

26th September 2024

Mastering Organic and Paid Integration Ahead of Black Friday

ClickThrough
Digital. Accelerated.



Your team for today



Jack Adams
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& Account Lead*



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PPC Specialist

What we'll cover

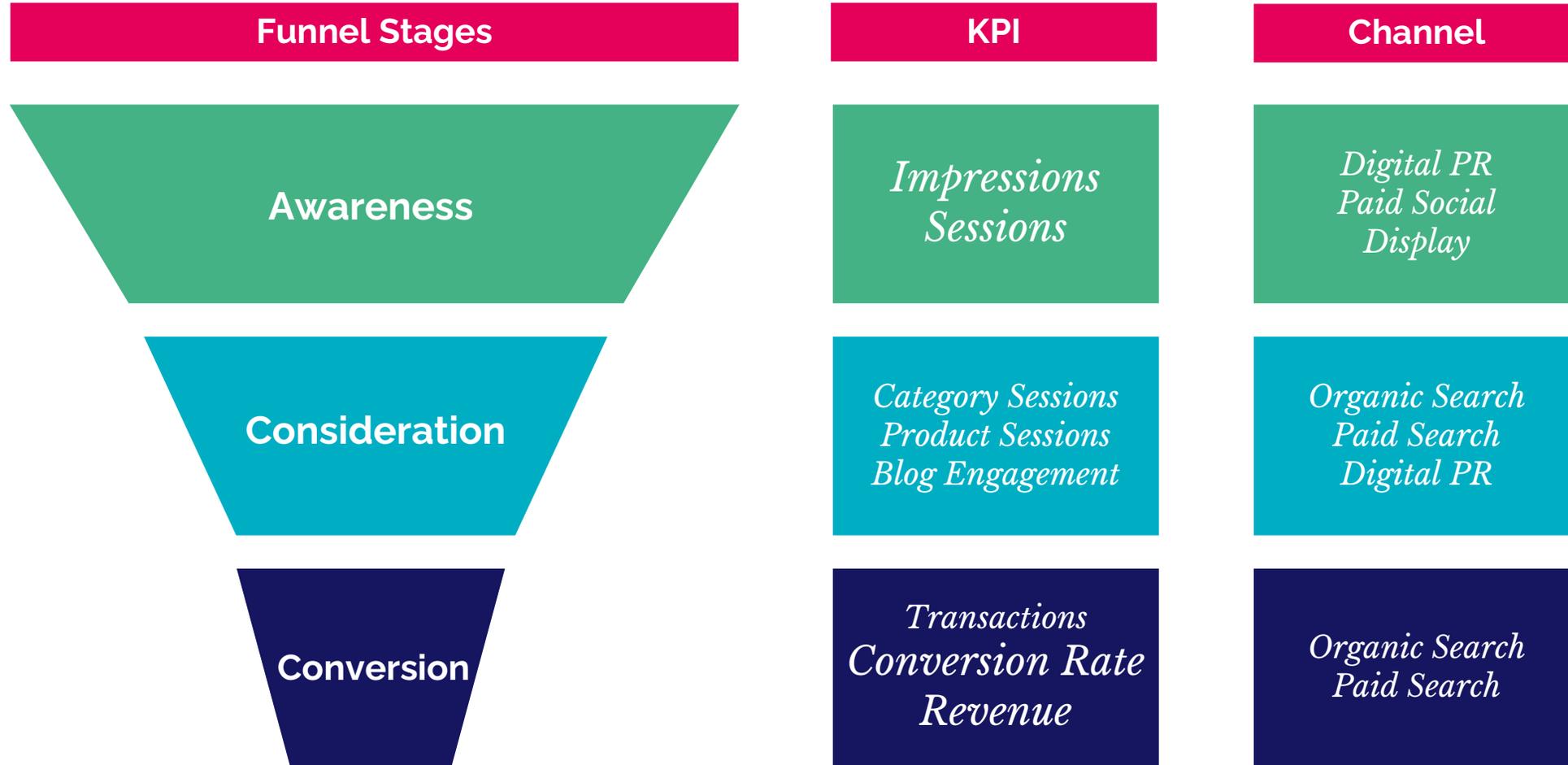
- 1 The Fundamentals:** The roles of PPC & Organic in the Digital Marketing mix
- 2 How can we integrate?** Utilising both channels in harmony with each other
- 3 Measuring Success:** An integrated approach to performance analysis



