



Search, social and beyond

Actionable tips for paid and organic integration

Holly Kelly

November 2023

Agenda



01 Introductions

02 The importance of integration

03 Actionable integrations

04 How you can get started

05 Closing remarks



Introductions

Who am I?

Quick Introduction

Holly Kelly

Head of Paid Media

holly@anicca.co.uk



9 years'
experience



Paid search
specialist



B2B & B2C
experience



Introductions

About Anicca



2007

Established

Digital marketing for over 15 years

23

Staff

Multi-award-winning team

40+

Clients

Spanning multiple sectors

7

Services

Full-service integrated digital marketing

Introductions

Meet the team

Directors



Ann Stanley
Founder & CEO



Darren Wynn
Managing Director



Angie Longman
Operations Director

Strategy & Commercial Team



Ange Padfield
New Business



Holly Kelly
Paid Media



Ed Truman
Analytics & Data



Brad Longman
SEO



Emil Ougendal
Social Media



Katie Ford
PR & Content

Technical & Support Team



Rajal Prajapat
Client Services



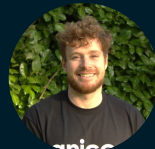
Mark Janes
Client Services



András Lorinczi
Creative



Amy Hayward Paine
PR & Content



Zak Averre
Content



Ebony Hutt
PR & Content



Jordan Munton
Paid Media



Pete Keyworth
Paid Media



Rachel Cryan
Social Media



Gurpreet Purewal
Marketing



Lucy Hammond
Training & Events

Introductions

Our pedigree

- 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.



Uber
for Business



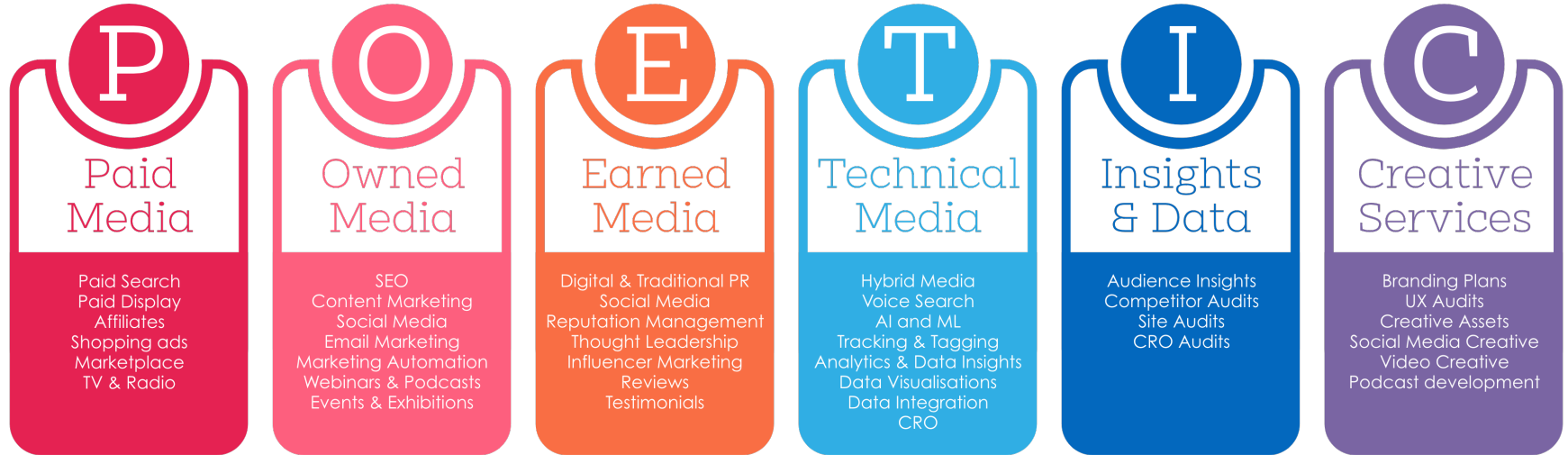
CHARLES
BENTLEY
EST. 1860



PALLEX

Introductions

Channels & services



Strategy & delivery

- We invest in relationships with businesses and brands looking to drive growth and succeed in what they do.
- Whatever your brief, we can mix and match our services to best suit your needs. Our services tell you all you need to know when looking for a truly integrated agency.

