



# Integrate your marketing strategies

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Ann Stanley (Founder & CEO)  
September 2023



# About Ann Stanley

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- Founder and CEO of Anicca Digital
- 21 years in digital marketing, 16 years running Anicca
- Consultant and trainer, specialising in paid media, search, Analytics and ecommerce marketing – now becoming an AI geek!
- Thought leader and author:
  - The A10 Marketing Framework
  - Integrate – Creating an Integrated Marketing Strategy
  - Podcast host - <https://aniccast-marketing-podcast.buzzsprout.com/>
- Socials
  - [Linkedin.com/in/annstanley](https://www.linkedin.com/in/annstanley)
  - [Twitter.com/annstanley](https://twitter.com/annstanley)



# Our pedigree

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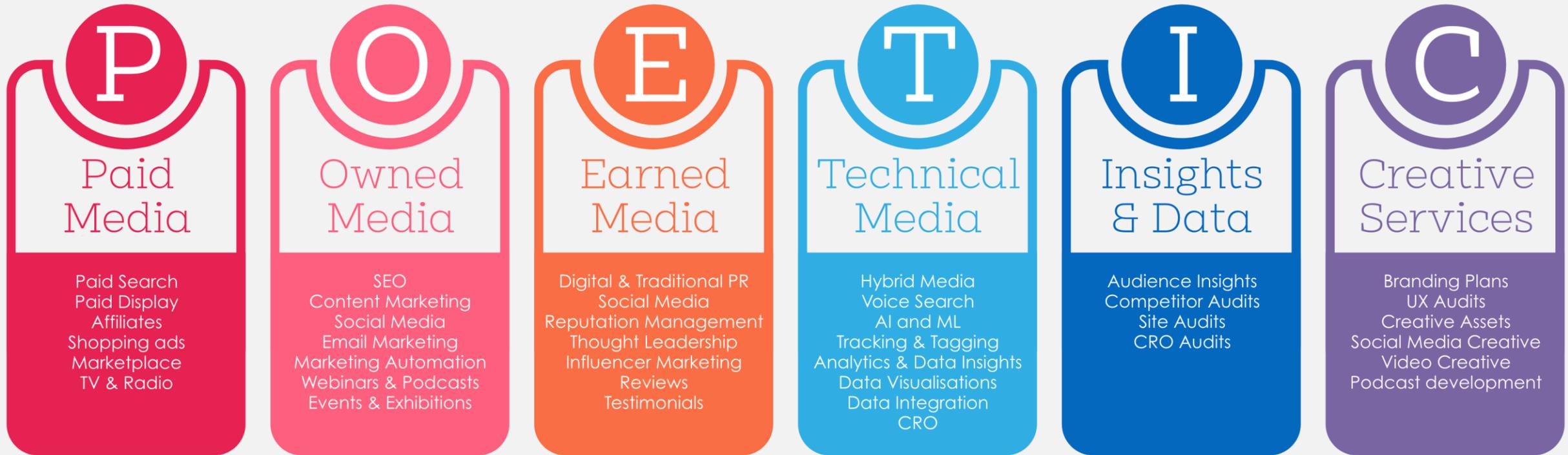
- We have vast experience of working with companies and organisations across many industries and parts of the UK
- Our deep understanding and sharp focus across digital marketing is what sets us apart from the competition, giving you comfort in knowing we are a true extension of your business.
- This is also why our internationally renowned clients stay with us year after year.



# Why your marketing needs to be integrated

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# Focusing on individual channels can often create departmental silos



# You need to target audiences at all touch-points & every stage of the sales funnel



01 Awareness



02 Interest



03 Consideration



04 Conversion



05 Loyalty

You need an integrated approach to engage with customers across the sales funnel:

- Customer will use different channels and campaign types at all stages of the sales funnel
- User journeys are complex with many touch points. Potential customers may interact with you both on and offline
- Consequently, conversion tracking and attribution can be difficult (especially as cookies are removed)

# There is a marketing apocalypse coming!

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## Everything we know is changing:

- **GA4 replaces Universal Analytics** 😞
- **Changes to Cookies and privacy legislation**
  - loss of data and remarketing tactics
- **AI & Machine Learning**
  - new tools for use in marketing – these are changing our jobs?
- **Automation by ad platforms**
  - for campaign delivery, bidding and optimisation – making us redundant?

# Integration is the solution!

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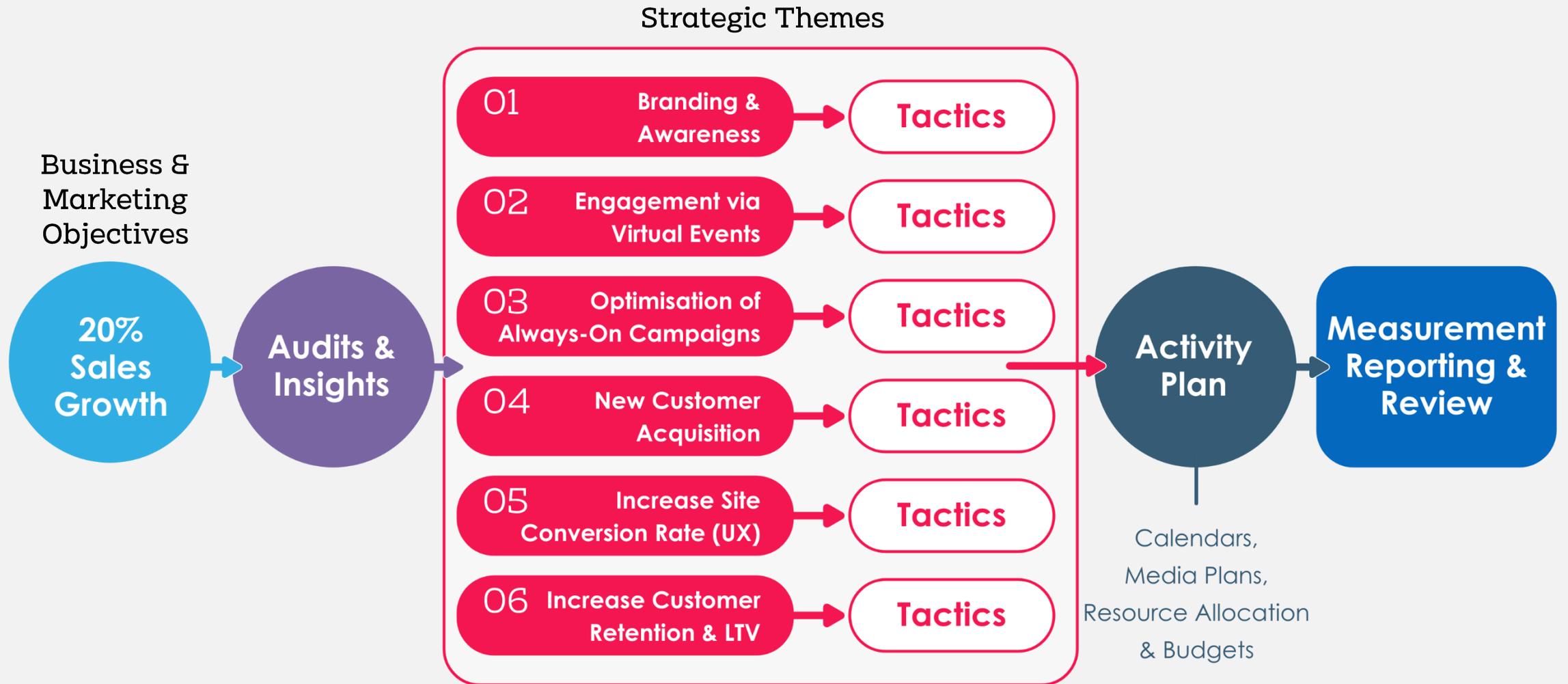
# Strategy 1: Use of “Strategic Themes”