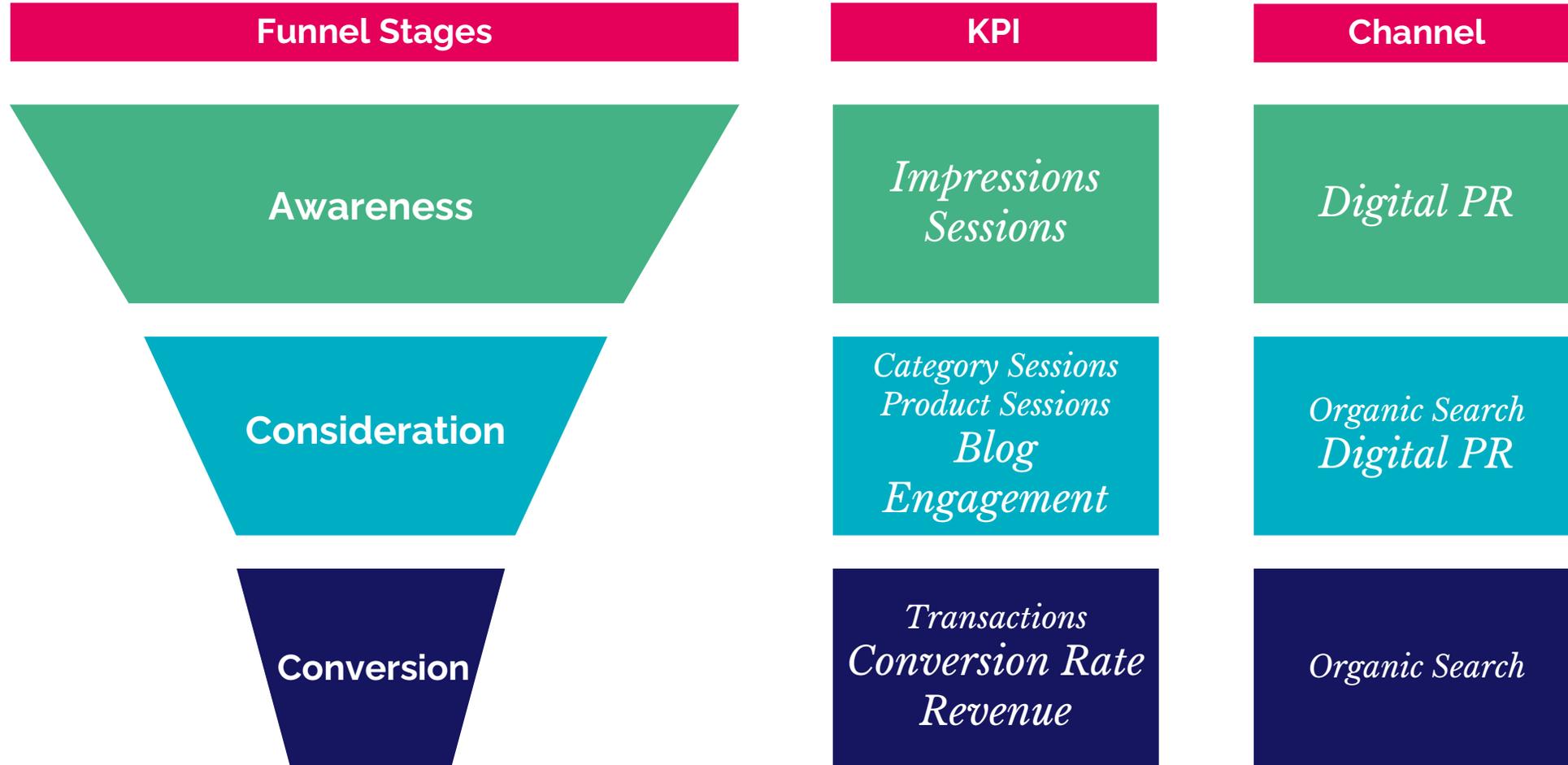
The Fundamentals

*The roles of PPC & Organic in the
Digital Marketing mix*

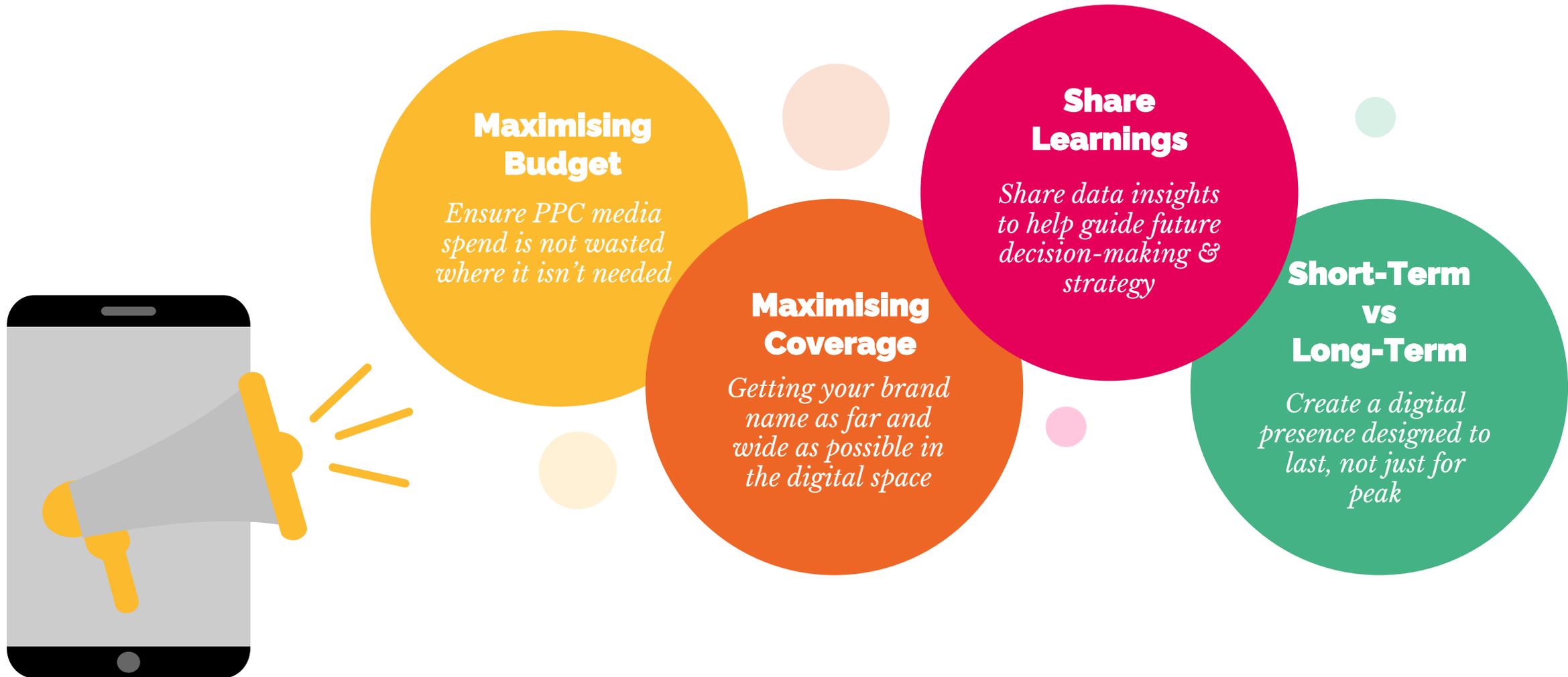
Pay Per Click – What role does the channel play in the marketing mix



Content & SEO – What role do these channel play in the marketing mix



The power of integration – Why should we push for an integrated strategy between these channels?

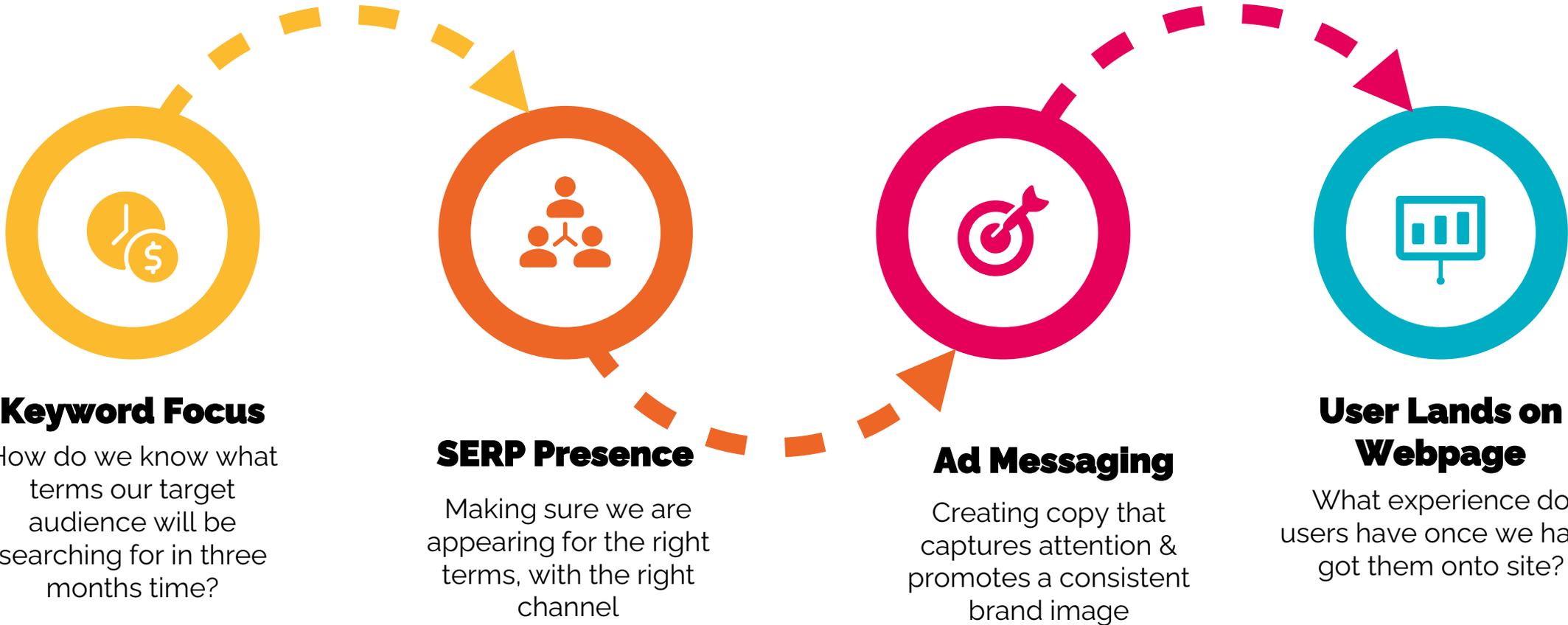


How can we integrate

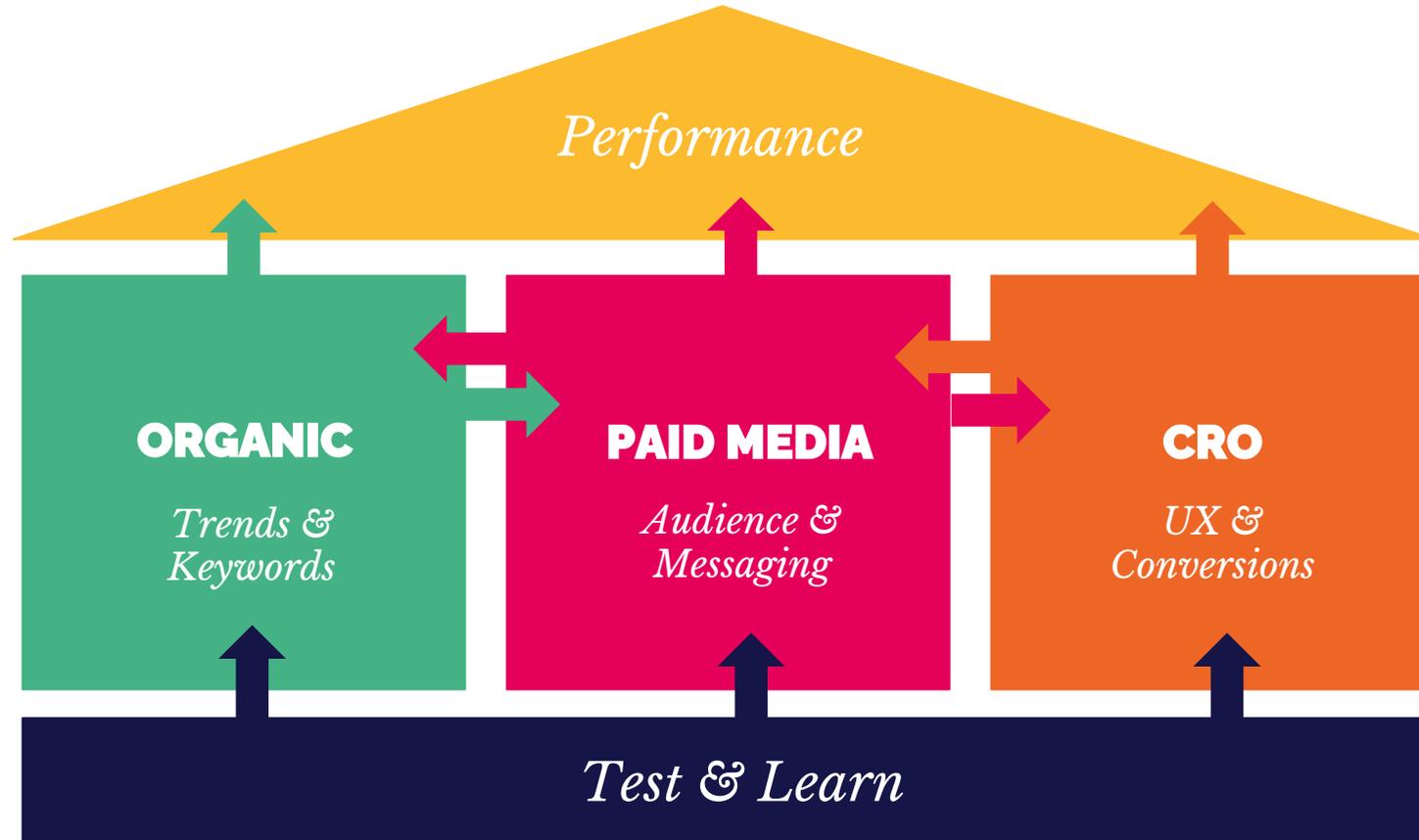
*Utilising both channels in harmony
with each other*