Services

- **Strategy**
- **Search**
- **Shopping**
- **Social**
- **Skills**

Channels

- PPC & Paid Social
- SEO & Content
- PR & Organic Social
- eCommerce Channels
- Analytics & Data
- Design & Creative
- Training & Qualifications

Outcomes

- eCommerce Sales
- Lead Generation
- Revenue Growth
- Improved Profitability
- Customer Acquisition
- Brand Awareness
- Retention & Loyalty

Introductions

Recent news



- Large Paid Media Agency of the Year 2023
- Best Shopping Campaign
- Best Retail Campaign
- Best Use of Conversion Attribution
- Best use of Paid Social



The importance of integration

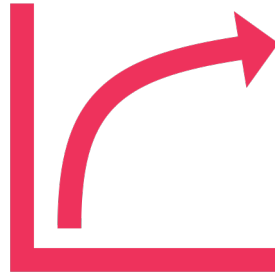
When channels are managed by specialists, the default becomes for individuals to focus solely on their specialism

The importance of integration

The impacts of silos



**Inefficient use
of time**



**Stagnating
results**



**Missed
learnings**

It is time to abandon silos and start
integrating..

But why?

The importance of integration

What you can achieve



- ✓ De-duplicate tasks
- ✓ Get data faster
- ✓ Share learnings

The importance of integration

What you can achieve



Improved
results

- ✓ Dominate search listings
- ✓ Increase visibility, exposure and traffic
- ✓ Increase credibility
- ✓ Improve conversion rates
- ✓ Increase retention



**Actionable
integrations**

Actionable integrations

Targeting



Keywords



Search terms



Audiences

Actionable integrations

Enhance your keyword research

- Identify valuable keywords to target organically and through paid
- Share insights – search volumes, competitiveness
- De-duplicate the task
- Achieve better visibility

| Target Keyphrase | Search Volume | Current Rank | Difficulty |
|---|---------------|--------------|------------|
| Electrician Courses | 12,100 | 6 | TOP10 |
| Electrician Certification | 4,400 | 27 | Medium |
| Electrical Training Course | 880 | 16 | Easy |
| Electrical Course Training | 880 | 15 | Easy |
| | | | |
| | | | |
| Electrical NVQ Level 3 | 1,600 | 5 | TOP10 |
| NVQ Level 3 Electrical Installation | 720 | 9 | TOP10 |
| NVQ Electrical Installation | 110 | 10 | TOP10 |
| NVQ Level 3 Electrical Engineering | 110 | 14 | Easy |
| | | | |
| Electrician Refresher Course | 50 | 101 | Medium |
| Electrical Installation Refresher Courses | 10 | 30 | Easy |
| Electrical Refresher Training | 10 | 101 | Hard |
| | | | |
| 2391 Course | 1,600 | 101 | Hard |
| Inspection and Testing Course | 720 | 53 | N/A |

Actionable integrations

Search term insights

- Share search terms from Google Ads, Search Console and website search results
- Identify different user intents
 - How are users finding you?
 - What are they searching for once they have found you?
- Develop better ad strategies that cater to what users are looking for
- Identify high volume search terms from Google Ads
- Improve landing pages and site navigation

| Search term | Event count search |
|-------------|-----------------------|
| | 1,284 |
| Hide | 761 |
| Moss | 734 |
| vivarium | 517 |
| Plants | 506 |
| thermostat | 496 |
| Vivarium | 427 |
| Tortoise | 410 |
| Heat mat | 399 |
| Pangea | 388 |

