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CONFERENCE & EXPO

Integrating Your Digital Channels

A Holistic Strategy for PPC, SEO & Social

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Raise your hand...

DO YOUR DIGITAL CHANNELS *talk to one another?*

> 95% of marketers agree on the importance of using a multi-channel strategy

> 51% of client facing marketers didn't have the metric systems in place for reporting

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There's an OBVIOUS GAP

> Which side of the fence do you fall on?

Source: https://memegenerator.net/instance/67240643/success-kiddd-close-the-gap-lets-do-this

Why INTEGRATION?

> It's not about an individual channel's success
  - How to establish the largest digital footprint?

> Use all of the information readily available

> It's not up to one channel to fix declines or issues
  - Find ways to block & tackle together

> Make the most use out of your digital budgets

INTEGRATION
Strategies

Should my brand traffic come through

ORGANIC OR PAID?

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PPC & SEO: Reports

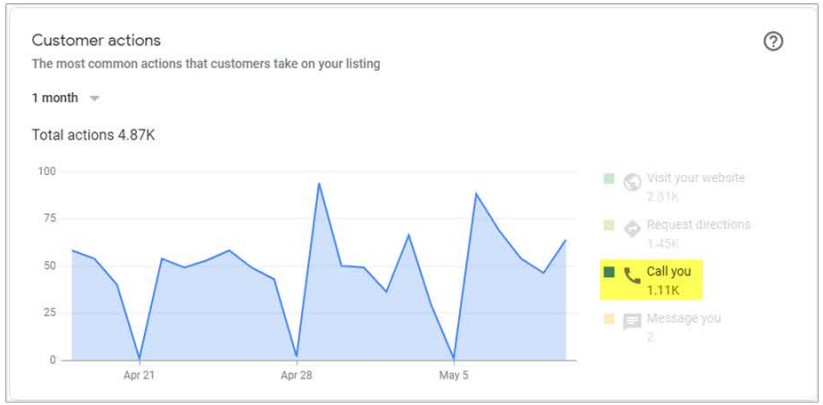
> Google Ads Auction Insights

Display URL domain	↓ Impression share
You	97.02%
[redacted]lexus.com	16.27%
audi[redacted]com	< 10%
cars.com	< 10%

> Google Analytics Acquisition Reporting

Default Channel Grouping	Conversions: All Goals — Goal Conversion Rate	Goal Completions
	2.39% Avg for View: 2.39% (0.00%)	546 % of Total: 100.00% (546)
1. Organic Search	2.58%	230 (42.12%)
2. Direct	3.06%	154 (28.21%)
3. Paid Search	3.43%	108 (19.78%)