Integration – A 4 Stage process to success

Today we will focus on four core stages of success to an integrated marketing strategy, starting from your website, and ending with the overall approach you should take to strategy planning



Landing Pages – Optimising pages for success on all fronts



Which of these do you find easiest to use?

+121%
in
CvR

SKATEBOARDS SCOOTERS SKATES BIKES LONGBOARDS ELECTRICS PROTECTION HEELYS SHOES CLOTHING JANUARY SALE MORE

Free Delivery on orders over £100 XMAS Returns Order before 7pm for Next Day* Get 5% Off

Home > Scooters > Stunt Scooters > Rampage R2 2023 Complete Stunt Scooter - Black/Neochrome



Rampage R2 2023 Complete Stunt Scooter - Black/Neochrome

★★★★★ 1 Review

£99.95 ~~£139.95~~ (28% OFF)

- 1 + ADD TO BASKET

OR

CREATE YOUR BUNDLE AND SAVE

Klarna. Make 3 payments of £33.31. [Learn more](#)
18+, T&C apply. Credit subject to status.

Order in 4 hrs 43 min 51 sec to get it by Friday



♥ Add to Wishlist

SKATEBOARDS SCOOTERS SKATES BIKES LONGBOARDS ELECTRICS PROTECTION HEELYS SHOES CLOTHING JANUARY SALE MORE

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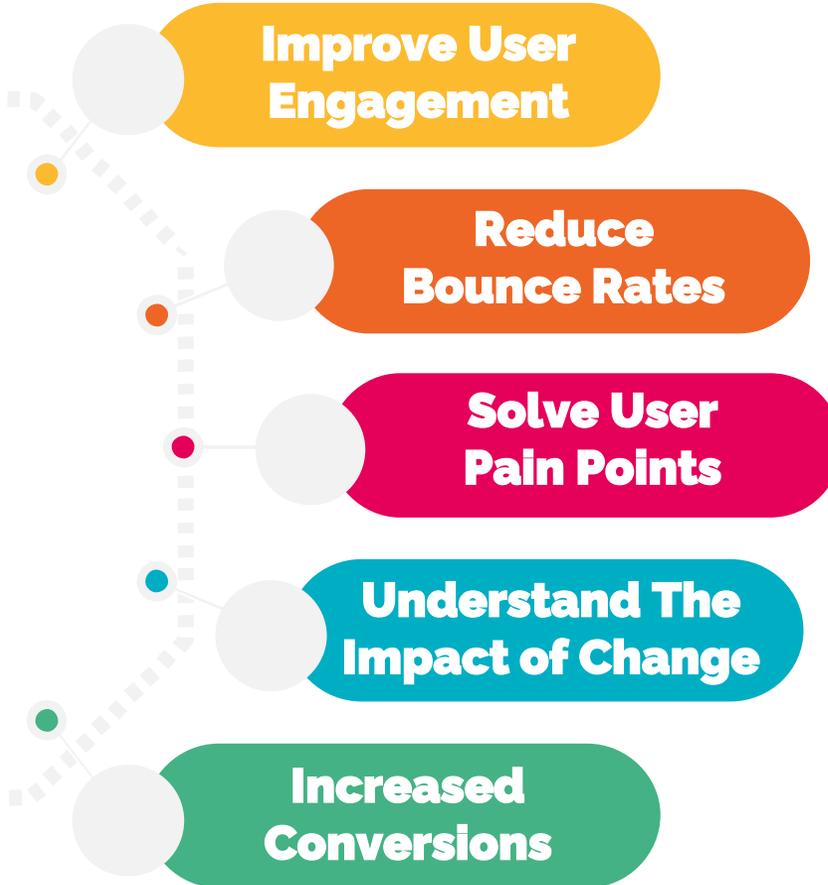


♥ Add to Wishlist

Control
40%

Optimised
60%

Landing Pages – What are the benefits of integration?



Improve User Engagement

Reduce Bounce Rates

Solve User Pain Points

Understand The Impact of Change

Increased Conversions

7

Av. Number of highly significant revenue generating tests

85%

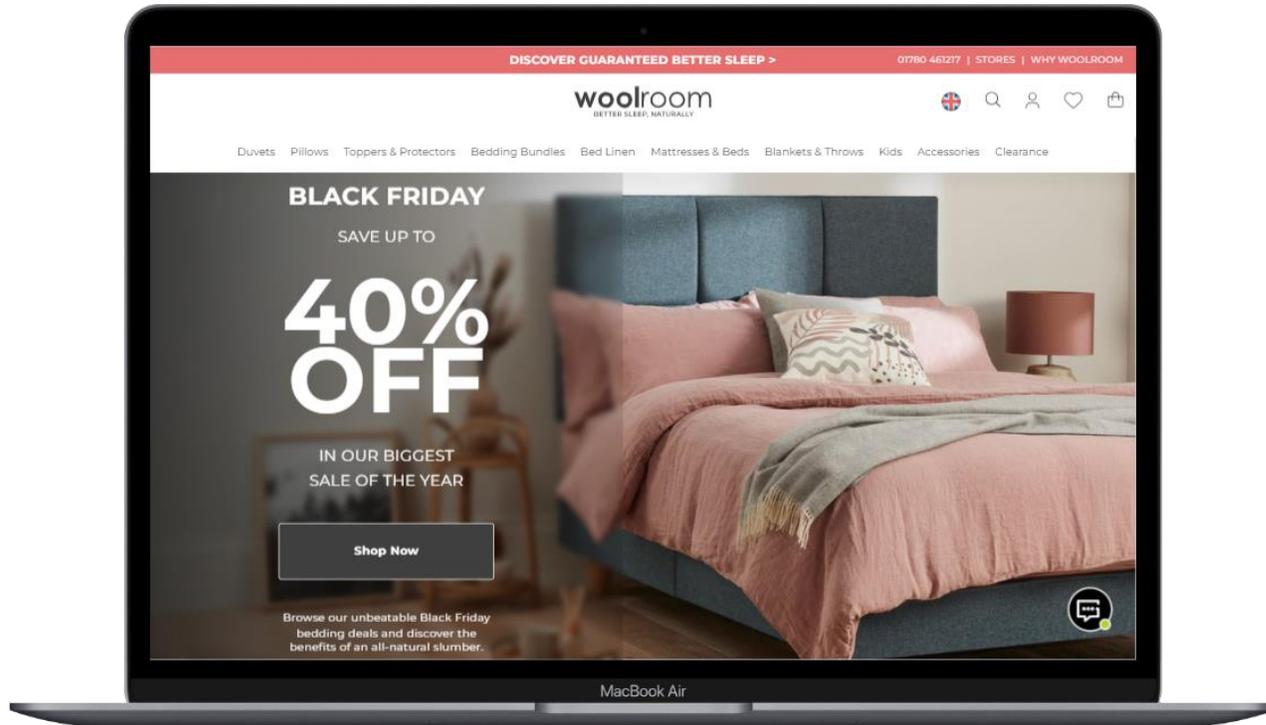
Av. Uplift in Revenue from test wins

2,130

The average forecasted leads gained over 90 days



Dedicated landing page for Black Friday - you only need one URL!



