26th April 2023

Why Integrating Organic Search is Crucial to Your Strategy

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Your team today

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Head of Commercial Development

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Strategy & Performance Director

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Head of PR & Outreach

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What we'll cover

- *The state of play in 2023*
- *Integrating SEO efforts for best performance*
- *Organic's role in the marketing mix*
- *Aligning Organic efforts with business goals*

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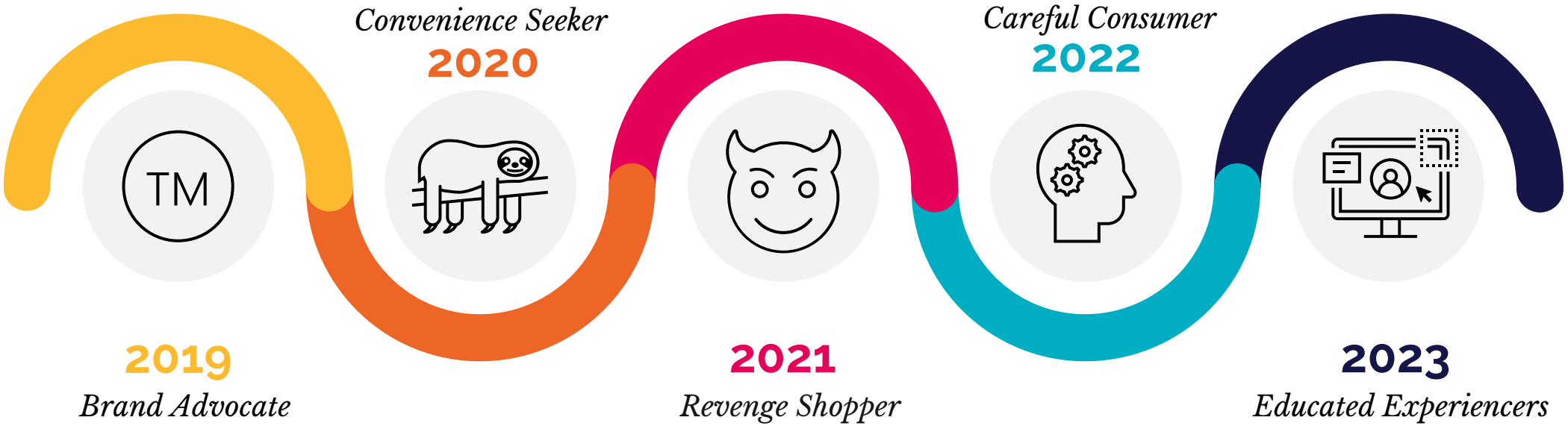
Why change now?

The state of play in 2023...

Adapting to changing consumer behaviour



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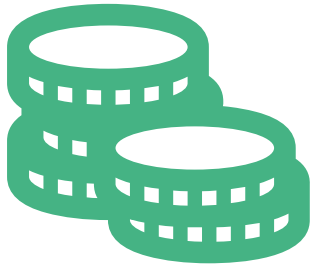
So, why integrated Organic Search?

54%

Portion of total traffic from Organic Search

A sustainable longer-term strategy



Recession-proofs your visibility

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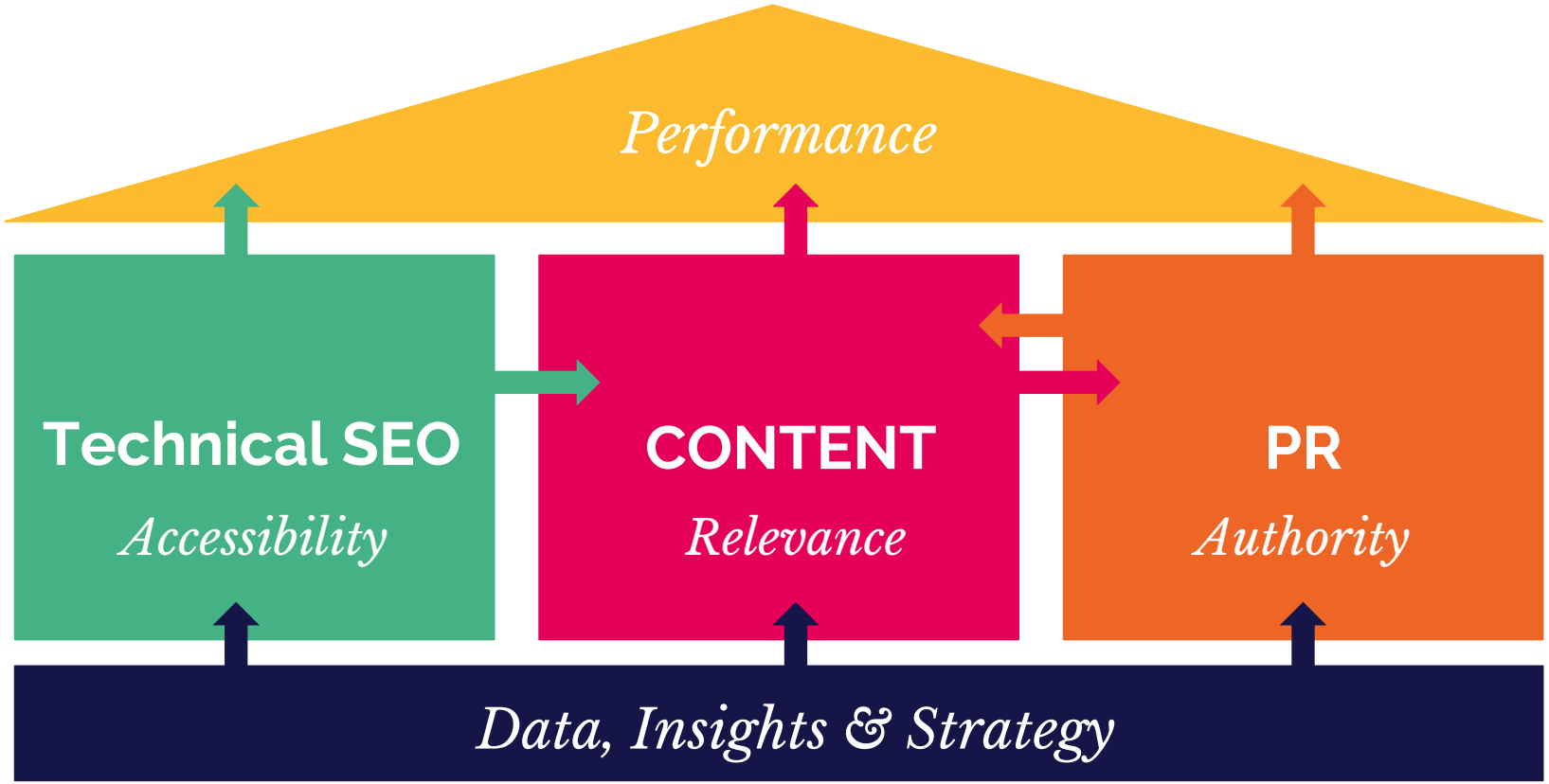
Integrating SEO, Content & PR

Welcome to Organic Search...