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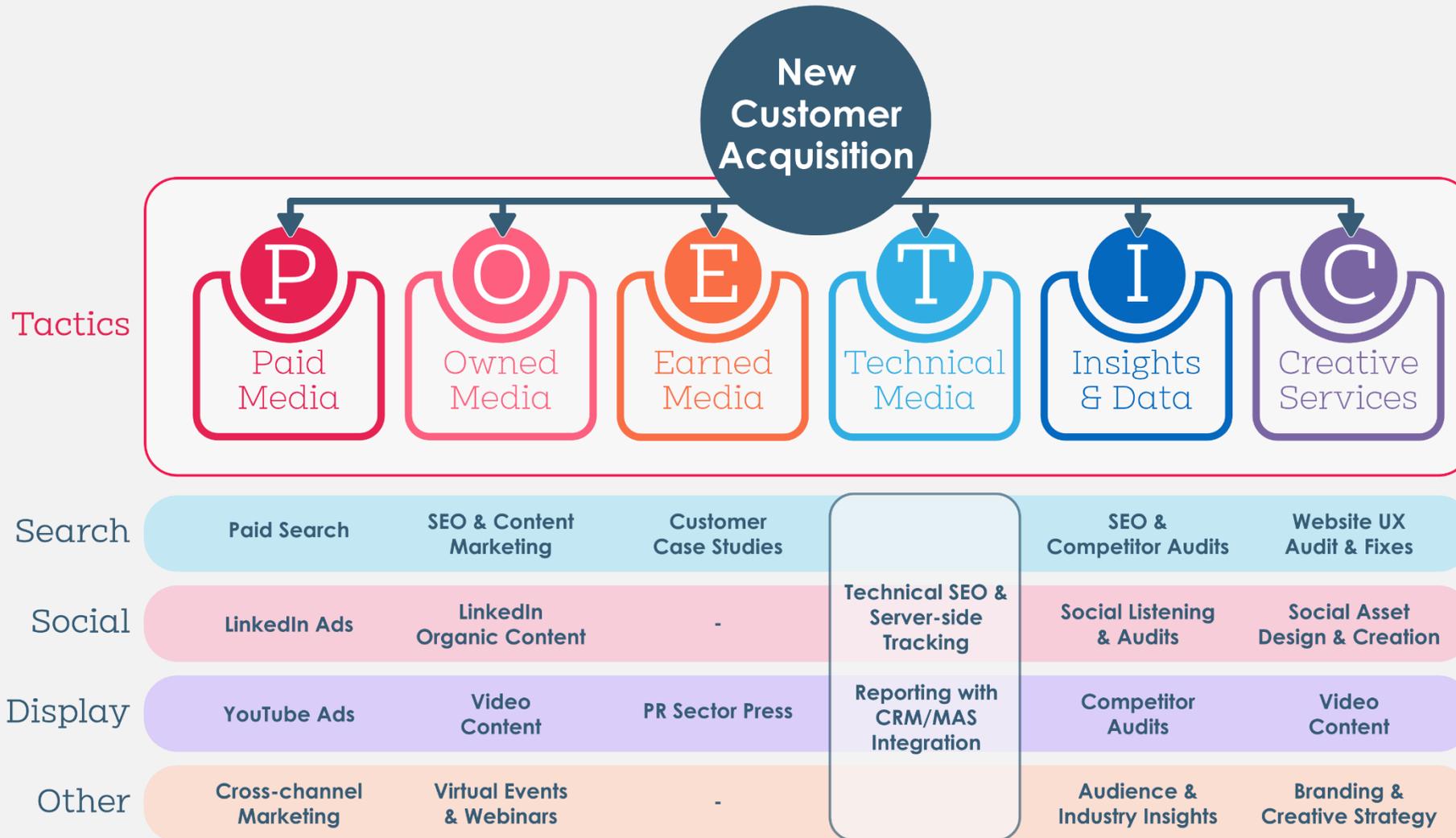
# Strategic playbook



# Creating integrated Strategic Themes



# Tactics used for New Customer Acquisition



# Marketing plan - example

Tactic	Channel	Resource	Jan	Feb	Mar	Apr	May	June	July
<b>Insights</b>	Audits		■	■	■				
	Strategy		■	■	■				
	Planning		■	■	■				
<b>Creative</b>	Branding				■	■			
	UX & Web fixes				■	■			
	Social Assets				■	■			
	Video Creation				■	■			
	Case Studies				■	■			
<b>Technology</b>	Tracking				■	■			
	Analytics & Tracking				■	■	■	■	■
	CRM/MAS Integration						■	■	■
<b>Paid</b>	Paid Search				■	■	■	■	■
	LinkedIn				■	■	■	■	■
	YouTube				■	■	■	■	■
	Remarketing					■	■	■	■
<b>Owned</b>	SEO & Content				■	■	■	■	■
	LinkedIn (Organic)						■	■	■
	Webinars				■		■		■
<b>Earned</b>	PR				■	■	■	■	■

# Strategy 2: Use of consistent & effective content across channels

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# Personalised & branded content

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Does the product give us a clue?