- Yes */black-friday-2024* is keyword-rich, but it's not going to bring any great advantages.
- Instead focus your efforts on building a single **Black Friday** landing page you can reuse each year.
- By doing this you avoid having to 301 redirect backlinks you've collected through **link building** or **digital PR outreach** activity...
- Which can cause the strength of these links to be diluted the more redirects they go through.

SalesEvent Schema is your friend



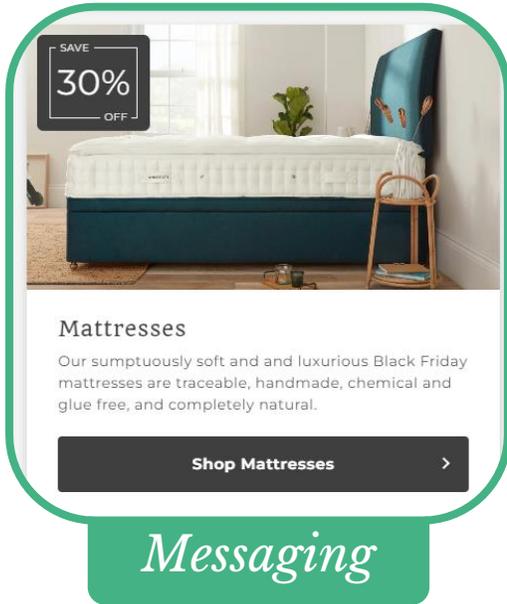
Average Black Friday shopper

Result with schema mark-up

Result without schema mark-up

- *SalesEvent* schema is an incredibly effective way to draw attention to any temporary deals you might have on specific products.
- You can implement it across PLPs and CLPs alongside *name*, *location*, *URL* and *offers* values to help you stand out from the competition in the SERPs.
- With the *startDate*, *endDate* and *Duration* values, you can outline the scheduling of your Black Friday sales period.
- And you can also use the *aggregateRating* value to draw attention to any collection of good ratings / reviews your product might have.

The content ecosystem – setting yourself up for success



SAVE 30% OFF

Mattresses

Our sumptuously soft and and luxurious Black Friday mattresses are traceable, handmade, chemical and glue free, and completely natural.

Shop Mattresses >

Messaging

Customer Reviews

Overall product rating 5 / 5 ★★★★★

write a product review write a trustpilot review

Reviews



Images / Videos

Benefits of a Wool Mattress

- 
Temperature Regulating
Wool keeps your temperature just right. It draws moisture away to keep you cool. And as a breathable insulator, it works with your body to keep you warm.
- 
Naturally Hypoallergenic
Wool is fantastic for allergy sufferers by creating a dry, clean environment to avoid any nasty dust mites colonising your mattress topper.
- 
Environmentally Friendly & Sustainable
No harmful chemicals or fire retardant sprays are used in our mattress toppers, giving you peace of mind as you sleep in a pure and natural environment.

Features & Benefits

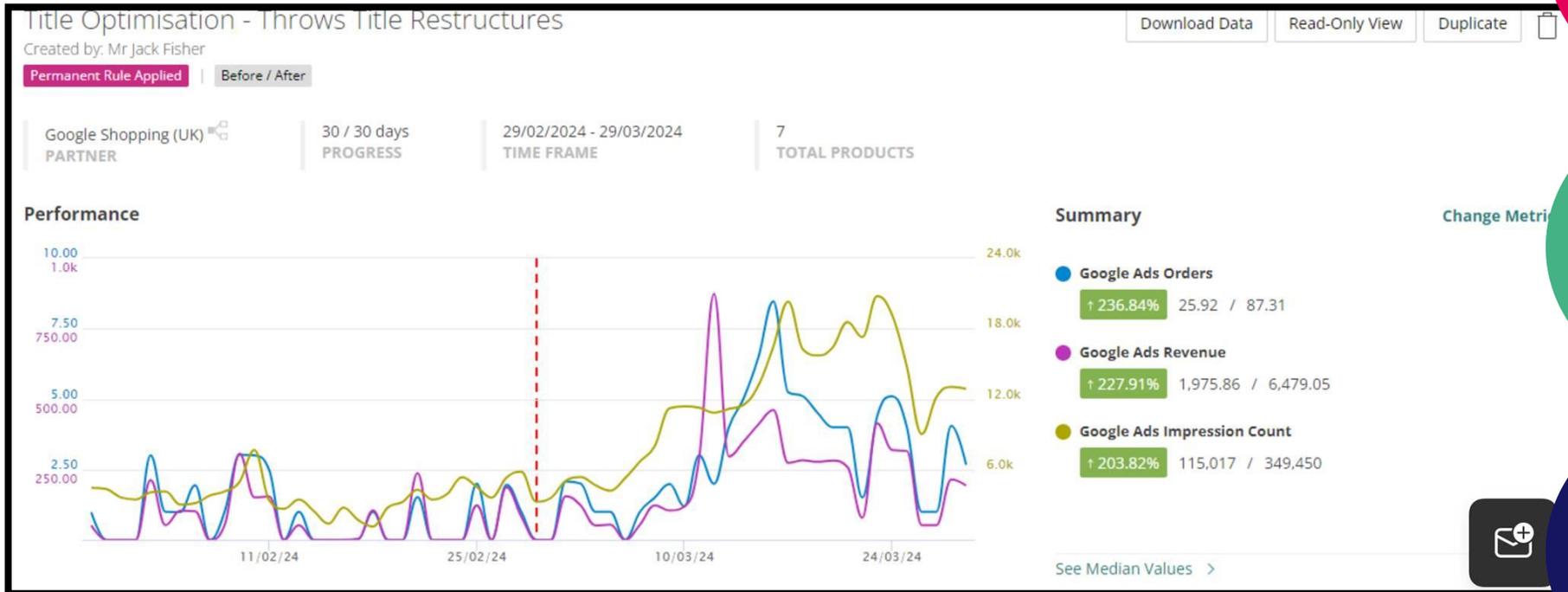


Get your **category (CLP)** and **product landing pages (PLPs)** in the very best shape prior to Black Friday. From an on-page POV, make sure <h1s> are optimised and any copy conveys consistent Black Friday sales messaging. Make sure your reviews are in a good spot too.

Using insights from PPC strategy to optimise your site ahead of Black Friday

Product Feed Testing through PPC has shown huge improvements in order volume and revenue PoP

The learnings of which can then be taken to the Content work on site



*+237%
in
Orders
Made*

*+228%
in
Revenue*

*+203%
in
Impressions*

The content ecosystem – setting yourself up for success



Amplify

*Outreach / Digital PR
Organic Social
Demand Gen.*

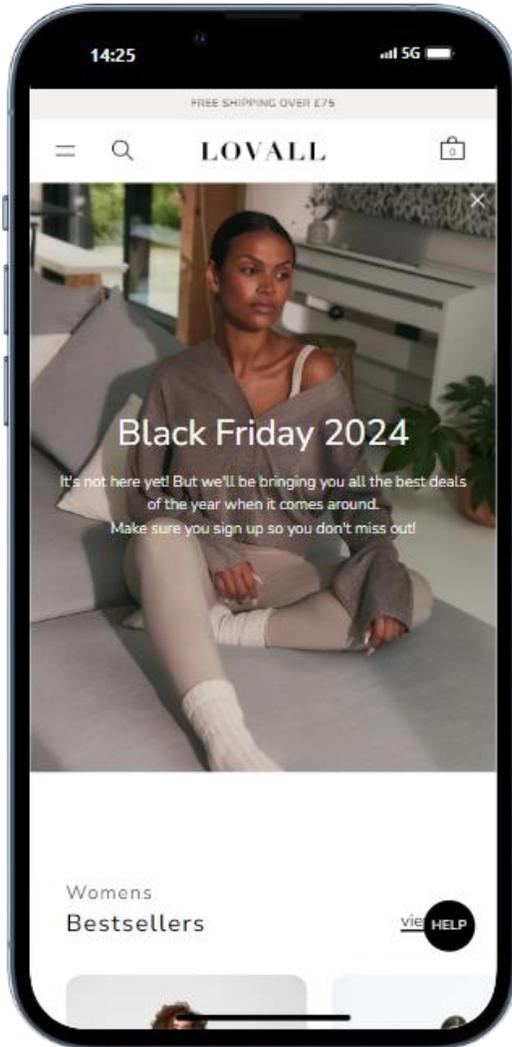


...for maximum reach!