Utilising Organic as a whole for maximum performance



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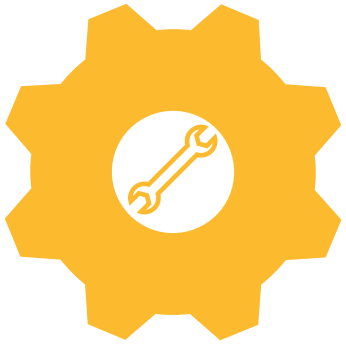
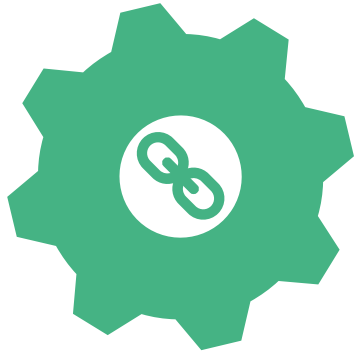
All channels are important in their own right

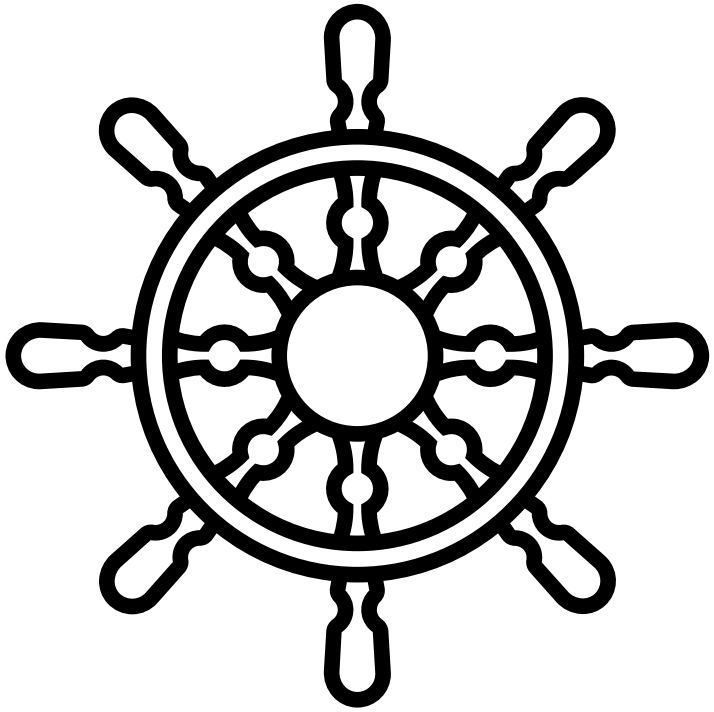


Technical SEO



Digital PR

Content



The wheel of high performance

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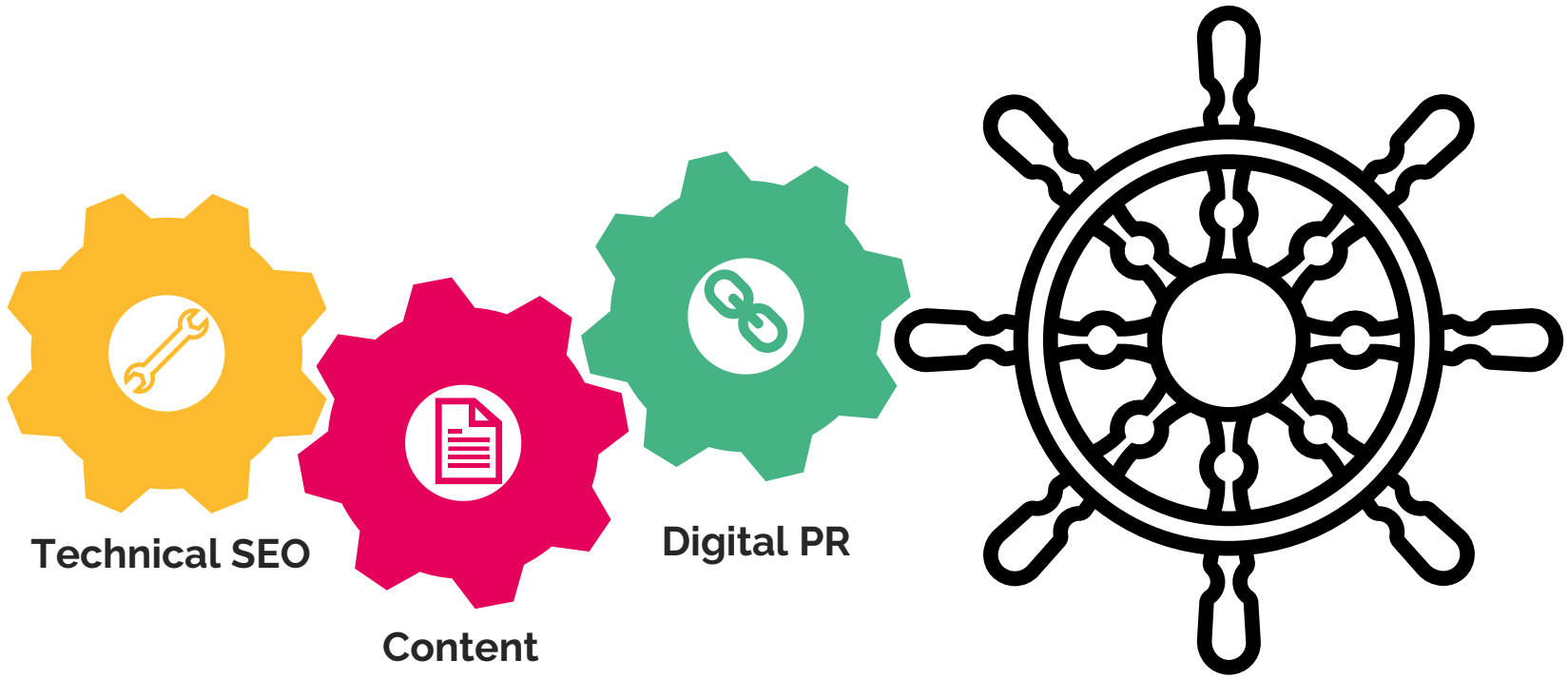
...but work best if aligned