Is the photography good enough quality?

Is it typical of any brand?

What are they selling?



Use a trusted rated logo to validate and give trust.

This isn't just any tap, this is an instant boiling water tap! So give it personality.

Include product name.

Add brand, and simplify with flat colour.

# An integrated content strategy

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## Search

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- Optimise service or product pages for topics & EEAT
- Ongoing creation of blog content for user & SEO
- Attract external links to increase domain authority, trust & credibility
- Improved search rankings & organic traffic
- Distribute fresh content from your blog via your email list

## Social

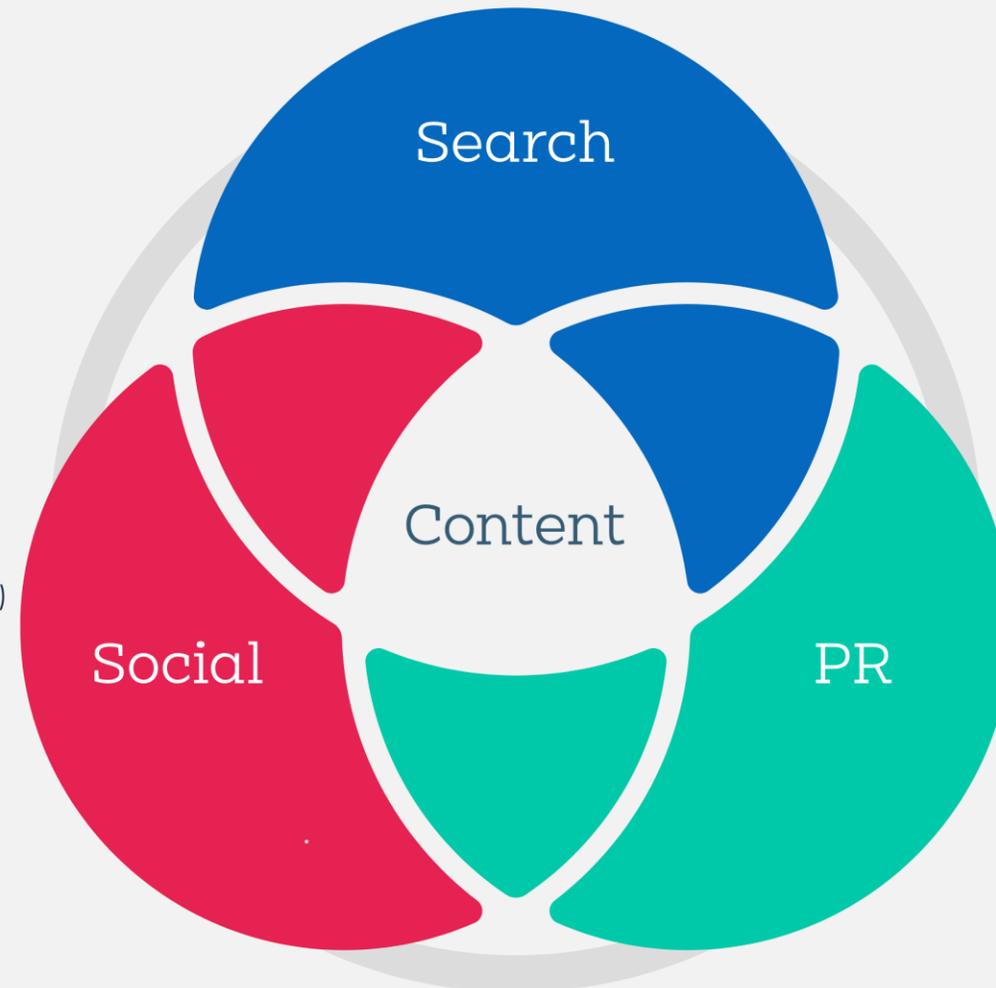
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- Drives awareness & traffic
- Improves trust & credibility
- Paid social can be used at different points in the sales funnel
- Increased customer reviews
- Achieves customer interaction & builds a community
- Some platforms can be used like a search engine (TikTok & Pinterest)

## PR

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- SEO ready press release
- Media coverage of popular social trends
- Promote content to gain media coverage
- Engage with media via social platforms
- News hacking to increase search demand



# 'Shattering' Content

Quality - Long form article

2,000+ words



Social Media



Events



PR



Blogs



Networking



Thought leadership

Customer  
Case Study & Images

Web Press Centre  
Content & Images

Opinion Piece/Blog  
From Thought Leadership

Video of  
Company Expert

Data  
Visualisations

National & Regional  
Press Release

Commentary &  
Predictions

Trade/National  
Press Launch Event

Organic  
Social Media Posts

Paid Social Media  
Advertising

Email  
Newsletter

Seminars  
& Webinars

Strategy 3:  
Using insights in one  
channel to inform  
another

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# Targeting in Google paid search (PPC)

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➤ Ad platforms are moving away from **traditional text or search campaigns** where you need to select your own keyphrases for use in ads

## Using keyphrases or topics

➤ Traditional search/text campaigns

## Uses Website Content (URL) or Product feeds

- Dynamic Search Ads (DSA's)
- Standard shopping Ads
- Performance Max (for text, DSA & shopping)

