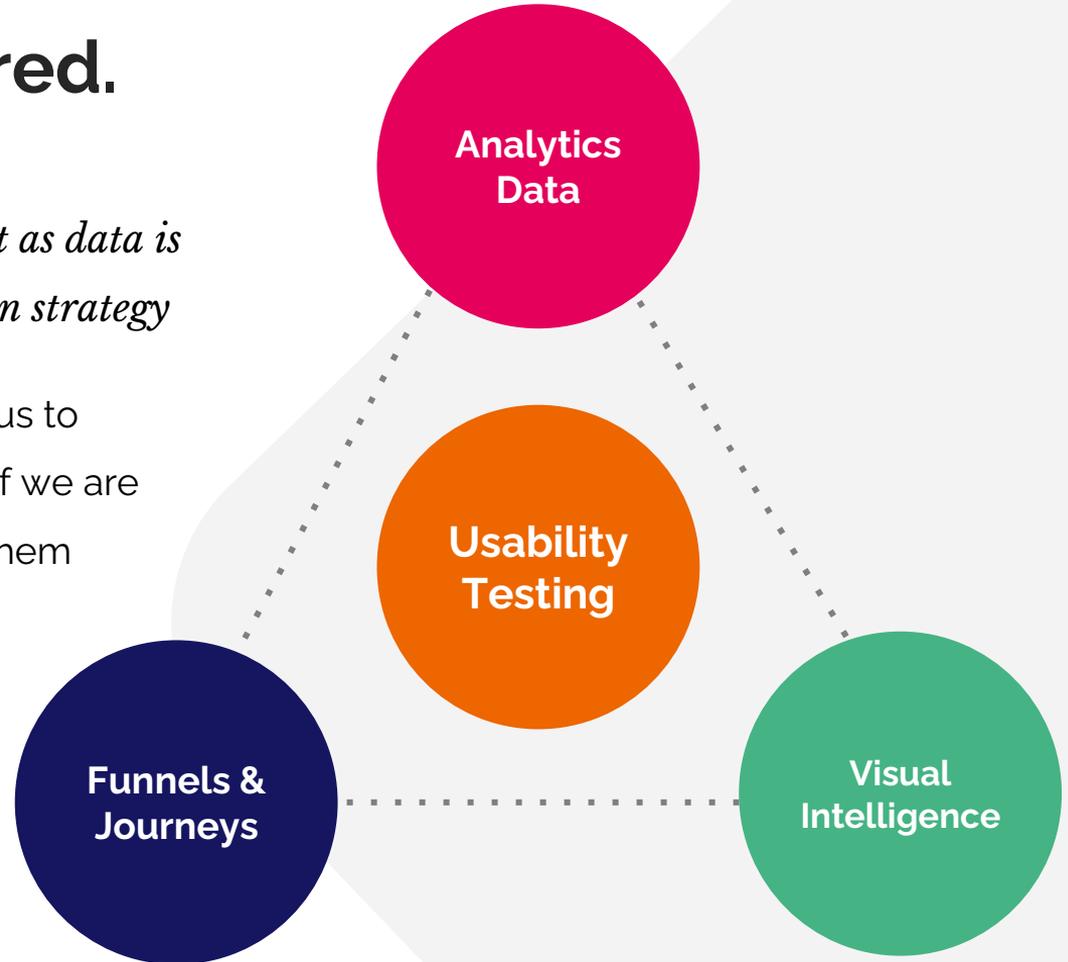
*150% total uplift compared to control*



# Data-led. User-centered.

*Users are at the heart of your business - just as data is at the heart of a high performing conversion strategy*

By introducing usability testing this allows us to further understand users, and understand if we are making the right decisions and impact on them