Audience insights

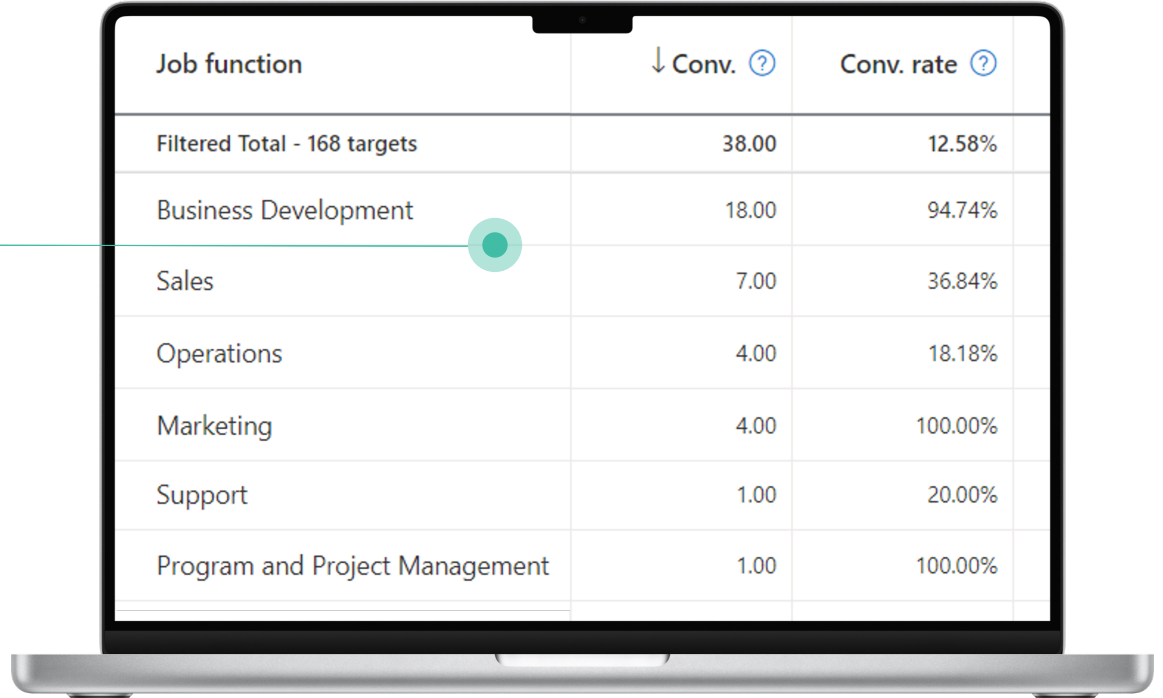
- Where PPC drives higher traffic volumes, you can understand quicker which audiences are most engaged
- Identify real-time audience characteristics
- This insight can be used to power your content creation
- You can tailor your content based on audience knowledge

Actionable integrations

Share audience insights

Identify high performing audiences

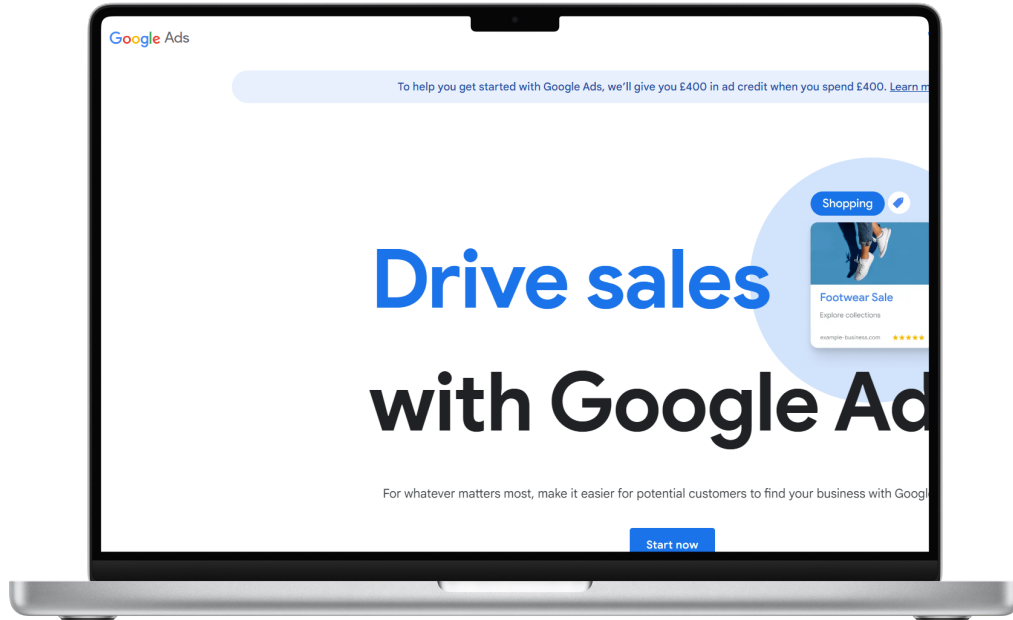
Use audience insights from Bing (Microsoft Ads) to guide LinkedIn targeting