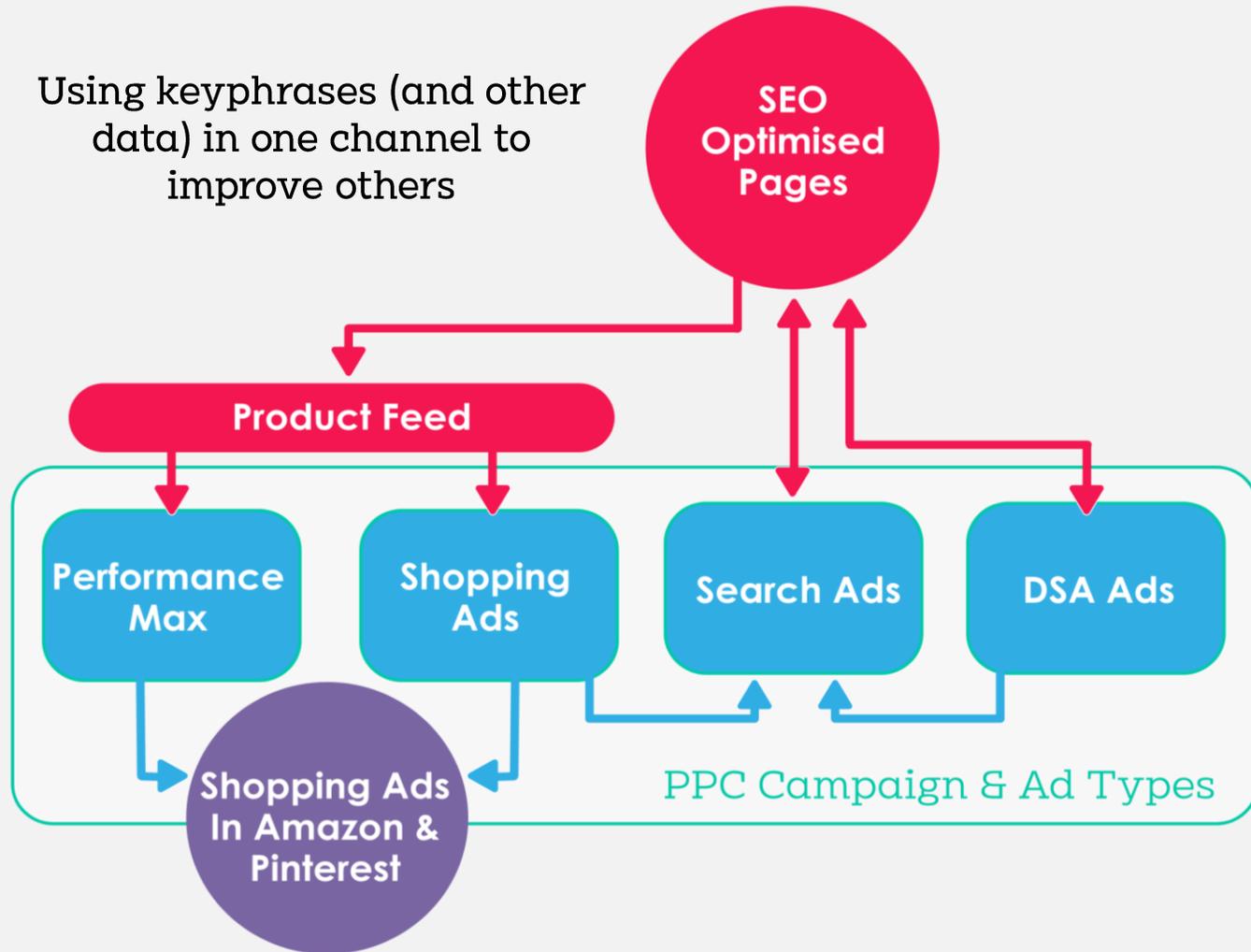
## Use Audiences or other indicators

- Display
- YouTube
- Performance Max (for display, Video, Discovery & email etc.)

➤ Although you don't bid on keyphrases, in most cases you can get **search term data** or you can add negatives phrases, so you can learn what works and optimise accordingly (or create new text campaigns)

# Using search term data from PPC for optimisation and other channels

Using keyphrases (and other data) in one channel to improve others

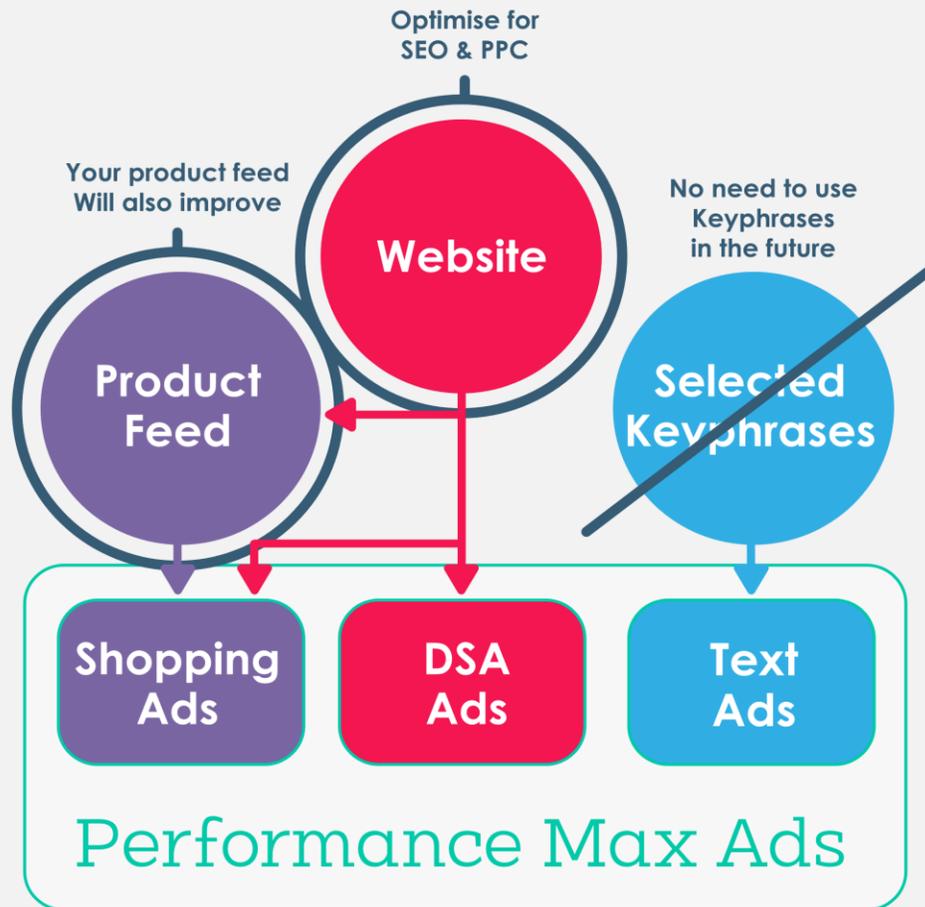


By analysing PPC search terms, you can understand which keywords or phrases are driving traffic and conversions to your website. Use these insights to:

- Optimise campaigns or create new ad groups for text campaigns.
- Use the search term data to create negative search term lists to prevent the brand from being shown for irrelevant results.
- Use high converting search terms for SEO, so both your website content and product feed are optimised
- Use data in other shopping channels, such as Amazon or Pinterest

# Automation means your website content may become the new keyphrase

Improving page content through  
SEO & product feed optimisation



- Performance of these campaigns will depend partially on how Google views your page content or your product feeds?
- This means that you should optimise your shopping feed (especially product titles and descriptions) to improve your shopping ads – Google recently announced that they will be providing more tools for this within Merchant centre
- However, if you can directly optimise your page content, you can benefit from improved SEO/organic rankings as well as improved PPC campaigns

# I predict:

The shift towards automation means that SEO & PPC teams & tactics will converge??