The wheel of high performance

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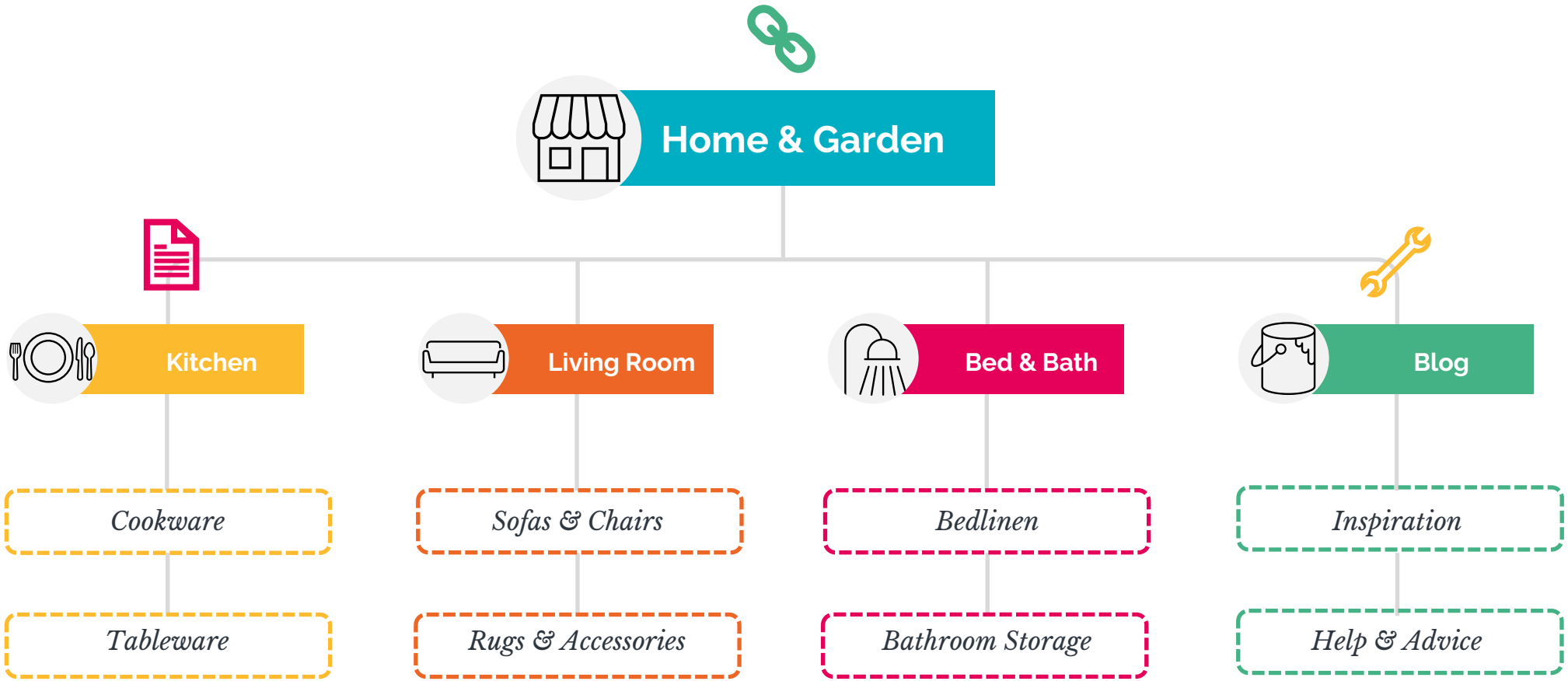
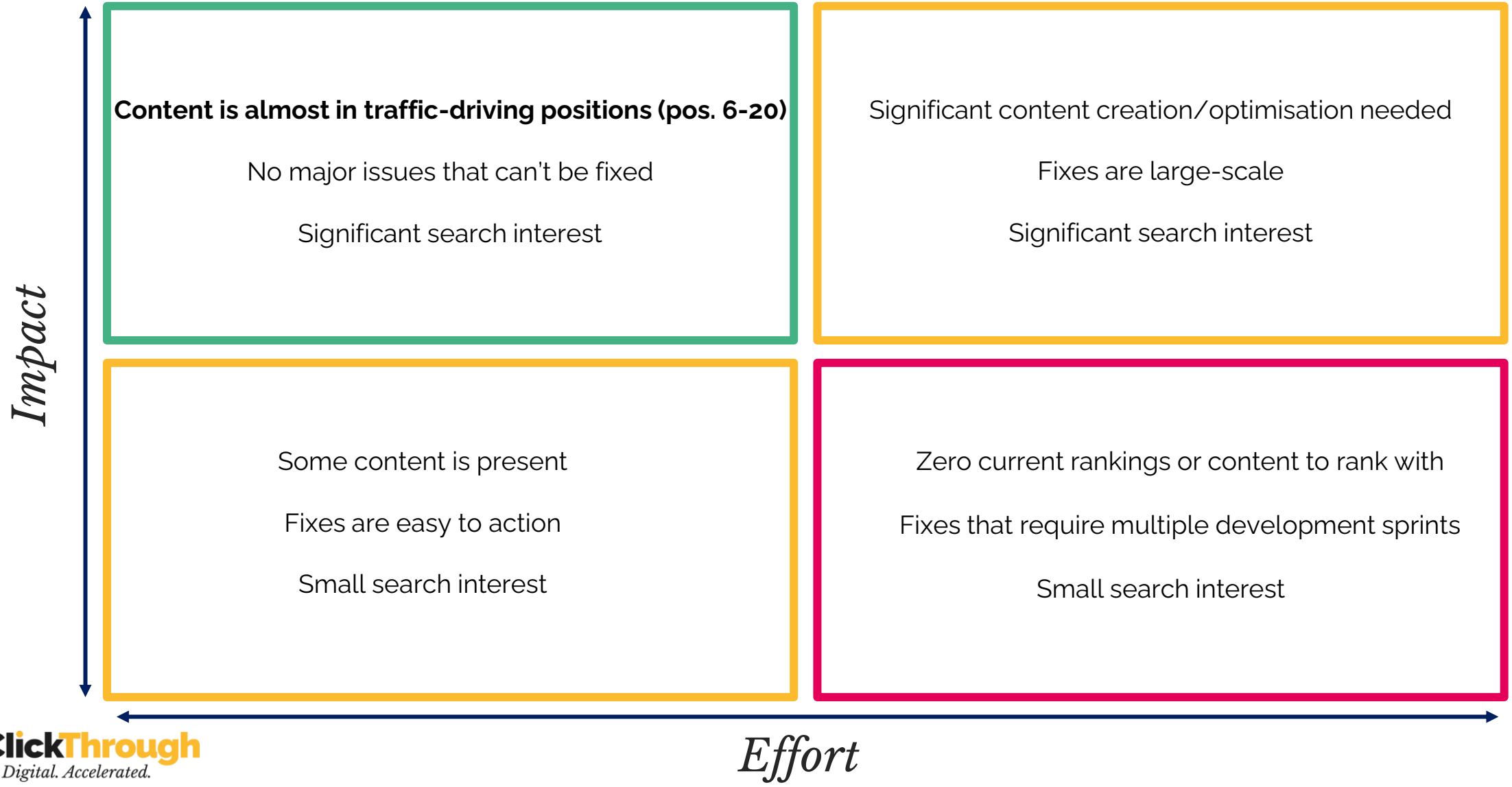
POLL
Which of the Organic channels are you using?

Working in silo dilutes Organic efforts and performance



Integrating makes for impactful decision-making



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Join forces for the best result