# Before...

*Which page would you find easiest to use when looking for a local nursery?*



Busy Bees



Bright Horizons



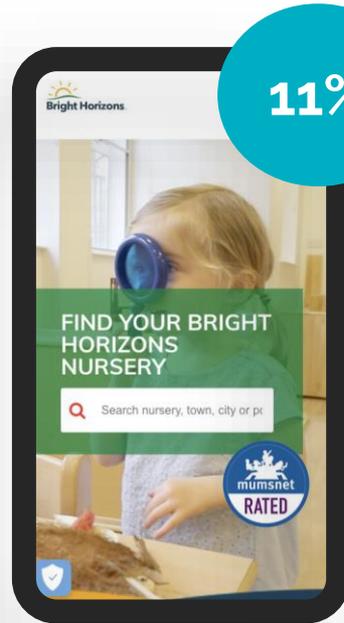
Kids Planet

# ...and after

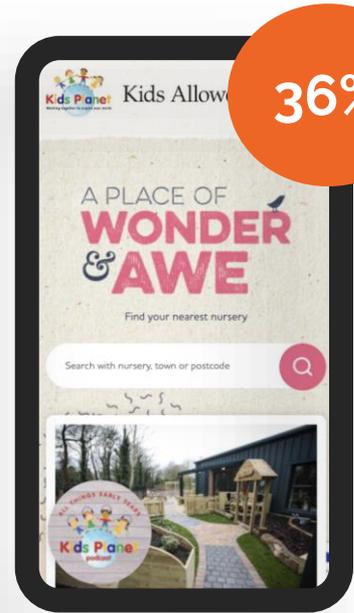
*Which page would you find easiest to use when looking for a local nursery?*