2

Create **supporting content** to get the word out about your Black Friday plans. Gift guides for the festive holidays are cat nip for people looking for inspiration.

What do you do with your **landing page** post-Black Friday?



Remove from site

Start over again

no-index

*Risk of low priority
recrawl*

302 redirect

*Send to an alternative
sales category page.*

Remove from navigation
/ footer

*Easy way to remove
prominence on the site*

Edit content

*Make it clear the sale has
ended*

Ad Copy – Using insights to help create a consistent tone of voice for your brand

PPC Copy Review

Identify strongest performing headlines & themes through PPC

PPC Ad Copy Alignment

Use this work to then shape PPC copy, creating a consistent message from SERP to Site



On-Page Integration

Organic team works these keywords into the landing pages on site

Tone of Voice Analysis

Content & SEO team work to create tonal consistency on site, aligning with core brand messages

The content ecosystem – setting yourself up for success

 Woolroom
<https://www.thewoolroom.com> › wool-mattresses

Luxury Wool Mattresses | Black Friday Sale - Up to 30% Off

Sink into the perfect night's sleep with one of our luxury wool mattresses. Temperature-regulating. Anti-allergy. Save up to 30% in our Black Friday sale!

4.9 ★ store rating ([2.9K](#))

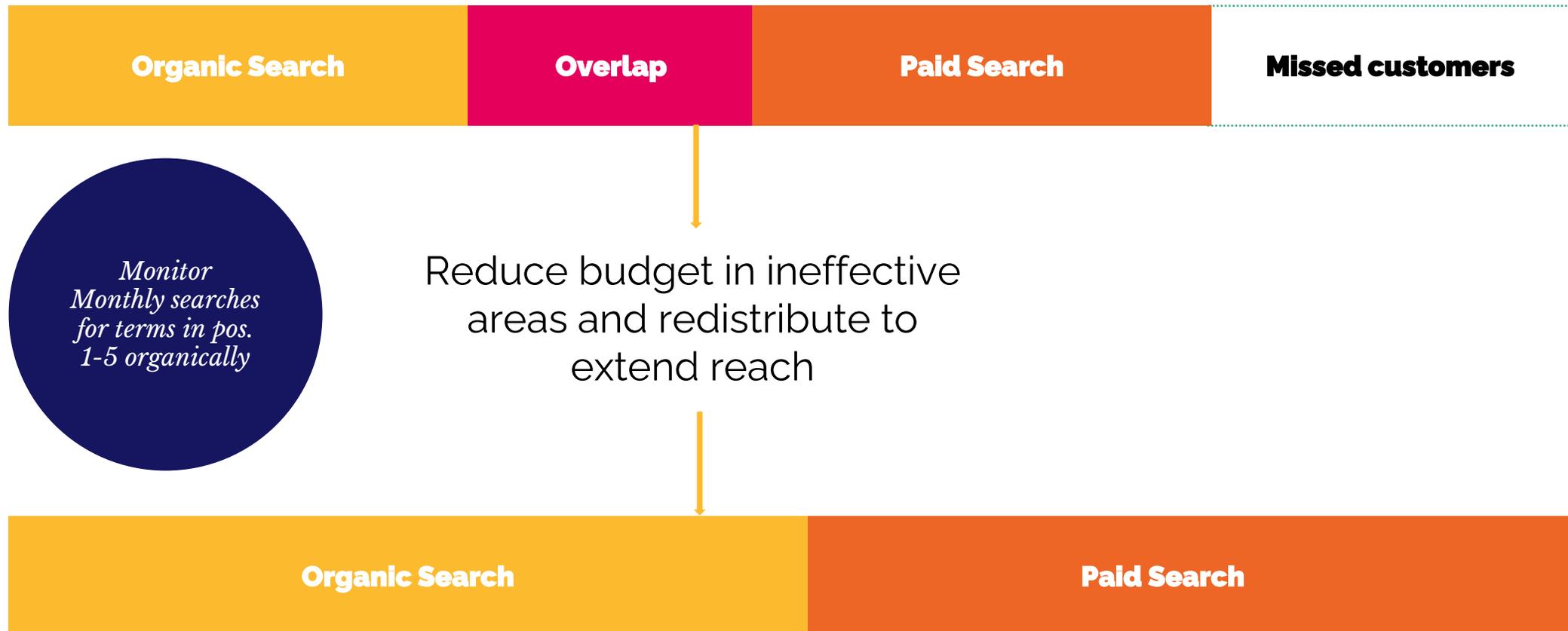


3

Stand out in the **SERPs** by shouting about your Black Friday discounts and deals. Just as you would in paid ad headlines and copy, use **meta titles** and **descriptions** to entice users to click-through.

Keyword Bidding – Maximising your coverage across both channels on the SERP

Closer alignment between the two channels help improve efficiency of spend through PPC, whilst also helping you reach a wider customer base in the long-run



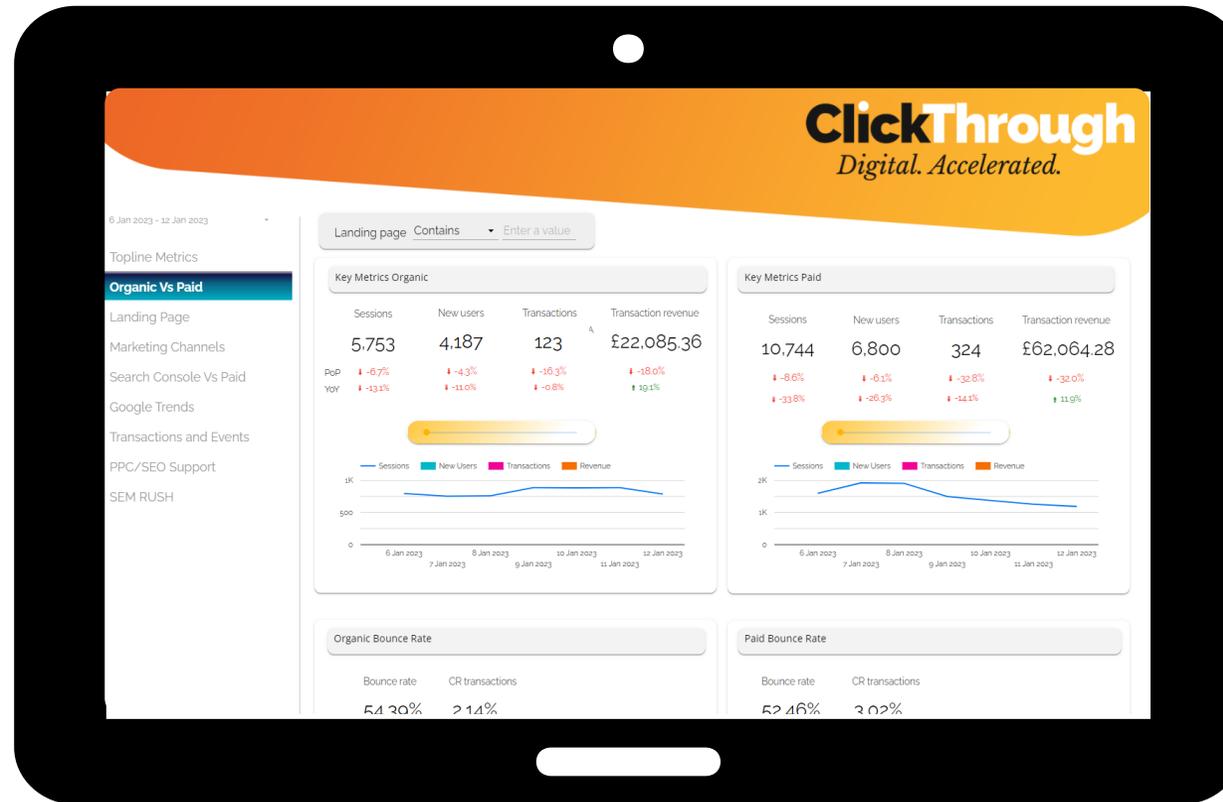
Keyword Bidding – Integrate Organic & PPC using the SERP alignment dashboard

A tool designed to monitor an integrated approach between PPC and Organic, with real-time feedback on changes made.