Technical SEO

Leverage first-party data

Link with trends

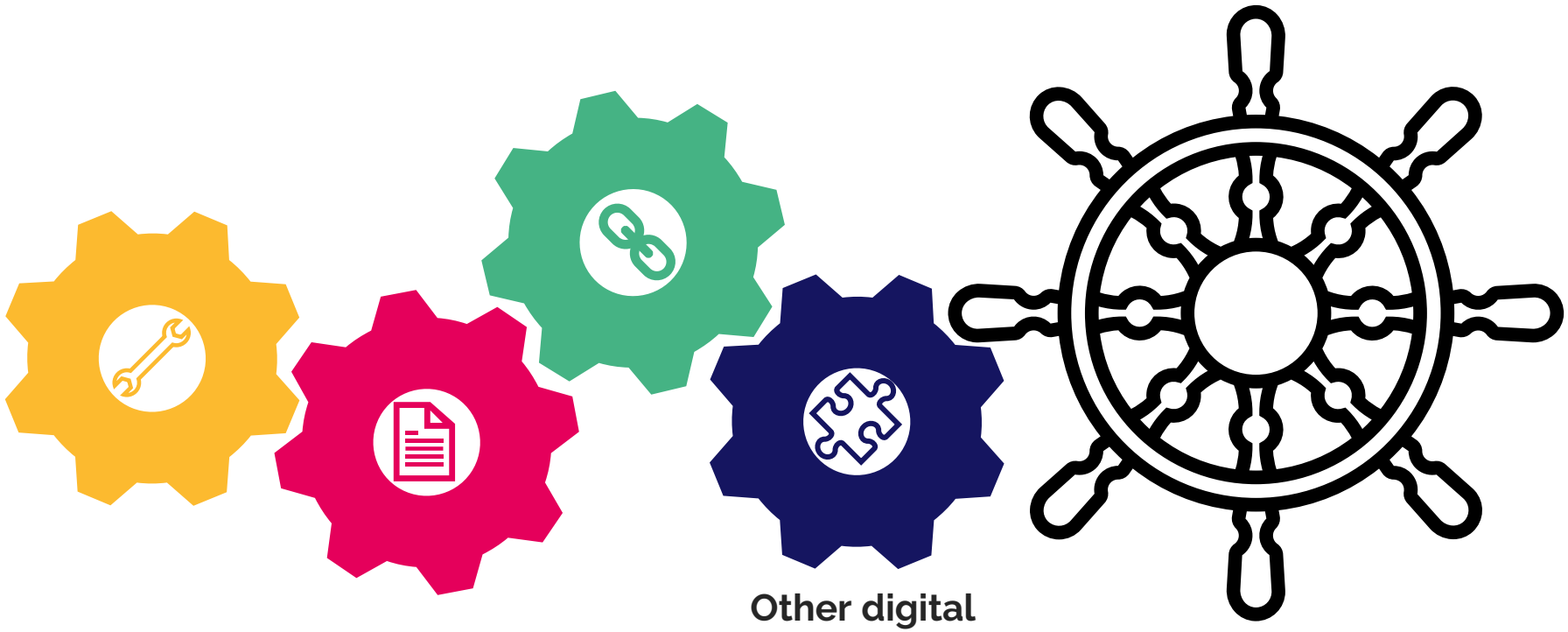
Behavior Conversion

+404%
YoY session increase

Integrating with other channels

Organic's role in the wider marketing mix...

Integrating all channels to maximise digital performance



Other digital channels

The wheel of high performance

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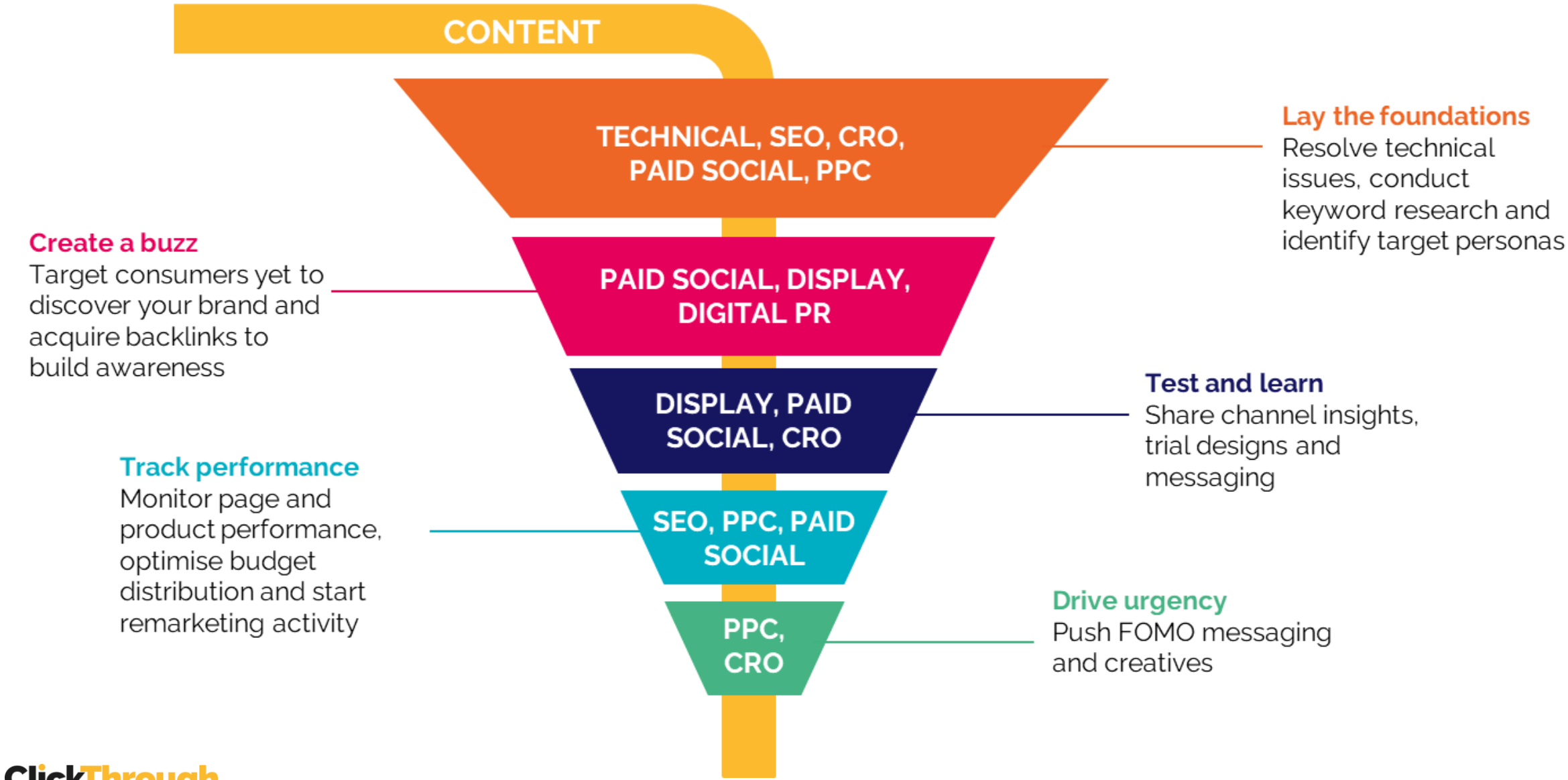

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Spread brand awareness through PR and Social

For Immediate Release

Gaming fans can now print Game Figurines and Accessories in Precious Metal

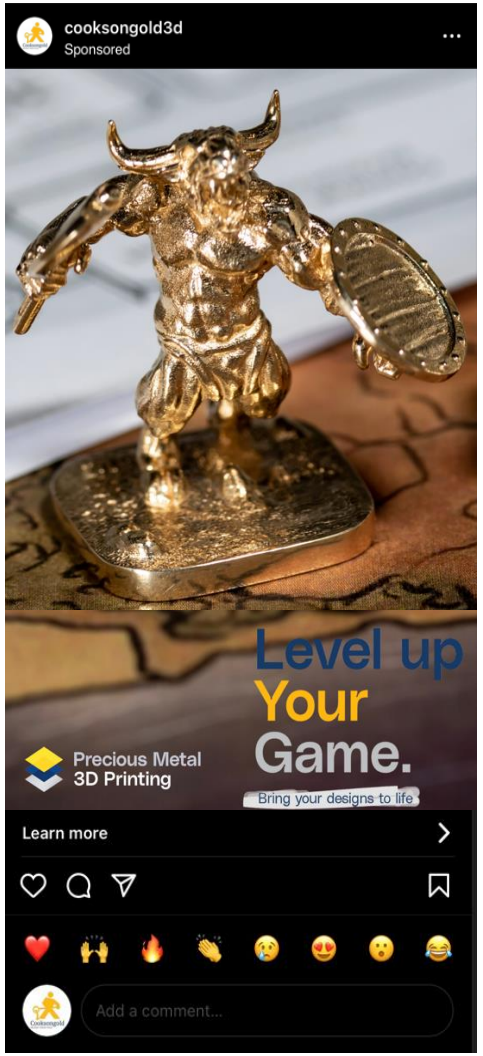
Cooksongold launches a Game Accessories 3D Precious Metal Printing Service

Cooksongold, a leading UK precious metal supplier, is delighted to announce its new Game Accessories 3D Precious Metal Printing Service. The launch comes on the back of the gaming industry being one of the fastest growing in the country. The UK is the leading video game market in Europe and the sixth largest worldwide*.