Busy Bees



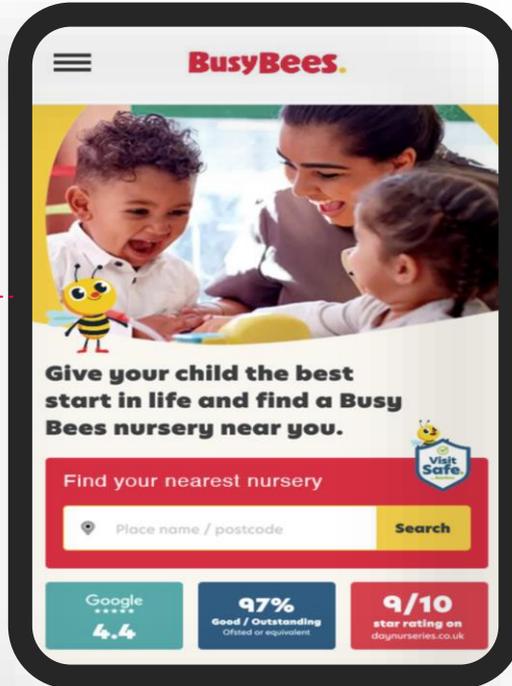
Bright Horizons



Kids Planet

# Leading to an uplift in performance

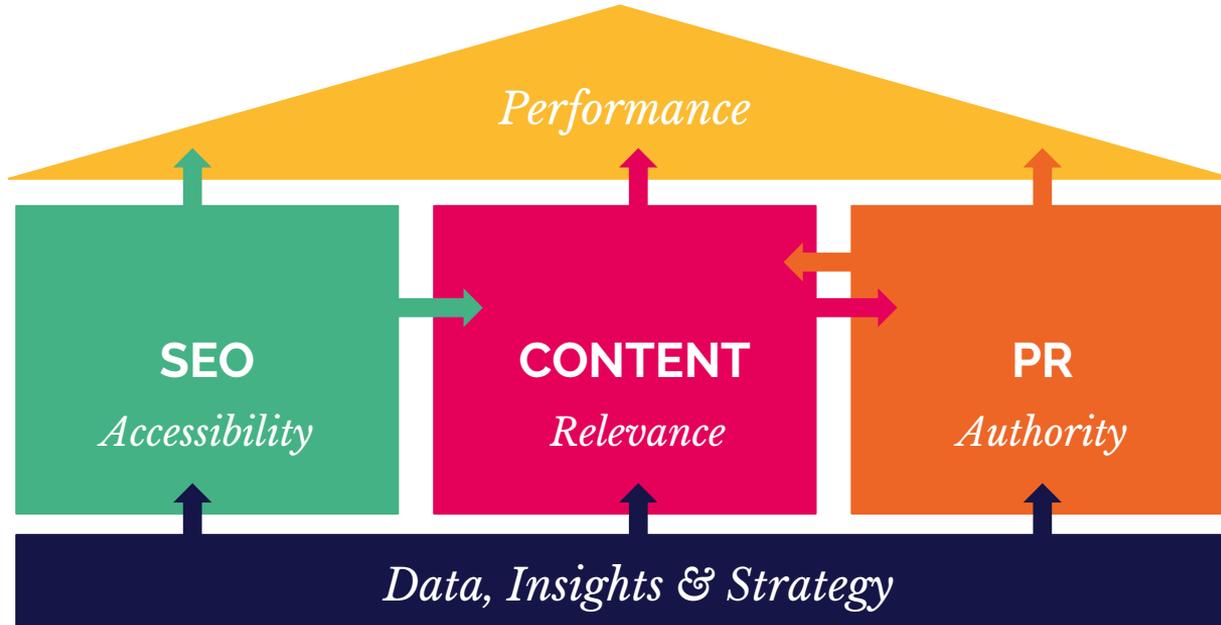
**+47%**  
*searches*



**+65%**  
*bookings*

**Q6. How can we accelerate  
performance from organic channels?**

# Organic as a whole for maximum performance



# Fix your site foundations



Internal Linking

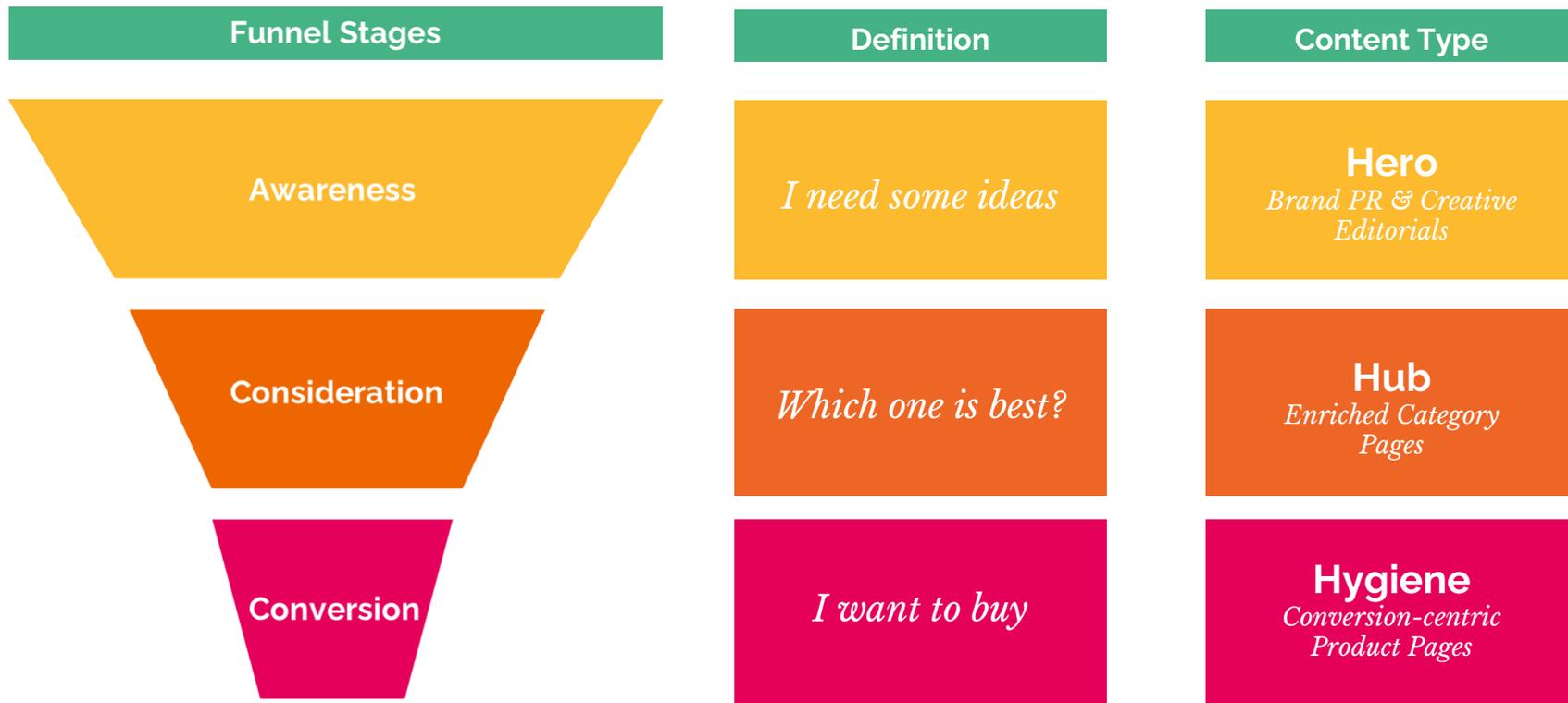


Site Structure



Page Speed

# Create content for your customers



# ...and be seen as an authority

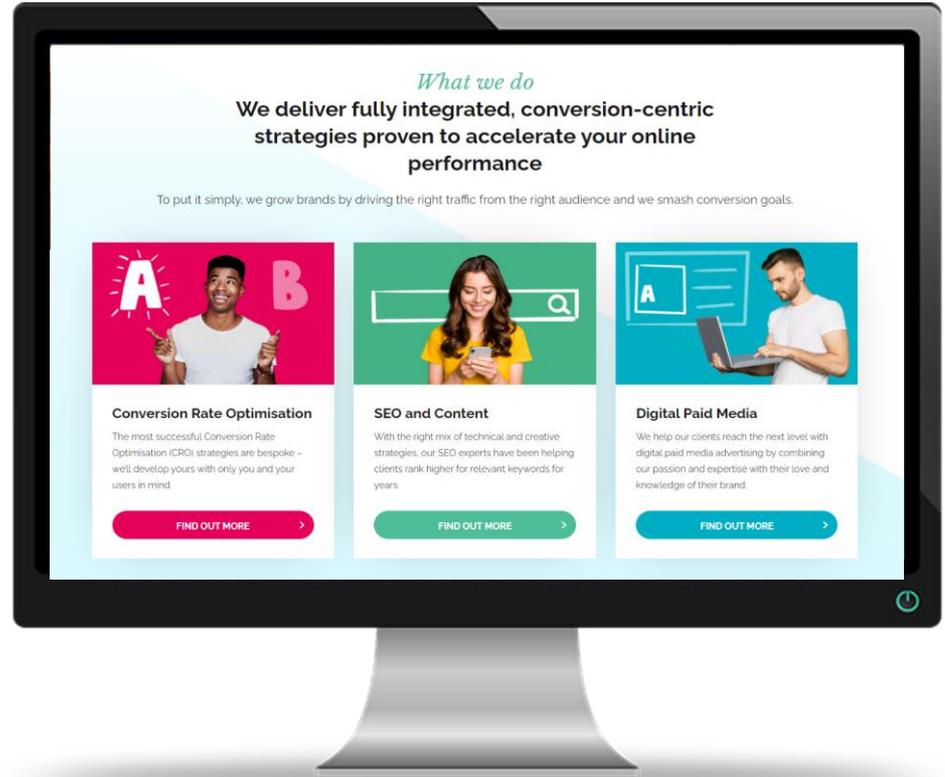
Authority Site



Authority Site



Authority Site



# Align with Paid for strategic decisions

**PPC / SEO** Tags  
Contains

**PPC Support - High Priority**

	Keyword	Position	Position change
1.	student accommodation north london	91	1
2.	student accommodation west london	90	-8
3.	student accom london	90	-4
4.	student accommodation central london	88	-10
5.	student accommodation london	80	9
6.	luxury student accommodation leicester	67	4
7.	student accommodation london city of london	66	-11

1 - 94 / 94 < >

**PPC Support - Medium Priority**

	Keyword	Position	Position change
1.	new student accommodation swansea	8	5
2.	nottingham student accommodation studio	8	3
3.	short term student accommodation liverpool	4	-1
4.	aberdeen university student accommodation	9	-2
5.	private student accommodation aberdeen	5	null