*Maximum coverage
across both channels*

*Paid insights for on-
page content*

*Prevents
cannibalisation*



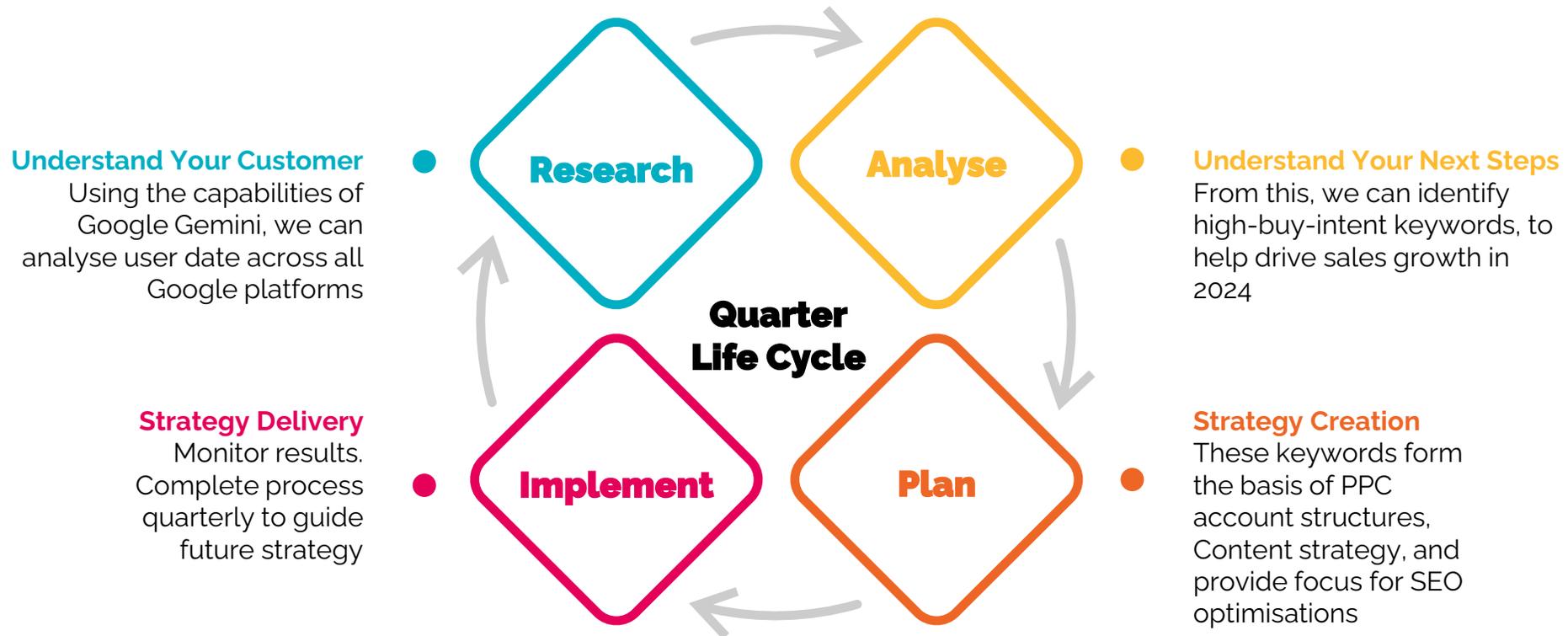
*Better budget
alignment*

*Ad copy
contributions*

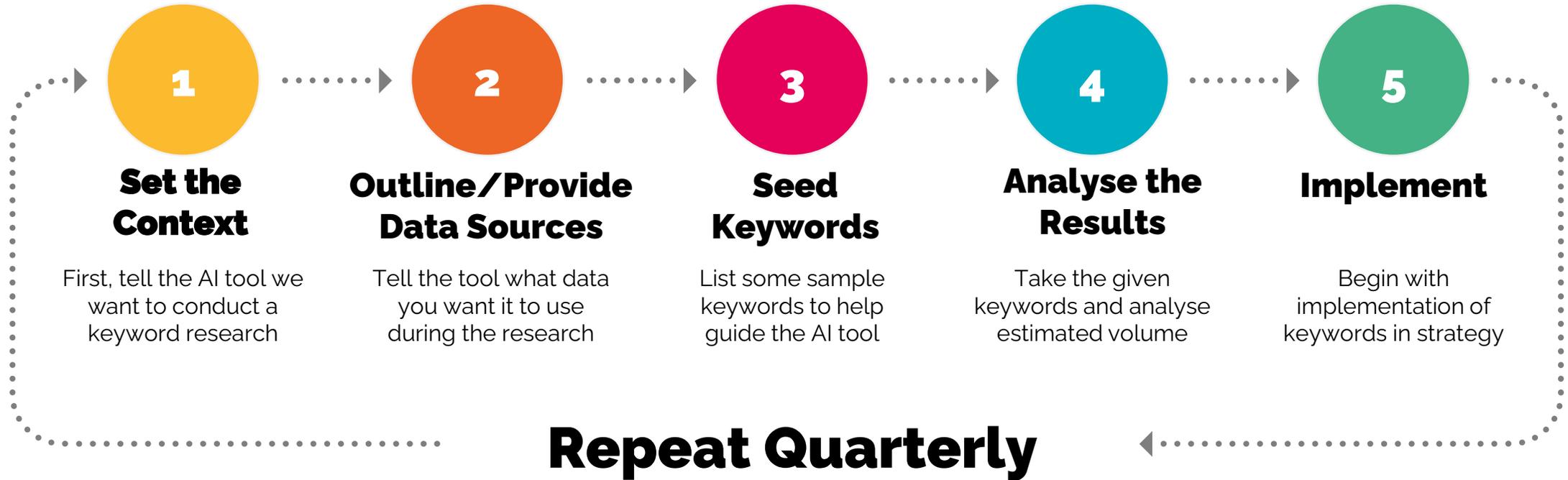
*Aligned Marketing
Strategy*

Keyword Research – Leveraging data to get ahead of the competition this Black Friday

By utilising Google AI solutions, we can create bespoke marketing strategies, leveraging the most up-to-date customer behaviour insights to do so



The Theory – What role does AI play in the process?



The Theory – How can this process guide our strategy in the long-run?

This approach provides benefit to not just your pay per click strategy, but to the whole digital marketing mix

Optimise Website Content

Incorporate your target keywords into your website's content, including page titles, meta descriptions, and body text.

This will improve your website's search engine rankings and attract more relevant traffic.

Create Targeted Ad Campaigns

Utilise your keyword research to develop targeted ad campaigns on platforms like Google Ads.

This will ensure that your ads reach the right audience and generate higher conversion rates.

Unlock Remarketing Activity

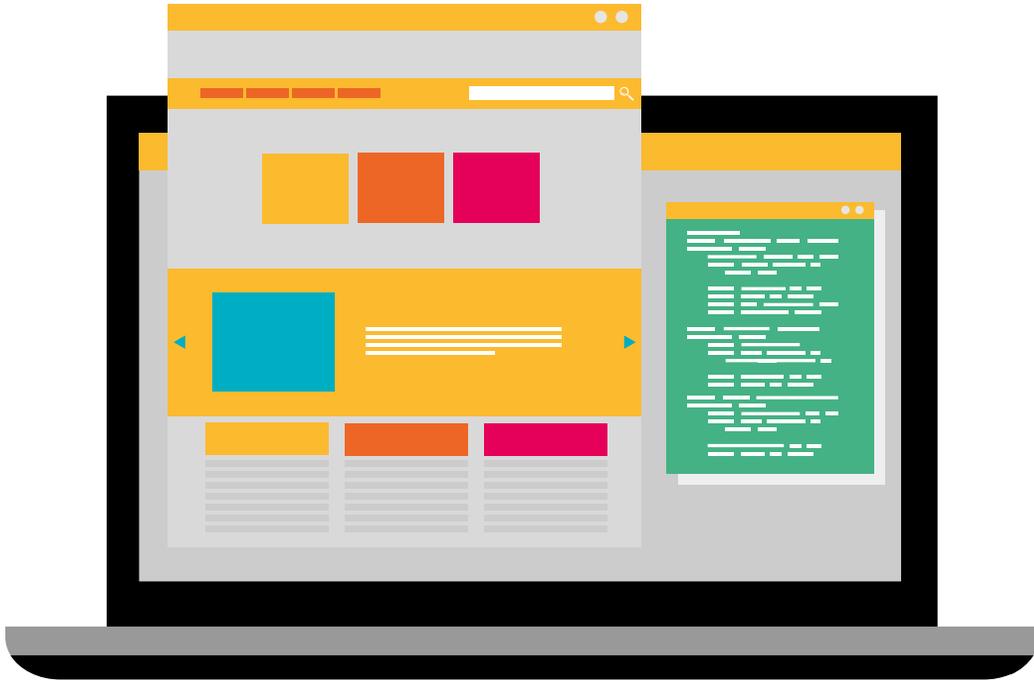
Know exactly what activity to target your customers with, enhancing the Life-Time Value of your customers



Craft engaging social media content

Use your keyword insights to create informative and engaging blog posts and social media content, directly at your target audience's interests and search queries.