# Strategy 4: Remarketing & sequential campaigns

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# Remarketing strategies

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- Remarketing enables you to re-engage users who have previously engaged with your business.
- We can break this down into 2 overarching strategies to encourage initial sale and drive retention

Encouraging sales:

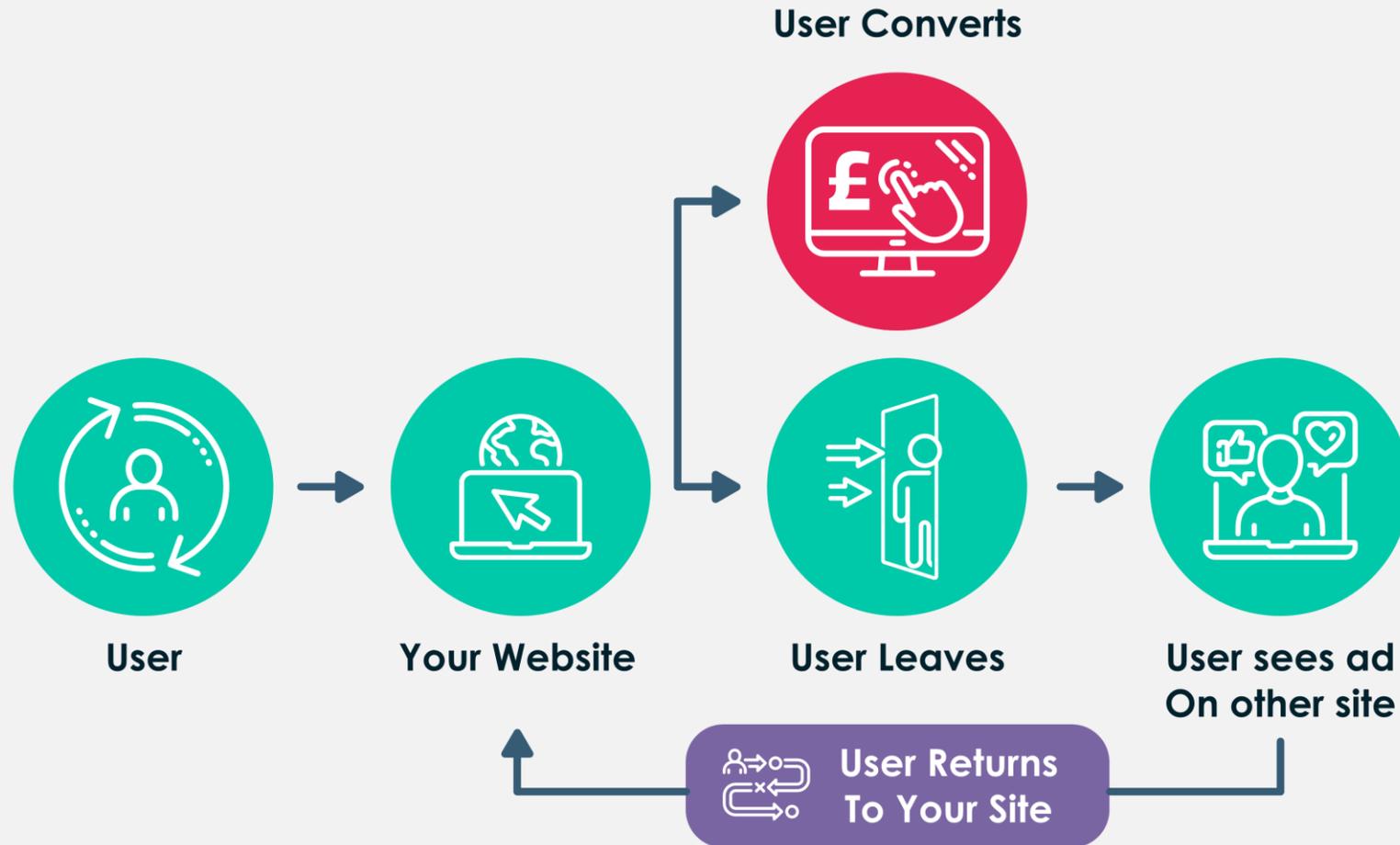
<b>Video Viewers</b>	<b>Website Visitors</b>	<b>Channel Traffic</b>	<b>Cart abandonment</b>
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Driving retention:

<b>All past customers</b>	<b>Seasonal customers</b>	<b>High value customers</b>	<b>Lapsed Customers</b>
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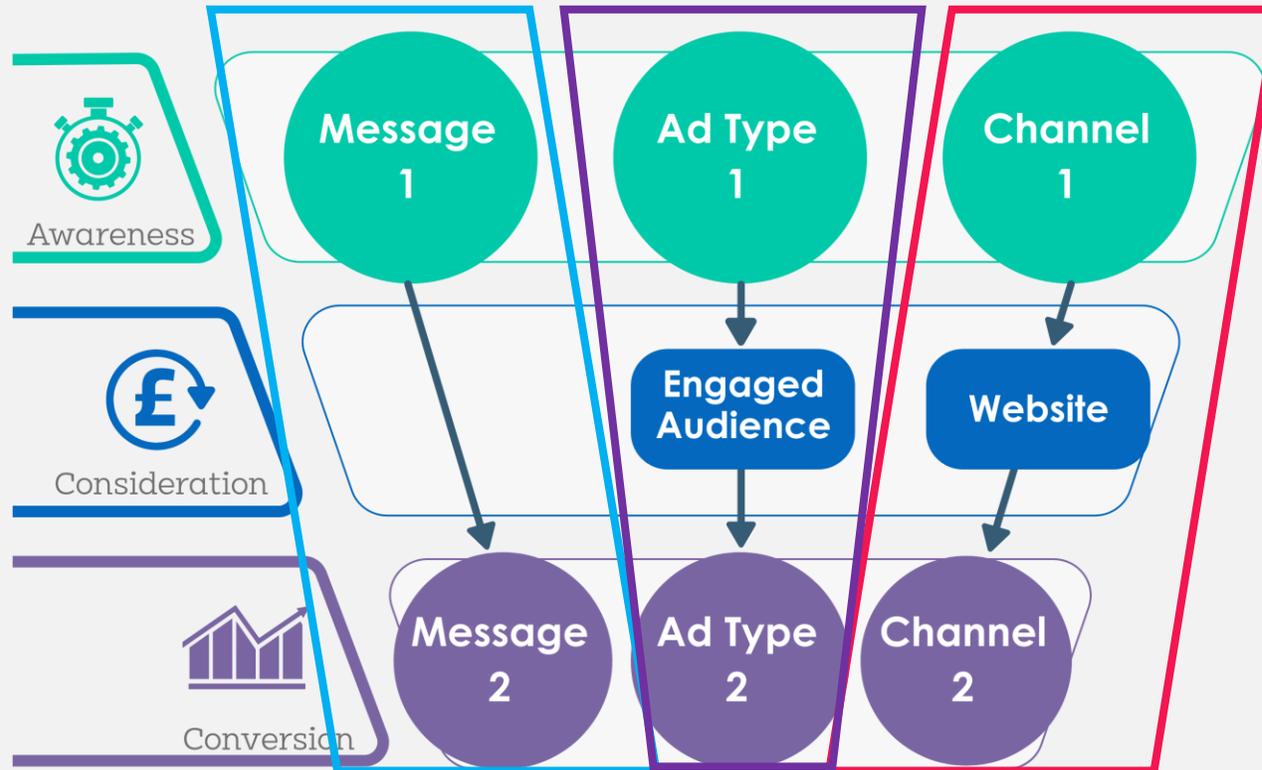
# Website remarketing

- Website remarketing is the most used type of retargeting – it is designed to serve users adverts to encourage them to revisit.



# Sequential campaigns

Same audience sees 2 ads with different messages



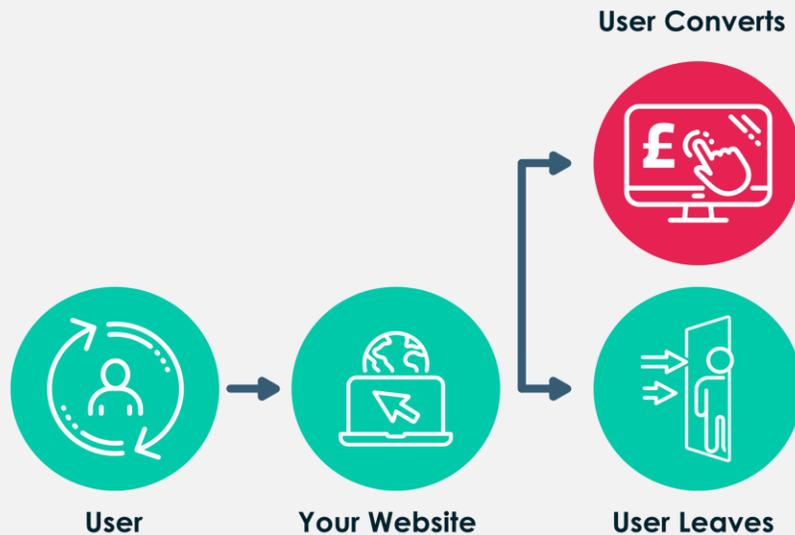
The audience that click through to the website, are tagged and then shown an ad from the second ad channel (cross-channel)

The users that engaged with the first ad are added to an audience and then shown the second one

# Creating and using Custom audiences

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# Creating & using Custom audiences (i.e. audiences based on your own data)



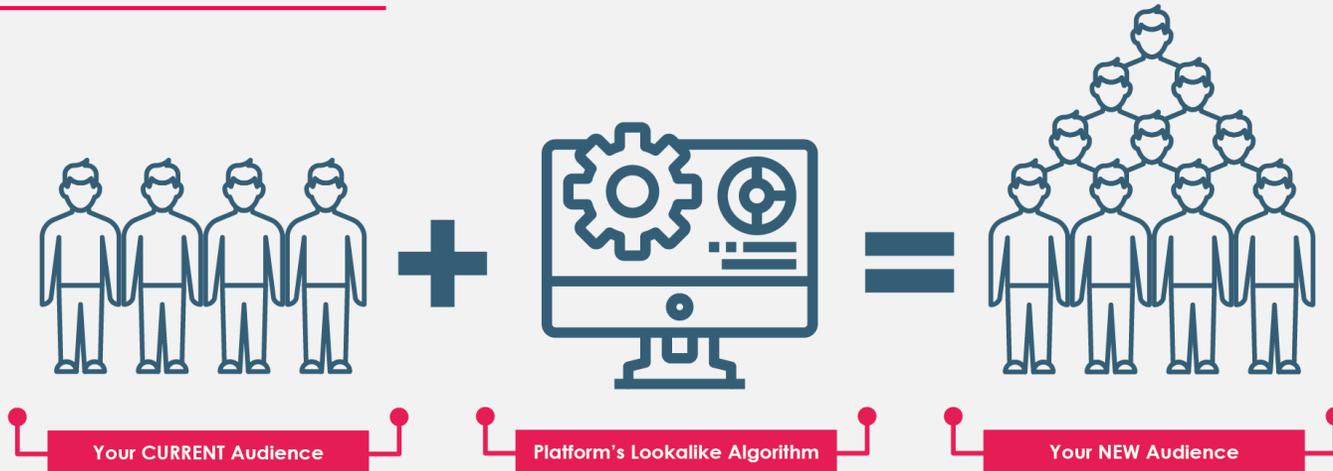
Build audiences lists of your current customers by uploading them from your email database, ecommerce store or CRM