1 - 11 / 11 < >

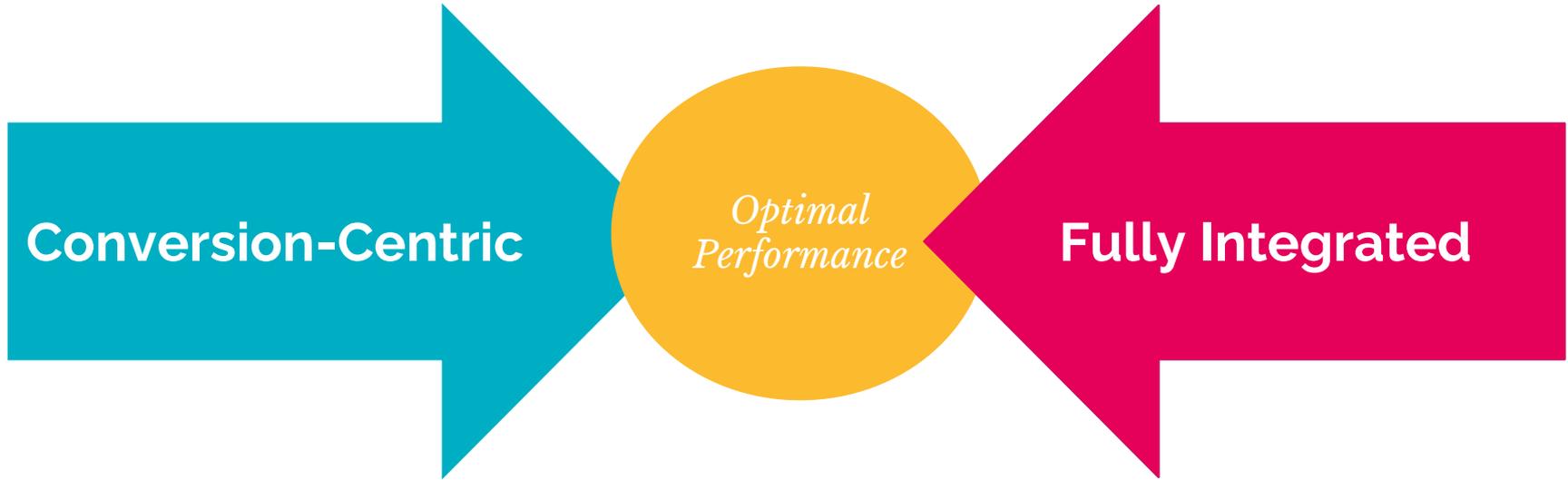
*Maximum coverage  
across both channels*