Black Friday & Pmax – Harnessing the power of Pmax to compete on the most competitive terms



Market Presence

Combined monitoring of CTR between Paid and Organic, reducing PPC overspend

Brand Defence

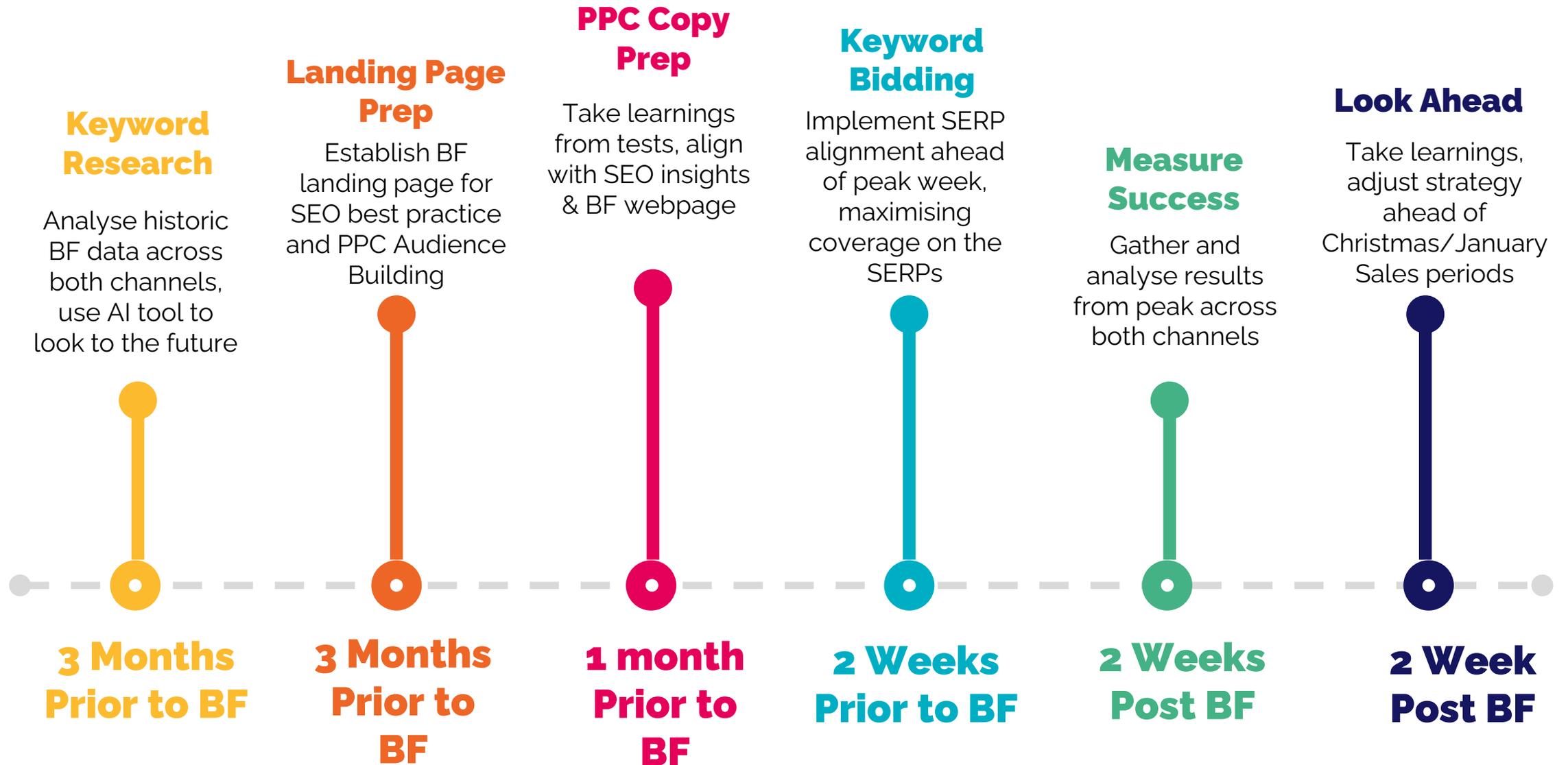
Utilise a standard shopping campaign to defend PPC competition on branded terms

Pmax Focus Shift

Pmax can then remove brand, focusing purely on non-branded search terms

This process then ensures your PPC strategy is providing visibility on in-market, ready to convert customers, *both for the short-term and the long-term*

Channel Integration – what does this look like in practice?

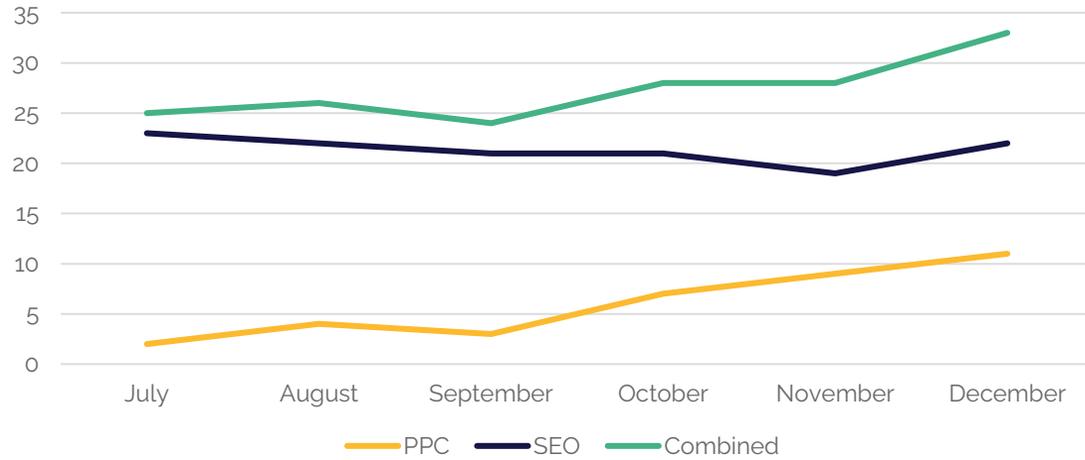


Measuring Success

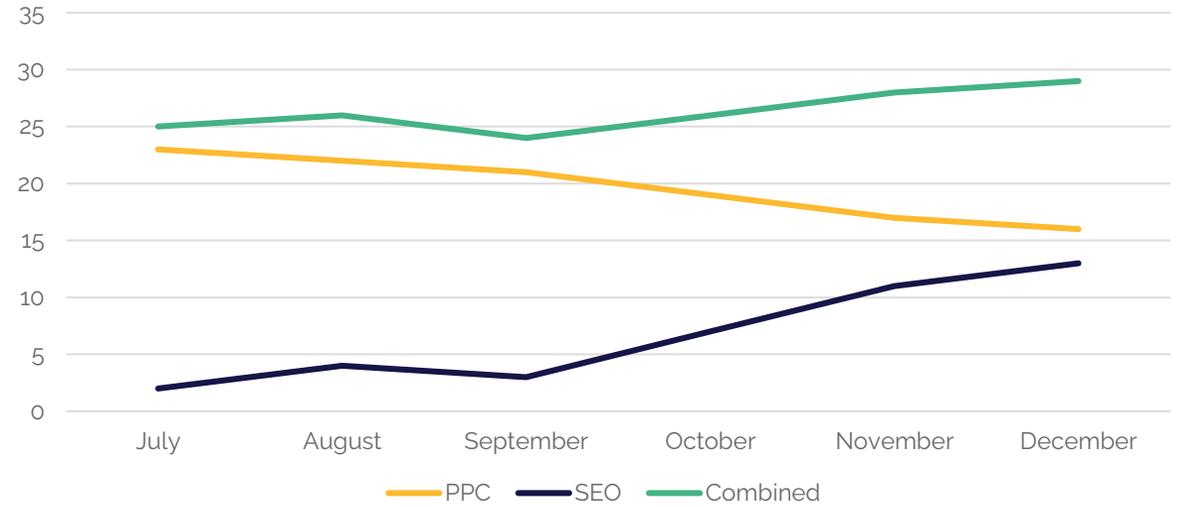
*An integrated approach to
performance analysis*

Measuring Success – What would this look like?