With many popular games being adapted to film and TV, there has been a significant boost in interest for the original games and in particular, game accessories have seen an uplift in interest amongst both hardcore fans and the general public. Last year alone the UK saw a £450 million spend on gaming accessories**.

The Last of Us TV series, based on the 2013 video game, launched early this year creating an internet buzz with Google Trends showing that over 13 million people searched for it in January 2023. The board game *Dungeons & Dragons* has also made a comeback - being played by the main characters in the hit TV series *Stranger Things* (2016-2024). It's received the movie adaptation treatment too, with the film premiering on cinema screens on 31st March this year.

As part of its Games Accessories 3D Precious Metal Printing Service, Cooksongold has picked its favourite gaming pieces and printed a range of models***, such as pins, tabletop gaming accessories, and avatar models, including *Ellie* from *The Last of Us*, *Dungeons & Dragons style characters*, and the *Pokémon, Charizard*, to show inspiration of what the printing service is able to produce.



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Scale efficiency with ‘Total Search’

Maximum coverage across both channels

Paid insights for on-page content

Better budget alignment

Ad copy contributions

Prevents cannibalisation

Ideal user journey

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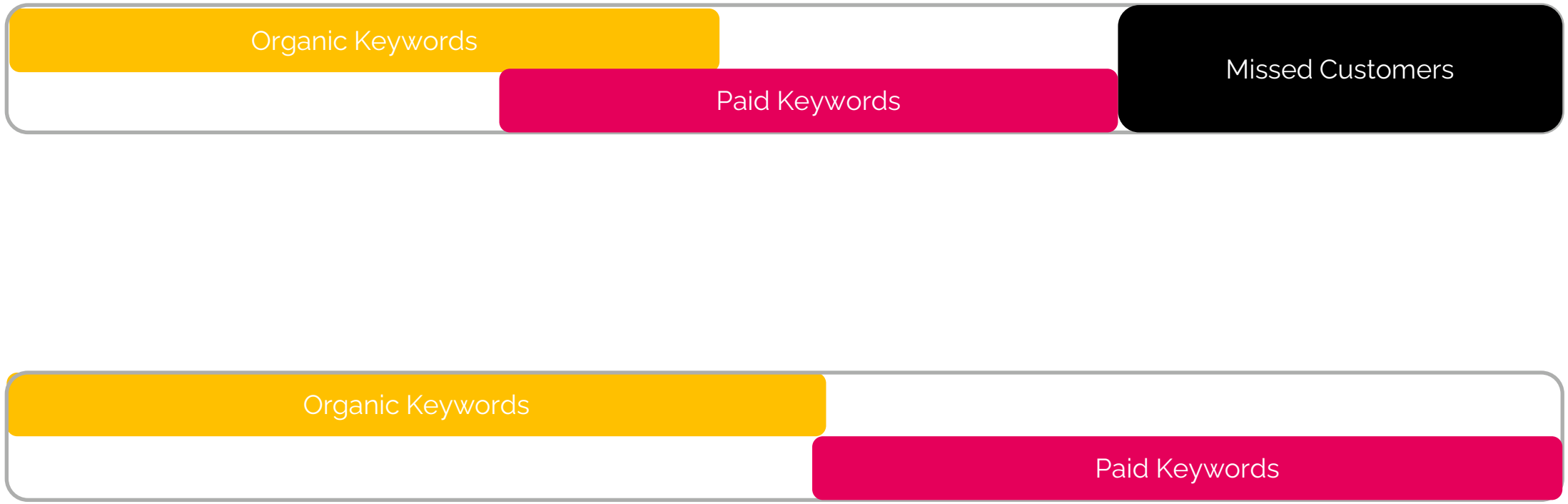
…and integrate Paid & Organic to reach more customers



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...to see the potential impact

1. Reduce budget to strong Organic terms

2. Re-distribute budget to extend reach

+169%
sessions
(370k vs. 219k)

+179%
conversions
(4.5k vs. 2.5k)

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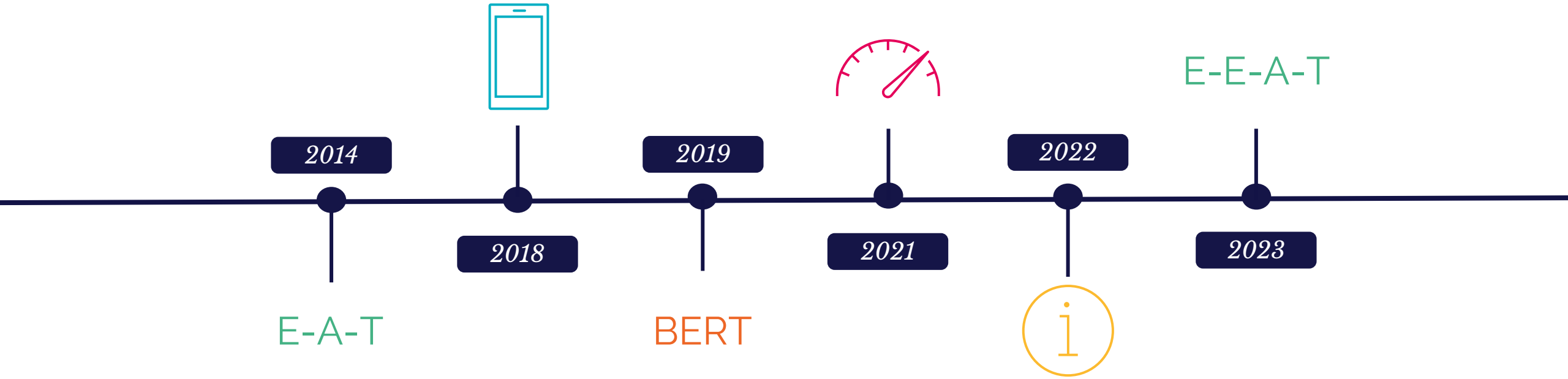
Combine Content & CRO for the ultimate experience