| Job function | ↓ Conv. ? | Conv. rate ? |
|--------------------------------|-----------|--------------|
| Filtered Total - 168 targets | 38.00 | 12.58% |
| Business Development | 18.00 | 94.74% |
| Sales | 7.00 | 36.84% |
| Operations | 4.00 | 18.18% |
| Marketing | 4.00 | 100.00% |
| Support | 1.00 | 20.00% |
| Program and Project Management | 1.00 | 100.00% |

PPC – strategy & approach

Remarketing



Close the funnel

Keep users moving through your conversion funnel, increasing touch points across channels

1st party data

Utilise your 1st party data across all platforms and target the same audience in multiple places

Aligned messaging

Ensure messaging correlates and aligns across all channels.

Actionable integrations

Content



Ad
performance



Landing
pages

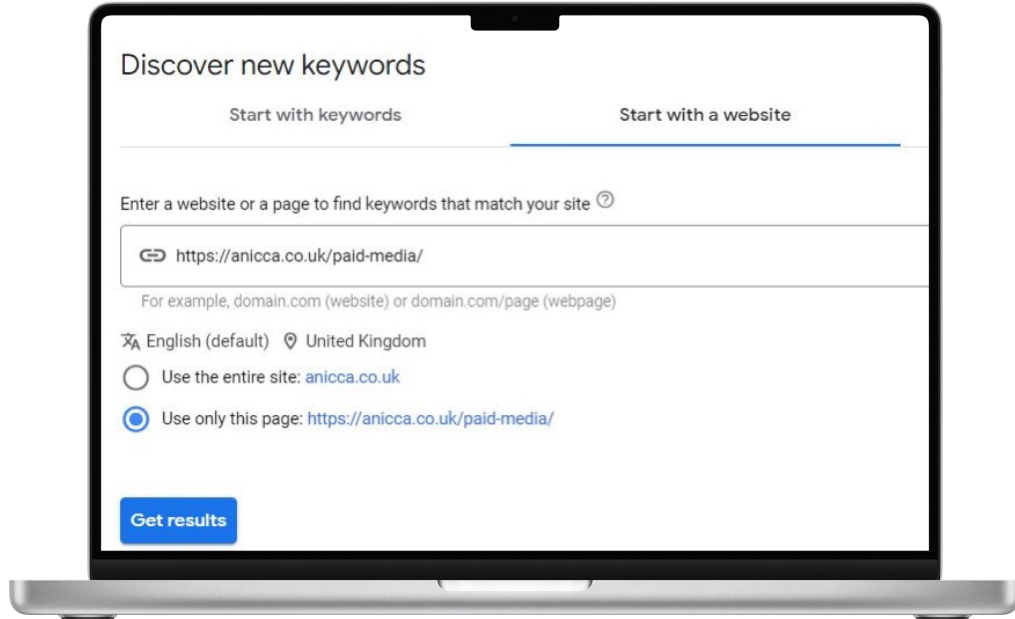


Website
insights

Page plan mapping

- Understand which pages are being optimised for which keywords
- Use the page plan to achieve improved page relevancy (know which pages to point ads to)
- Achieve better quality scores and lower your CPCs