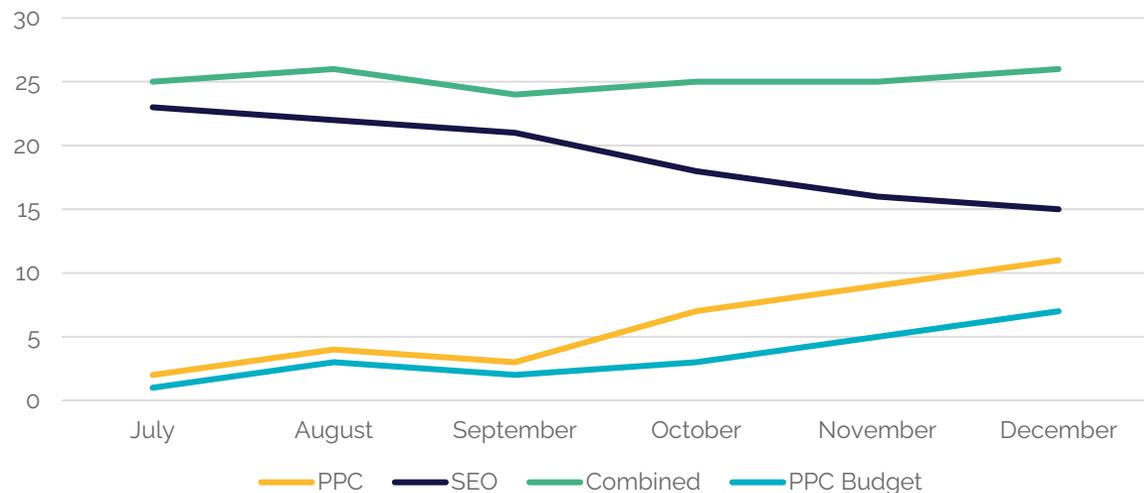
Conversion Volume – PPC Push



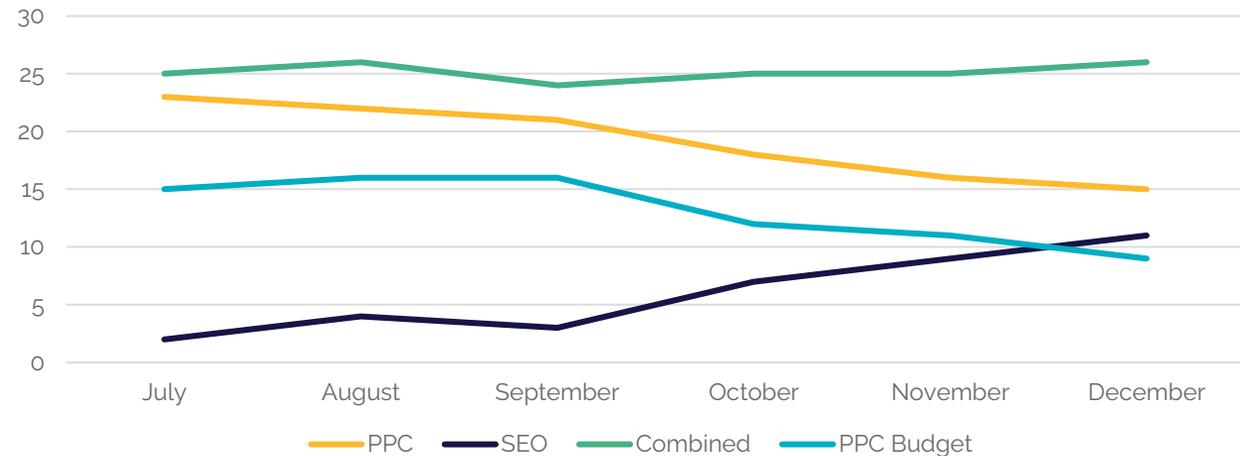
Conversion Volume - PPC Pullback



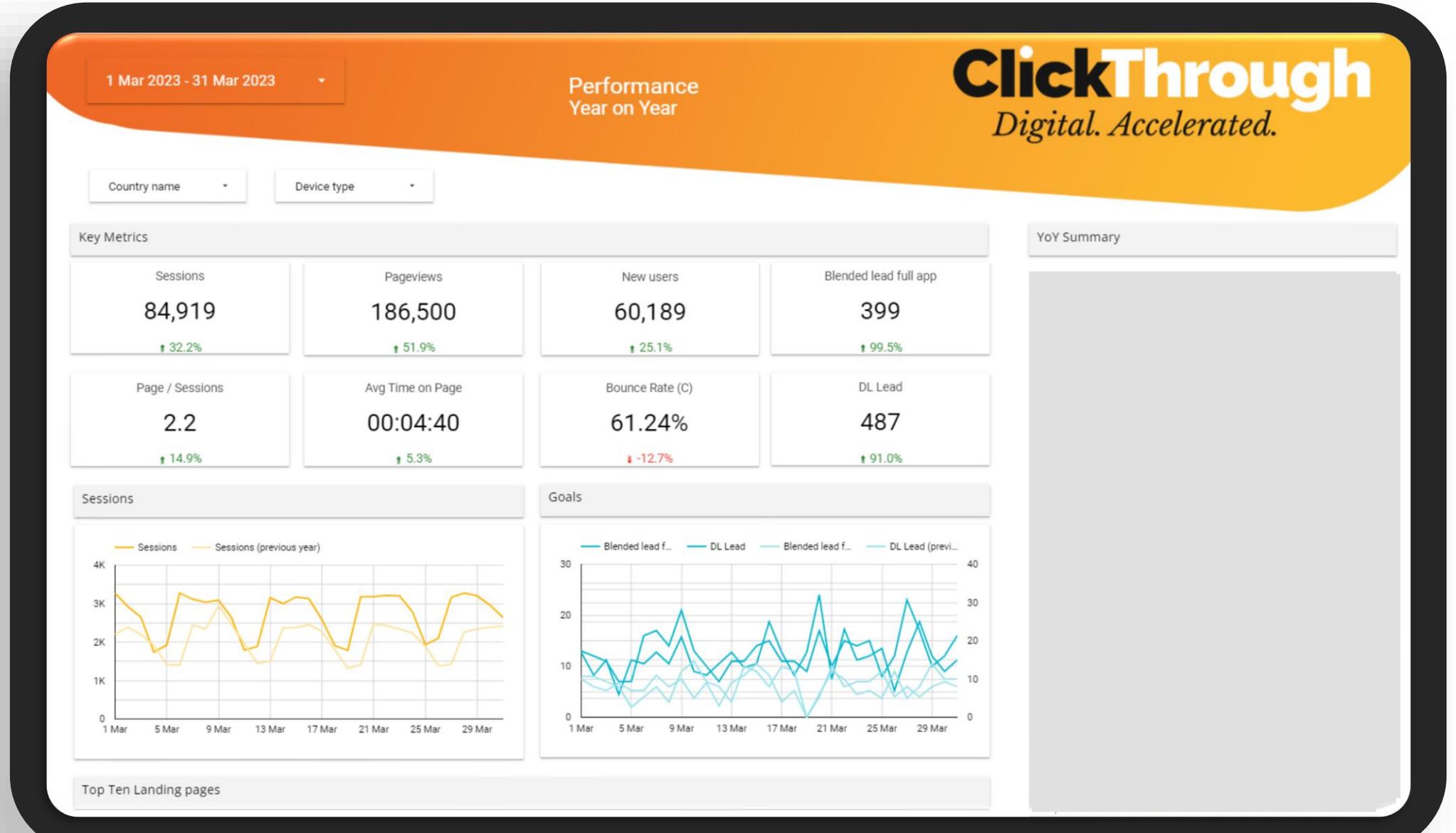
Budget Impact - PPC Push



Budget Impact - PPC Pullback



Measuring Success – Analysing performance in an integrated way is key for Black Friday and beyond



Summary

A recap of key discussion points

Integration – Setting yourselves up for peak and beyond



The role of PPC & Organic

Where does each channel sit within the marketing mix



The value of integration

What are the key benefits to be gained from aligning your PPC & SEO strategy



How we Integrate – The tactics for success

Outlining how we use both channels to set ourselves up for peak and into the future



Digest our Black Friday content



Black Friday

4 min read

Seven Things to do in Seven Days to Prepare for Black Friday Success



Black Friday

5 min read

Key Tips From Each Marketing Channel to Supercharge Black Friday



Black Friday

5 min read

How to Stand Out with Paid Media During Black Friday



Black Friday

12 min read

Why Planning Black Friday Paid Social Ads Early is Key



Black Friday

6 min read

How to Build the Perfect Black Friday Landing Page



Black Friday

5 min read

UK Consumers and Their Relationship With Black Friday Over Time

Q&A

*Any questions based on the
contents of our webinar?*

What's next?

If you want to discuss how we can make integration work for you and your brand – or need assistance with another aspect of your digital marketing, we're here to help.

When 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 integration** if that 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)

Reserve a space on our next webinar!



*Thursday 24th October
14:30pm BST*

Optimising Performance Max Budgets Ahead of Black Friday

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Thank you

For further information please contact our experts

experts@clickthrough-marketing.com

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