Create audience of prospects e.g. from an exhibition or other event

Option to create Lookalike audiences for prospecting

Target these audiences via remarketing ads to get them to return to the website

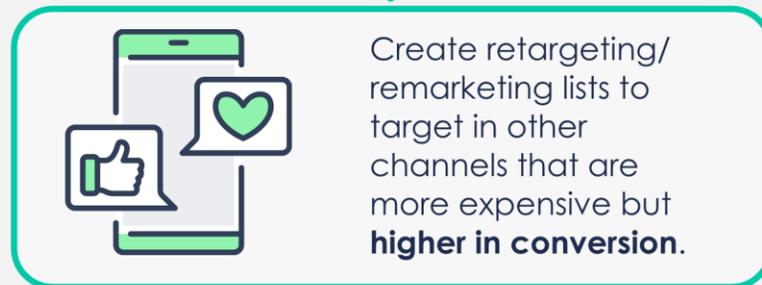
# Lookalike audiences (for prospecting)



*“A way to reach new people who are likely to be interested in your business because they're similar to your best existing customers”*

- Provide the social network with a source of data, to create a **Custom audience**.
- This can be something like a customer list or a retargeting audience you've built.
- The ad network will then take this source of information and find similar individuals on the platform to create a **Lookalike audience**
- The stronger the source provided, the stronger the lookalike is likely to be.

# Concept of “honeypots” for cross-channel remarketing



## Key benefits of Honeypots

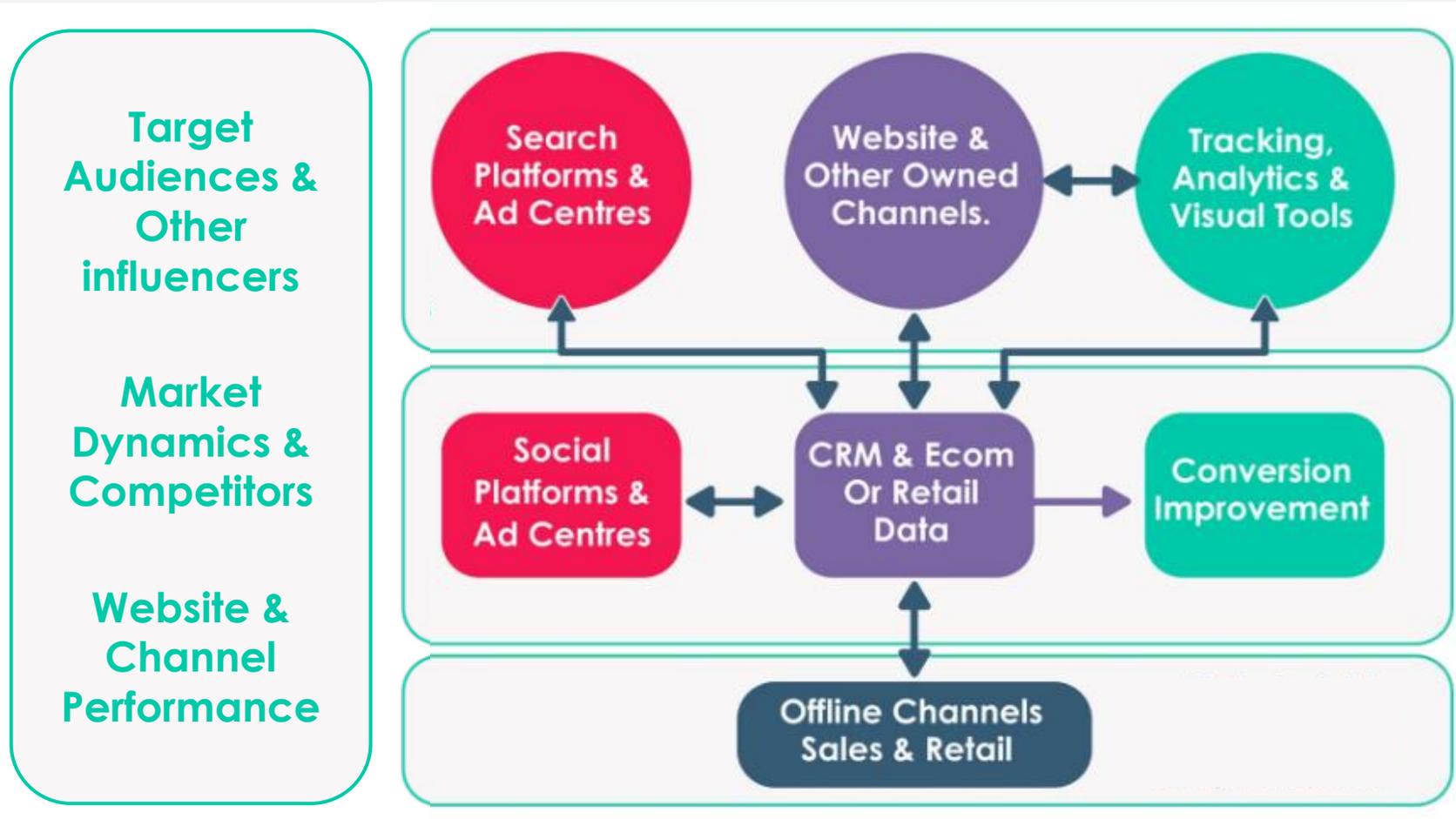
- Useful if key search terms have a lot of competition and are expensive.
- Good if likely not to convert on first visit (a non-impulse purchase).
- Great at driving traffic from channels like Facebook, Instagram & Pinterest.
- Perfect for creating retargeting lists from the traffic of the above channels.
- Makes campaigns more cost-effective as driving traffic from cheaper channel sources.
- Users are likely to use search once they have been educated, and so you can bid knowing they have already interacted.