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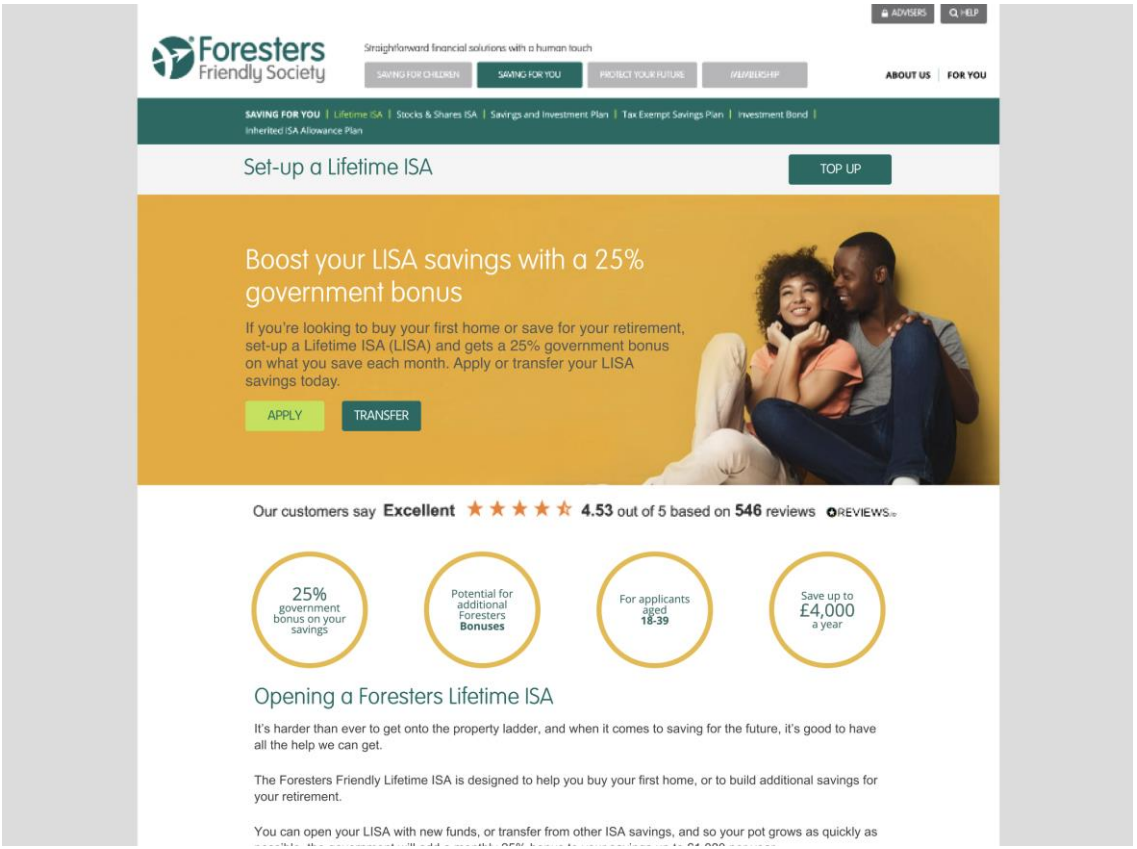
POLL
Which of these do you find easiest to use?

Which of these do you find easiest to use?

Control

27%



Optimised

73%

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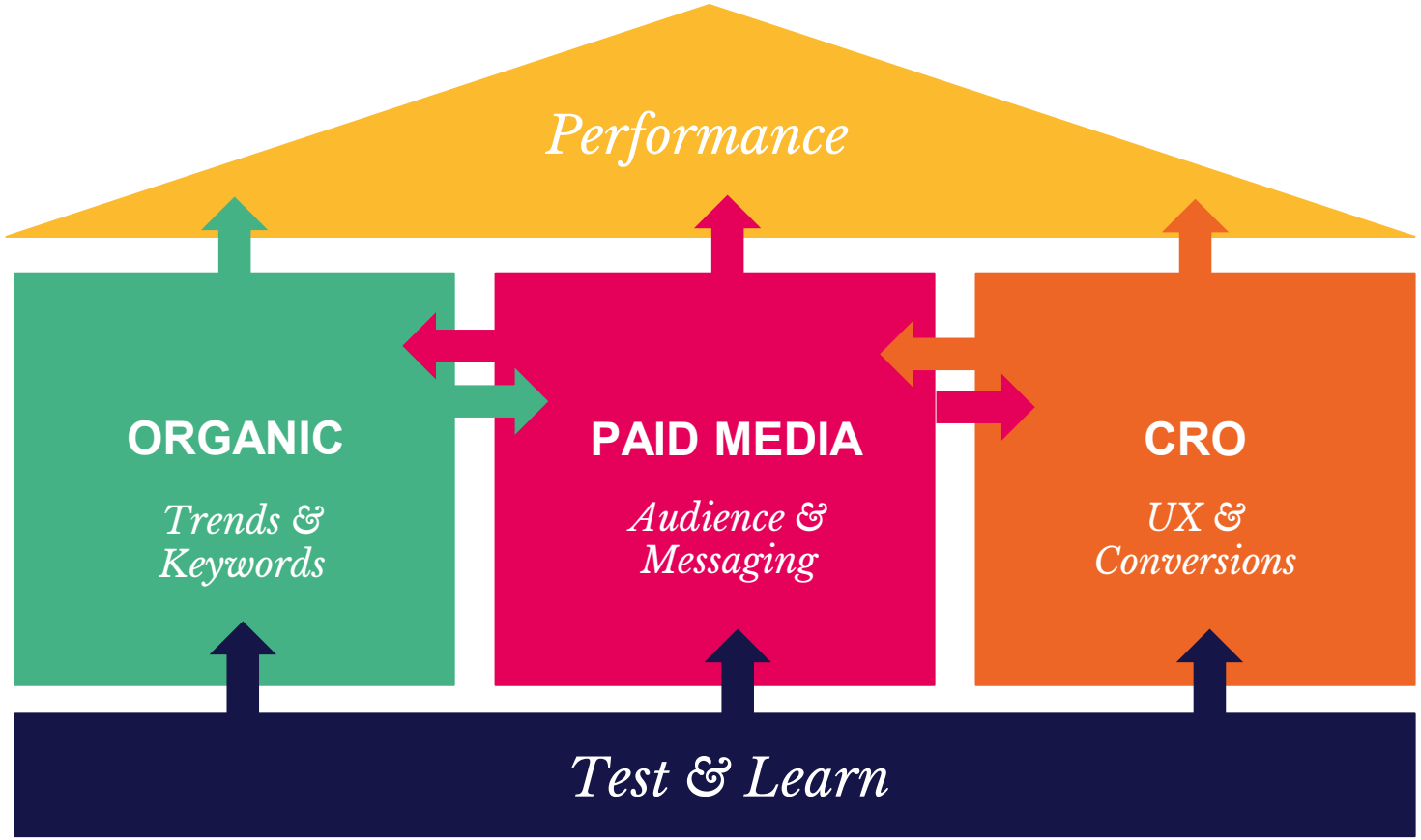
Working together to drive performance



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Integrating with business goals

Putting you and your KPIs first...

Let business goals determine the strategy

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...and place KPIs at the core