Get 1st hand insights from Google



Keyword planner tool

Provide a URL to understand how Google reads your pages

Insight

Gain 1st hand insight into what content and key terms Google is picking up on your page

Adjust

Pivot the page content accordingly

Content creation

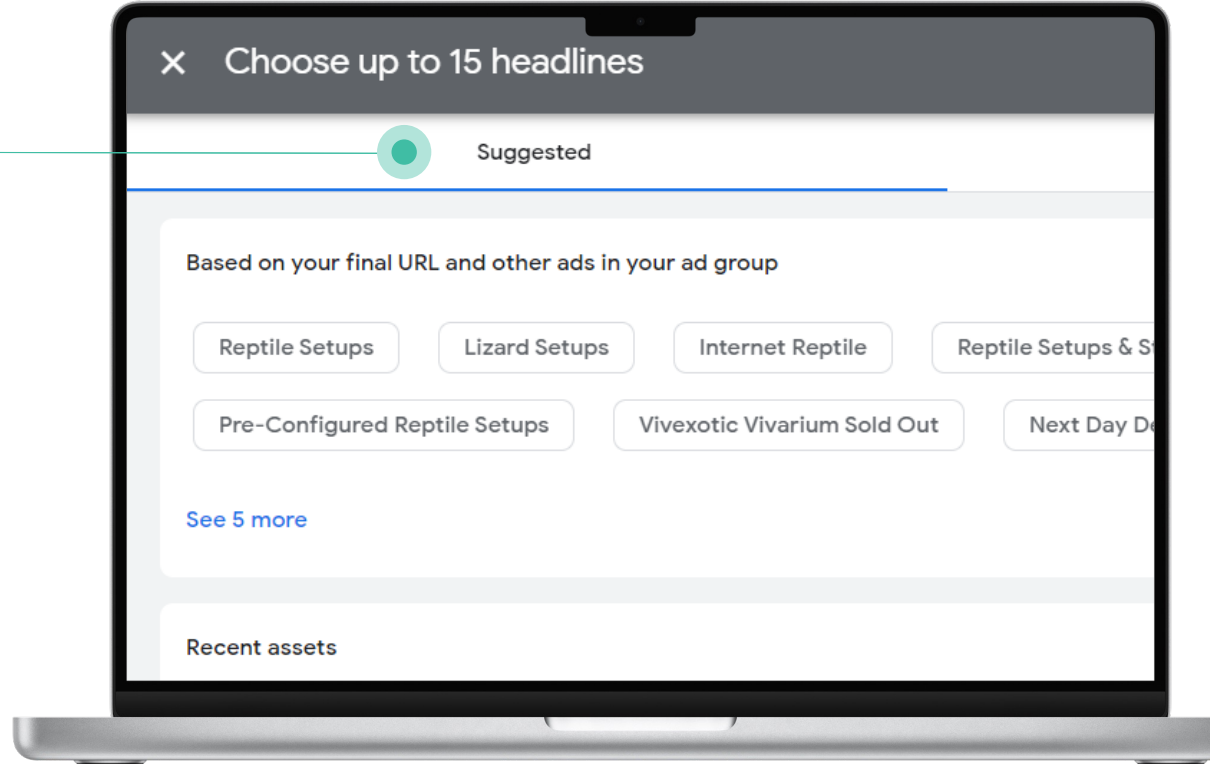
- Learn what messaging resonates quicker through ads
- Understand what attracts users to click to your website
- Test messaging and identify the highest performing to guide your title tags, meta descriptions and onsite headlines
- Use headline pinning and asset insights to understand which versions perform best and which versions Google favours