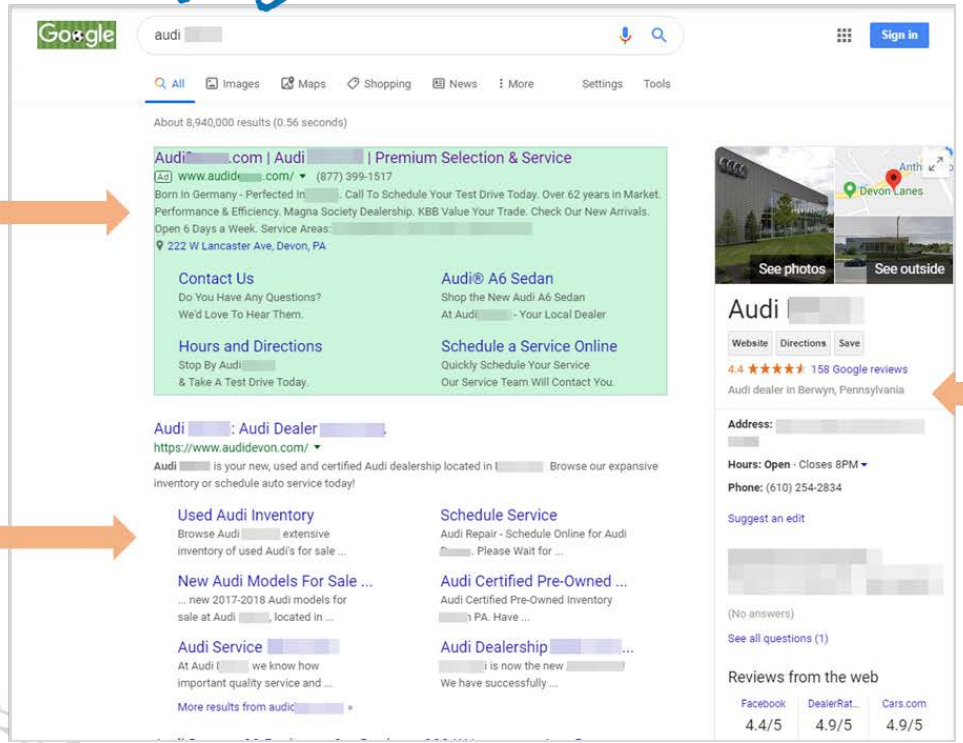
> Google My Business Insights



WOULD YOU WANT TO *pay for this click?*

Avg. CPC - $1.15

Free



Free

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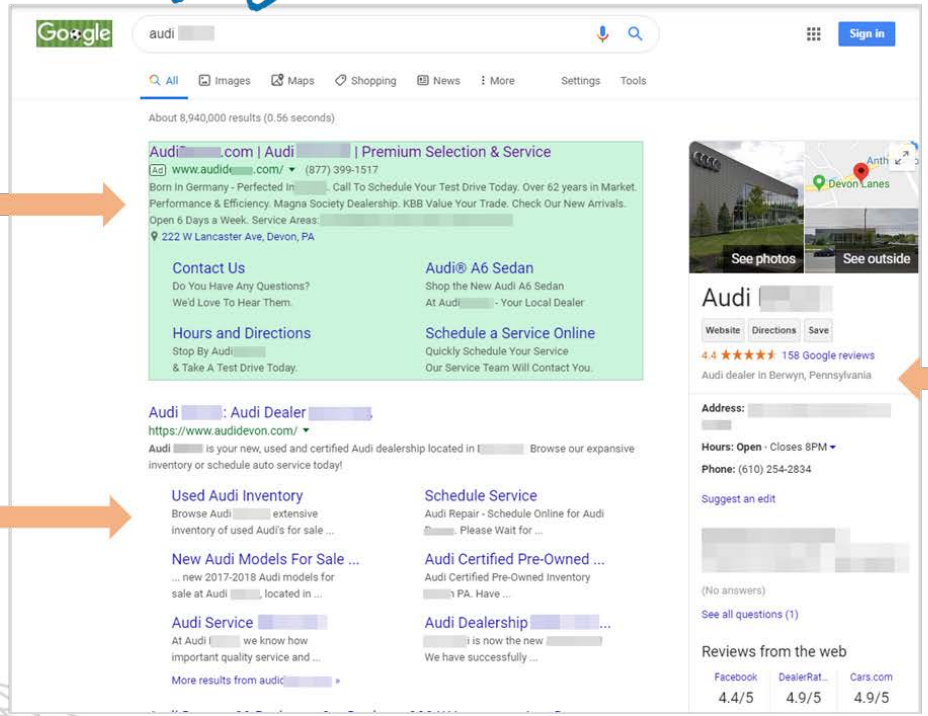
WOULD YOU WANT TO *pay for this click?*