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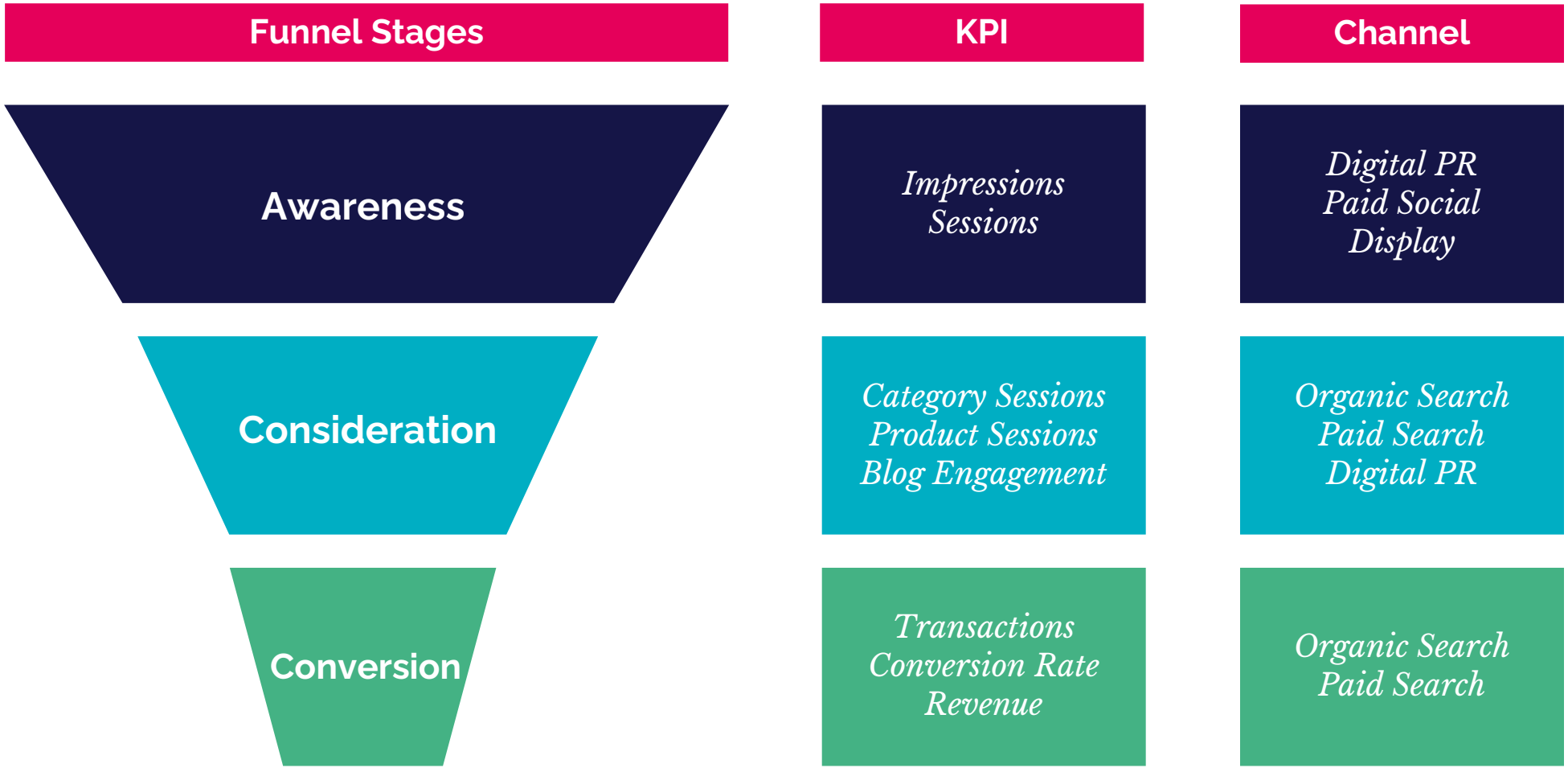
Combine channels to drive users down the funnel



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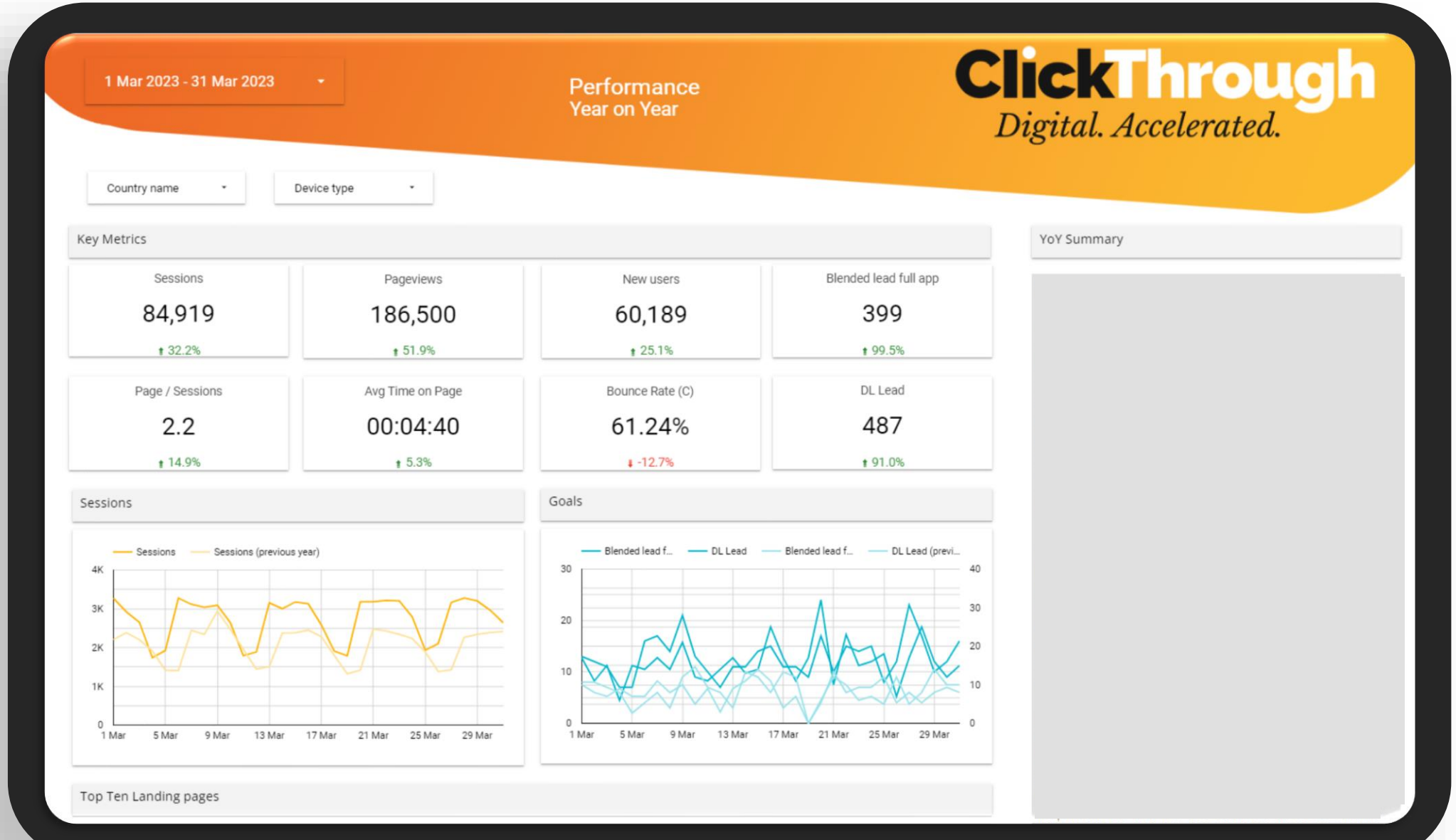
...and measure, measure, measure