Actionable integrations

Content creation

AI ad generation

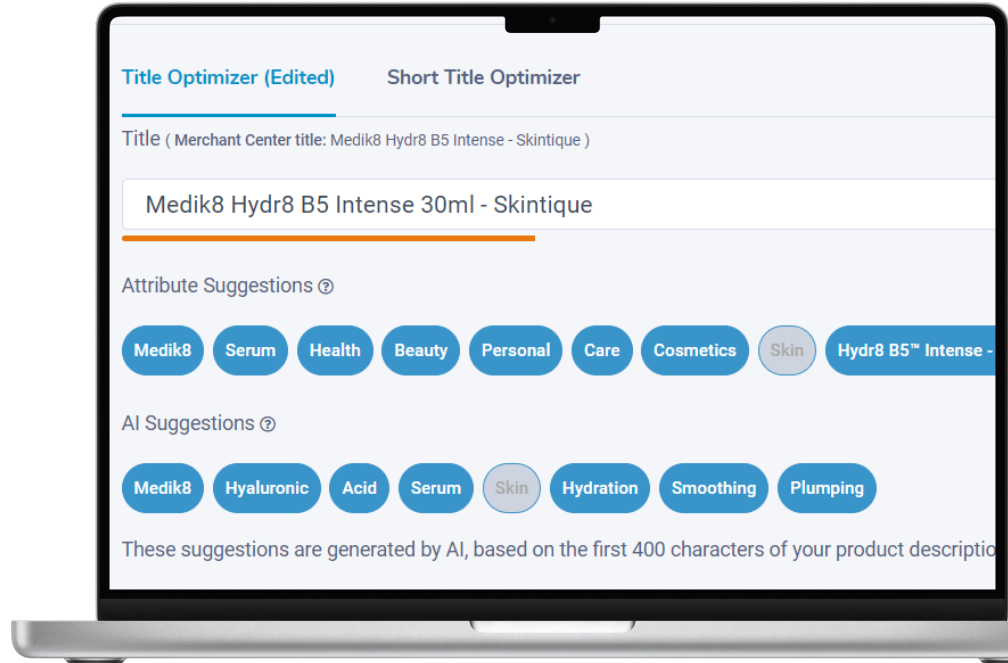
Understand what messaging Google expects to see to guide both organic and paid messaging



Actionable integrations

Product attributes

- Test updates to product titles using Google Shopping
- Roll out changes where improved performance is noted for metrics like CTR
- Can use Merchant Centre, Google Sheets or a CSS/feed optimisation tool to setup the adjustments
- Lower risk than changing live on site



Test landing pages

- Drive high traffic volume with paid ads to gauge page performance quicker
- Test changes on paid landing pages before rolling them out to core site pages
- Establish what improves conversion rates, what helps onsite engagement and on the reverse of this what hinders performance

Actionable integrations

Shared learnings



Data analysis



Gap analysis

Data analysis

- Get a more comprehensive understanding of your audience and website users
- Analyse overall performance and uncover new trends in keywords, engagement and conversion rates
- Achieve better budget optimisation through understanding where paid should be supporting and where organic has things covered
- Understand which pages, messaging and keywords perform from a paid perspective so you can adjust priorities organically

Gap analysis

Through a combined strategy you can conduct gap analysis to assess where you are strong or weak organically, thus identifying where paid ads can bridge a gap for core terms.

Underperforming & new keywords



Getting started

How will you measure success?

Time savings

If you track time monitor over time the efficiencies made.

Conversion metrics

Are you seeing an increase in conversions?

Engagement

Do you rank better or get better click through rates?

Retention metrics?

Are your lifetime values increasing?

Analyse what you have already

- What can you utilise and share across channels?
 - Content
 - Whitepapers
 - Imagery
 - Audiences
- What are your current objectives and goals per channel and how can each one support the other



**Today's top
takeaways**

Takeaways

Key takeaways

1

Share insights and research

Improve efficiencies by sharing data insights, learnings and initial research

Takeaways

Key takeaways

2

Share insights and research

Improve efficiencies by sharing data insights, learnings and initial research

Expedite testing

Use paid ads to speed up testing and get faster learning for messaging and pages

Takeaways

Key takeaways

3

Share insights and research

Improve efficiencies by sharing data insights, learnings and initial research

Expedite testing

Use paid ads to speed up testing and get faster learning for messaging and pages

Improve results

Get more visibility, traffic and conversions



Thank you