*Better budget  
alignment*

*Prevents  
cannibalisation*

**Q7. How can you drive channel integration and cost efficiency?**

# Implementing a two-pronged approach



# 6 problems with silo strategies

Customers don't  
engage with you  
in silos

Clearer  
Performance

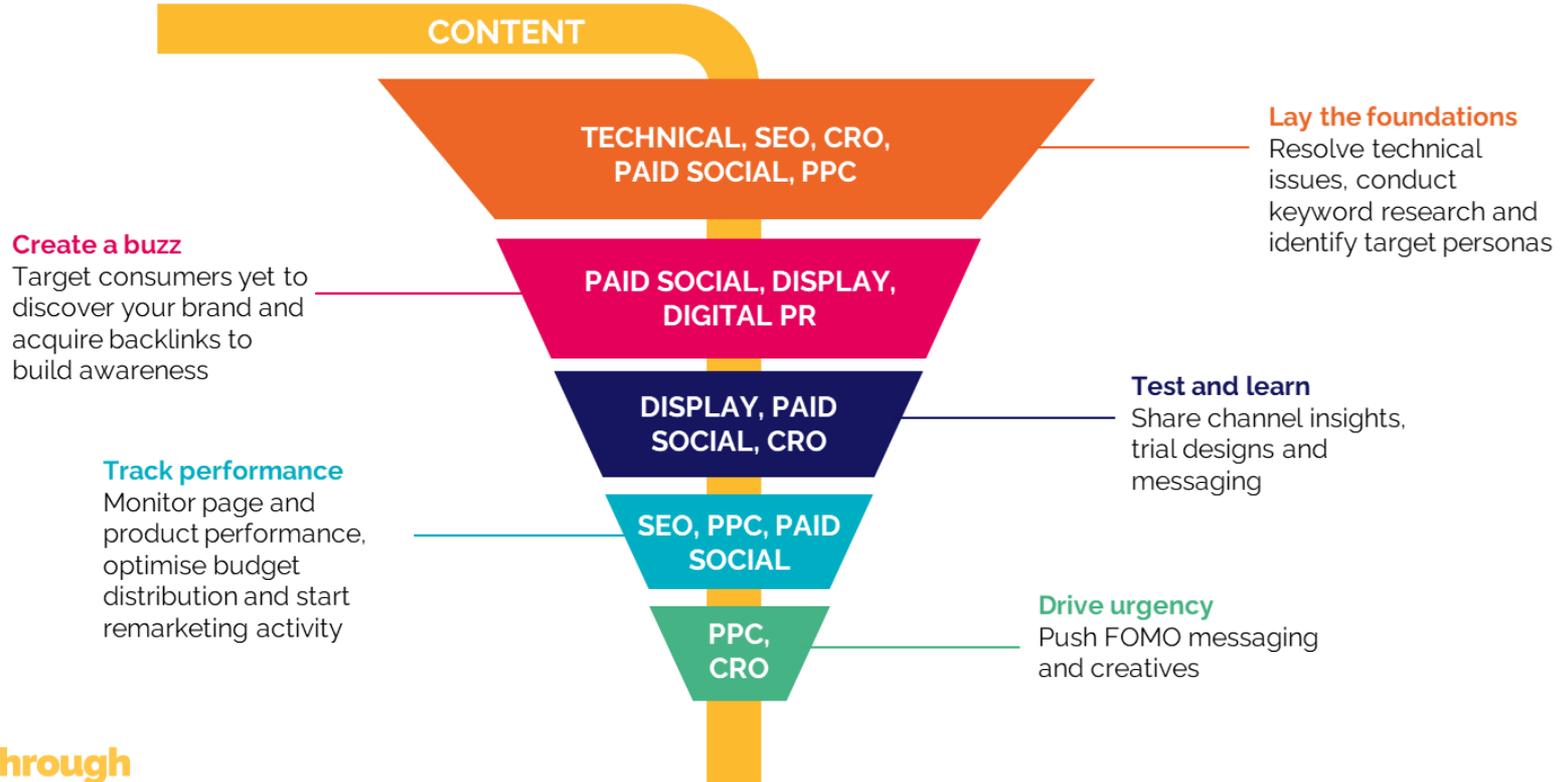
Budget Wastage

Non Optimal  
Performance

Aligned  
Strategies

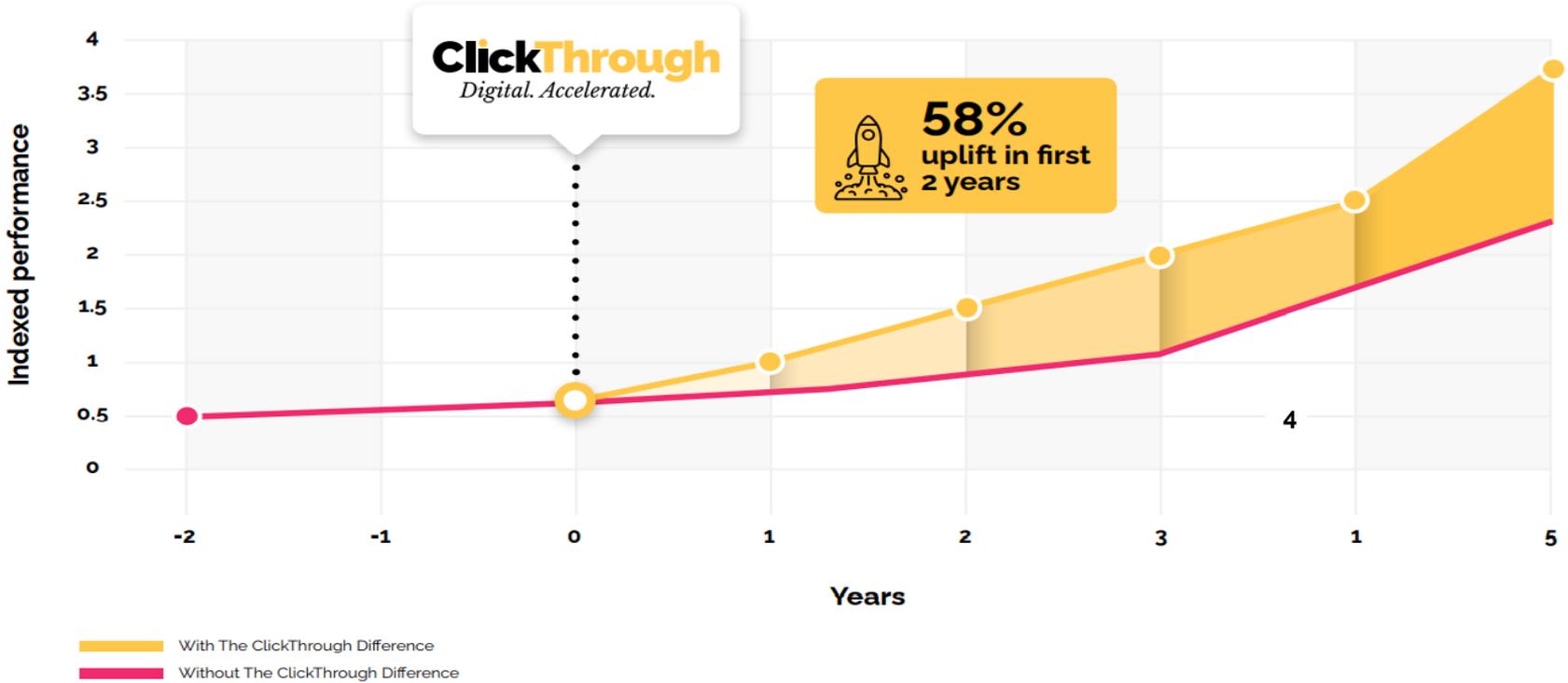
Cost Efficiencies

# Omnichannel integration



# We know this works

## The ClickThrough Difference



# The ClickThrough Marketing Digital Performance Accelerator

*How can this support me?*

# Drive maximum growth at the lowest possible cost



*1. Reduce media spend  
waste in Paid channels*



*2. Optimise user journeys and  
improve conversion rates*



*3. Accelerate performance from  
Organic channels*



*4. Drive cross-channel integration  
and cost efficiency*



*5. Maximise leads, sales and overall  
ROI from less spend*

# Who is the Performance Accelerator for?

## For CMOs, Marketing & Digital Leaders that want to:

Annually benchmark to identify gaps, inefficiencies and missed opportunities

Assess scope for scaling growth or driving more from less

Ensure their strategy is leading edge and maintains competitive advantage

Upskill or inspire their internal team or benchmark their agency to accelerate innovation

## For high spending brands that are:

Experiencing unexplained drops in performance in paid, organic or conversion rates

Spending significant budgets across Paid Search and Paid Social

Running their SEO, Paid and Conversion in silos

Using existing agencies or in-house teams to run their performance marketing

# What's next?

If you want to discuss how we can use an integrated strategy to grow your brand and accelerate performance – or ask about another aspect of your digital marketing plan - we're here to help.

After the webinar is over, my colleague **Sonja Stewart will be in touch to share the webinar recording** with you.

Sonja can also **schedule a call to talk about integrated marketing approaches** if this is something that your business is interested in.

**If you can't wait**, you can reach Sonja at [sstewart@clickthrough-marketing.com](mailto:ssewart@clickthrough-marketing.com)

# Our next webinar



**ClickThrough**  
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**How to hit your  
Black Friday  
goals with an  
integrated  
strategy**

*Tues 25th October  
9:30am GMT*

Thank you

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