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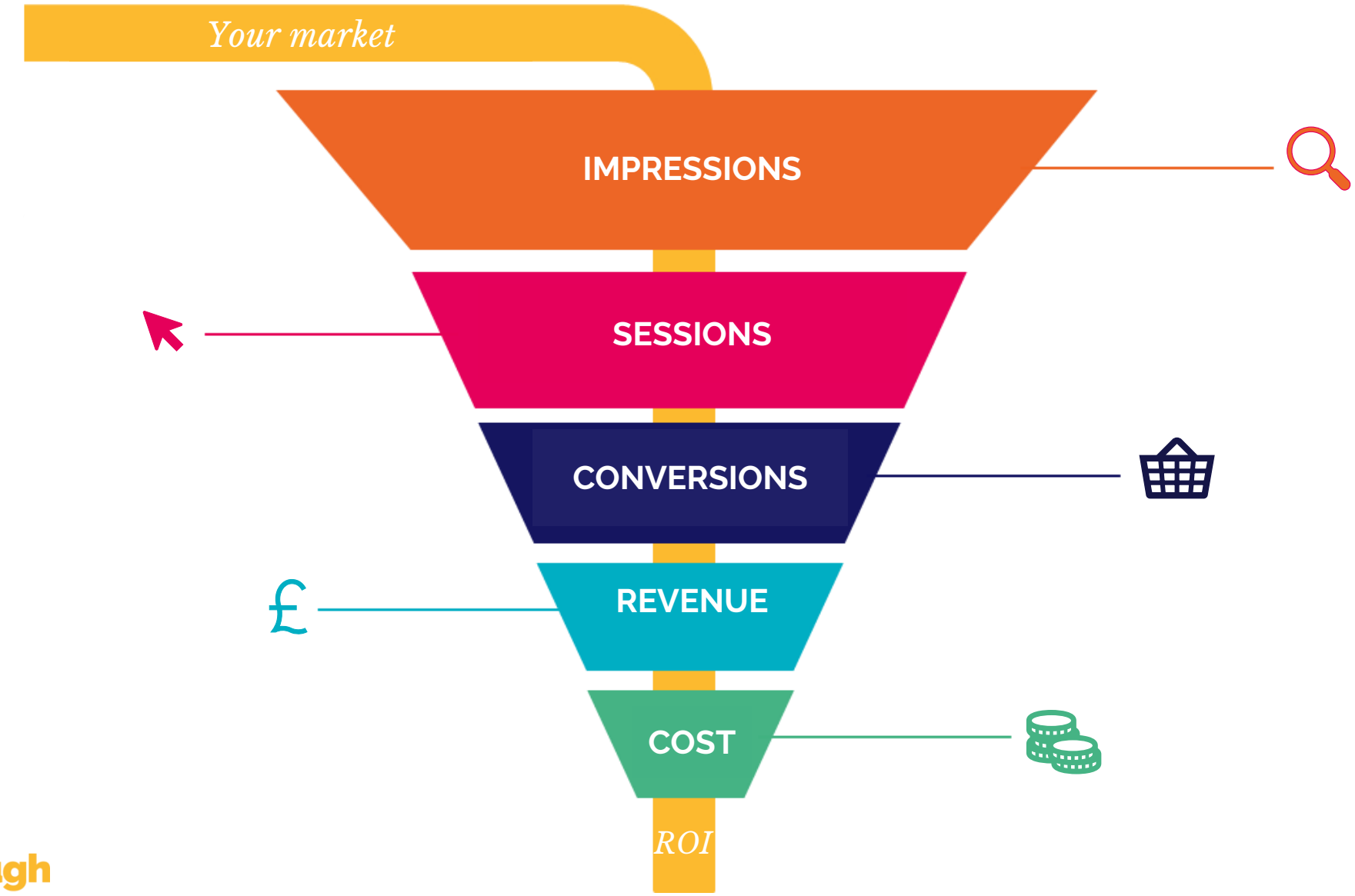

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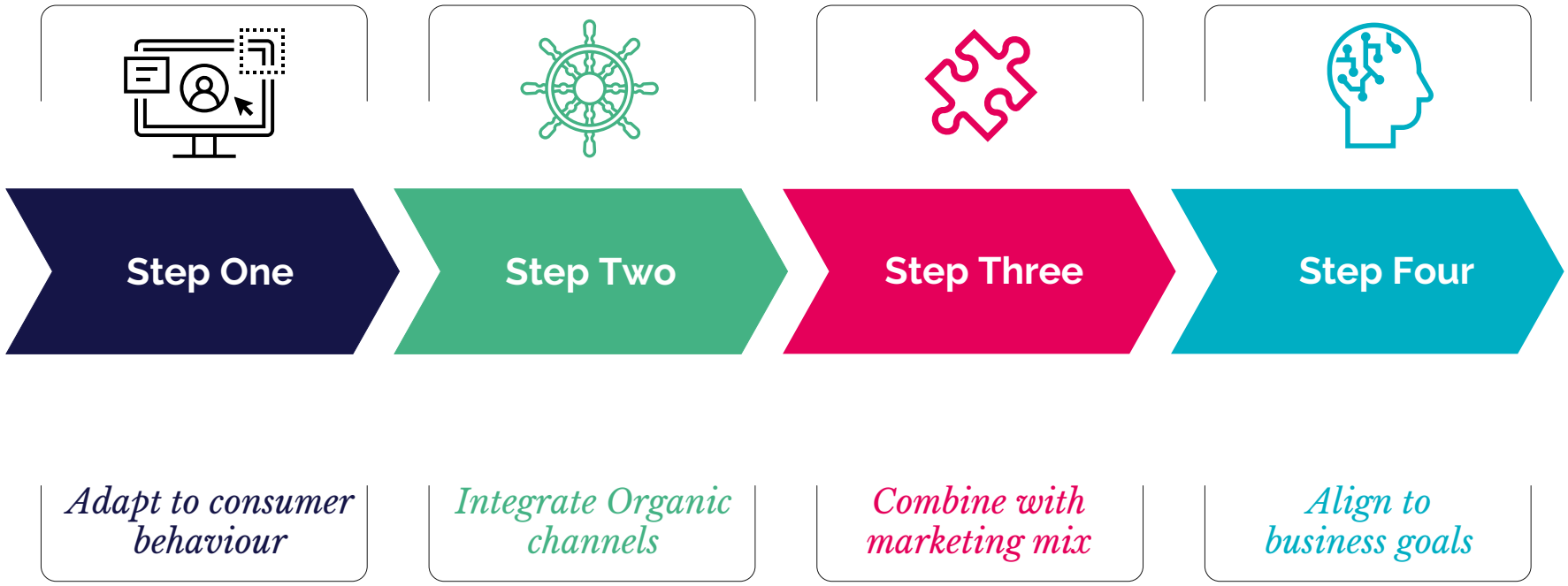
POLL
Do you report on ROI as well as revenue?

Your 2023 strategic roadmap to success



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What's next?

If you want to discuss how we can integrate your Organic channels or any other aspect of your digital marketing, we're here to help.

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

Sonja can also **schedule a call to talk about Organic** if that is something that your business is interested in.

If you can't wait, you can reach Sonja at sstewart@clickthrough-marketing.com

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We accelerate traffic and convert it...

We build organic visibility with **Technical SEO**

We tell your story with **Content & PR**

We get your brand seen fast with **Paid Search**

We target your ideal audience with **Paid Social**

We use a conversion-focused approach **CRO**

We bring all of these key marketing channels together to provide a **fully integrated, strategic approach to marketing and conversion**

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Expand your knowledge with our on-demand webinars

11:00AM, 26th Apr 2023

Why integrated organic search is crucial to your strategy in 2023

Come and learn why an integrated digital marketing strategy could be the most powerful step you take this year. Find out how aligning your Organic strategy (SEO, Content and PR) with the rest of your digital marketing channels and business objectives is the key to your successful digital performance in 2023 and beyond.

RESERVE YOUR PLACE ›

Available to watch now

How to get more from your Performance Max campaigns

By going beyond the basics with Google's Performance Max campaigns, you can elevate your paid search performance and tie seamlessly into your other digital activity. Join our Head of Paid Search, Alex Copping, and Paid Search Specialist, Jack Fisher, as they share how you can make the most of Google Performance Max, and work with its machine learning element to secure (and surpass) your conversion goals.

WATCH ON DEMAND ›

Available to watch now

How to grow your marketing revenue with behavioural science

Long gone are the days of 40% YoY increases – it's the 1% and 2% that move the needle. Creating an impactful marketing campaign means making meaningful connections with your audience. Join our Head of Digital Paid Media, Sarah Clarke, as she shares how you can strengthen your campaigns with behavioural science and connect with your audience amidst a cost of living crisis.

WATCH ON DEMAND ›

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Thank you

For further information please contact our experts

experts@clickthrough-marketing.com

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