# Strategy 5: Investing in data integration, tracking & automation

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# Data Insights, integration & optimisation

Data  
Insights



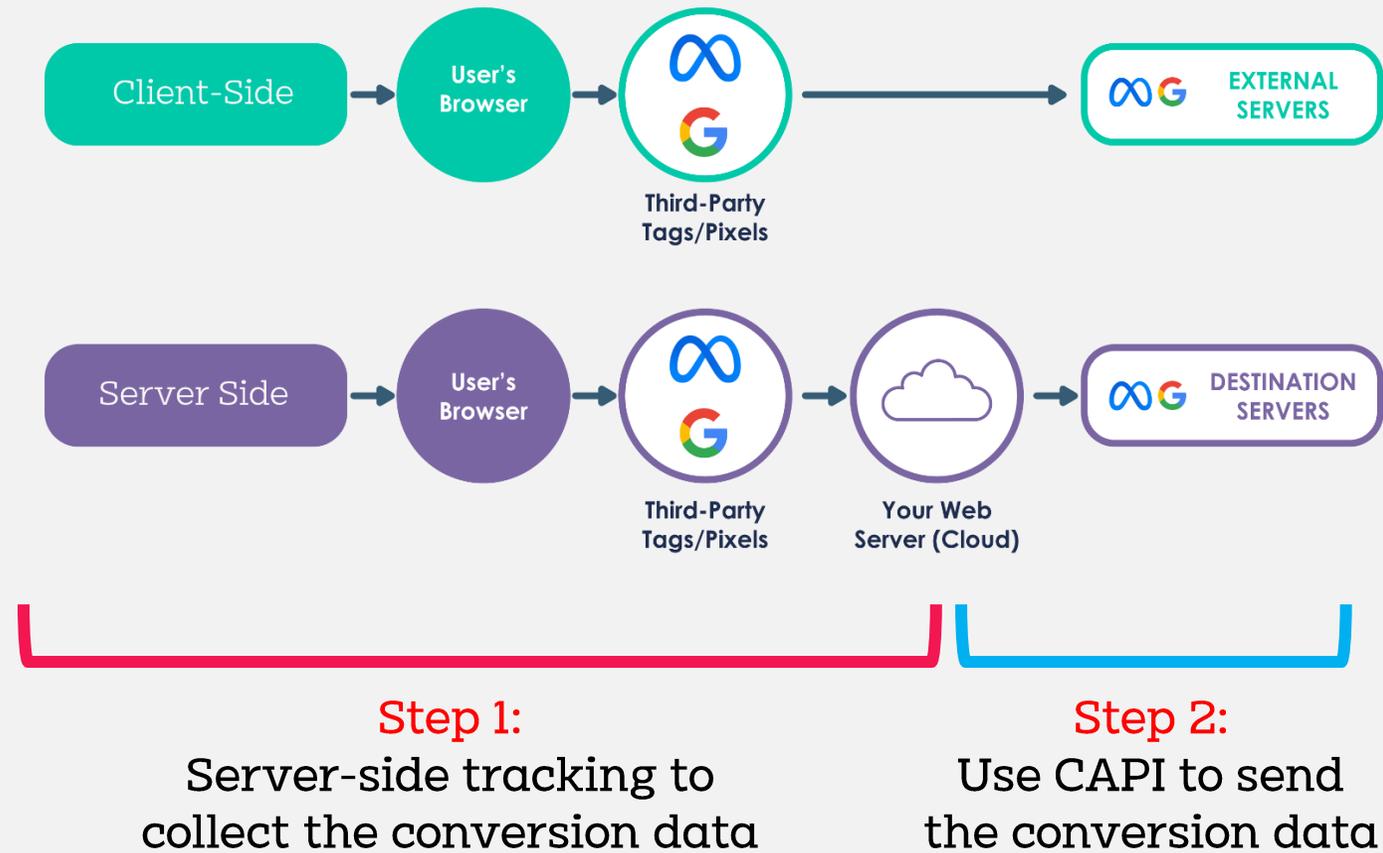
Data  
Integration &  
optimisation

# Server-side tracking & Conversion API (CAPI)

Send data via your own server rather than directly to the ad platforms from the users' browser (client-side)

## Benefits

- Mitigate browser ad blocking and recovers lost data
- Improve page speeds
- Improve data security e.g. used in tracking profit from ecommerce sales



# Award-winning case study for books2door using the Meta Conversion API

## UK Paid Media Awards

- Best Large Paid Media Agency
- Best Shopping Campaign
- Best Retail Campaign
- Best Use of Conversion Attribution
- Case study link:  
<https://anicca.co.uk/blog/anicca-wins-large-paid-media-agency-of-the-year-3-awards-for-work-with-server-side-tracking-meta-conversion-api/>



# Key takeaways

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# Key takeaways

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- **Strategic Themes** allow you to focus your marketing efforts on **the solution**, so you select the channels and techniques that will achieve your **objectives**
- **Audience journeys** are becoming even more complex, so an **integrated approach across channels**, gives you more opportunities to engage with potential customers – especially when it comes to the 3 key main factors:
  - **Content/creative** should be consistent and used across multiple channels
  - Use the **data insights** from one type of campaign or channel to improve other channels
  - Audiences can be used for targeting or creation of **sequential or remarketing campaigns**
- **Automation in paid search** will eventually negate the need for choosing keyphrases, so the only signals you can provide will be your ideal audience (based on 1st party data) and your website content – so build this data now and **integrate your PPC and SEO activities**
- Take advantage of the full range of **sequential campaigns and remarketing techniques** (including website remarketing, custom audiences, Lookalike and cross-channel) – whilst they are still available!
- Apple, Google and other browsers/platforms are introducing more **privacy features** and giving you less visibility of customers' data and conversions - so consider **server-side tracking and use of conversion API** to regain your data and enhance results

# Leicester Digital Live – 3<sup>rd</sup> October 2023

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A promotional poster for the Leicester Digital Live event. The background is a vertical gradient from yellow at the top to dark purple at the bottom. The text 'LEICESTER DIGITAL LIVE' is written in white, bold, sans-serif capital letters. To the right of the text is a white logo consisting of a stylized heart shape with three curved lines above it. Below the main text, the event details are listed in white, sans-serif capital letters: 'TUESDAY 3rd OCTOBER 2023', 'WINSTANLEY HOUSE', and 'LEICESTER'. In the bottom left corner, there is a line of white text: 'More info & tickets available at anicca.co.uk'. In the bottom right corner, there is a white logo for Leicester Hospitals Charity, which includes a stylized heart and the text 'ALL PROFITS GO TO Leicester Hospitals Charity'.

<https://www.eventbrite.co.uk/e/leicester-digital-live-digital-marketing-conference-3rd-october-2023-tickets-622450485157>

# Download the Integrate Book

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