300 Clicks - $345.00

300 Clicks - Free



300 Clicks - Free

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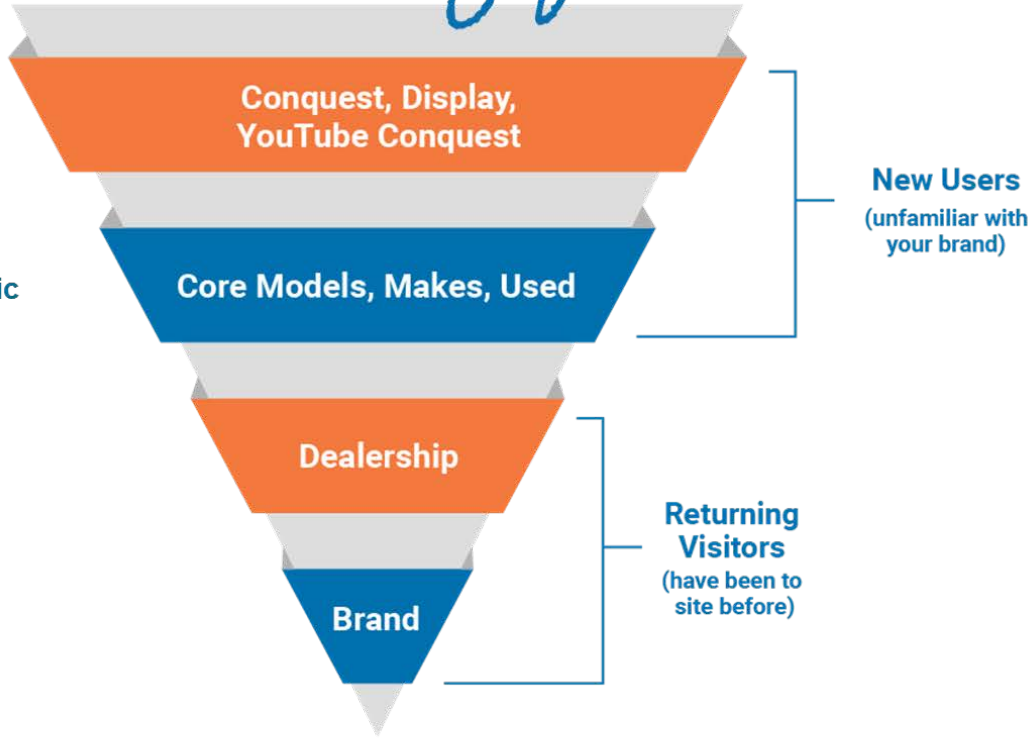
PPC & SEO: *Strategy*

> Google PPC "Brand" Spend Strategy

- PPC monitoring "Brand" spend and website traffic will help avoid cannibalizing SEO traffic
- Scaling back can help run "new" campaigns
- Help keep purchase funnel full and not just focus on the bottom



How do I know when to have my ads
RUN ON SOCIAL?

PPC & SOCIAL: Report & Strategy

> Share Top Performing Hours with Social

Getting the most out of every social advertising dollar

PPC can assist with sharing their Time of Day reports

- Helps Social identify hours where shopper traffic has been the highest engaging
- When is the right time to post for social?

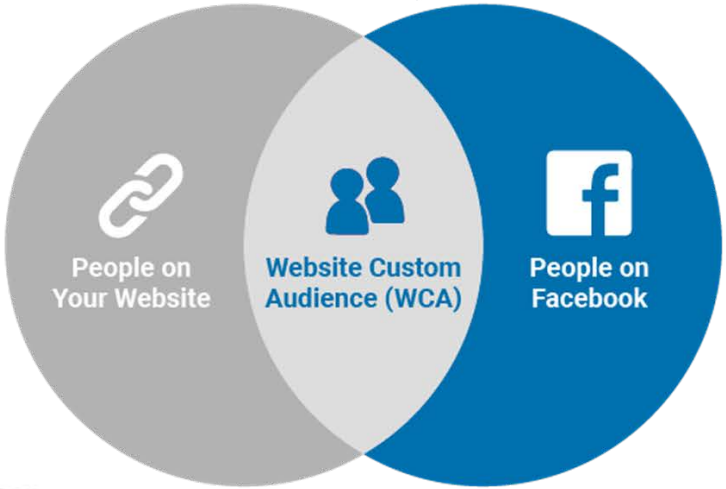
Social using these hours can help posts gain stronger shopper engagement rates

- How can social understand the top performing hours for shoppers?

Hour of day	Clicks	CTR
0	61	6.95%
1	53	9.20%
2	28	7.82%
3	12	6.38%
4	5	3.65%
5	17	9.88%
6	23	6.67%
7	73	9.15%
8	117	9.54%
9	148	10.14%
10	160	9.55%
11	205	10.74%
12	204	10.36%
13	184	10.11%
14	176	10.77%
15	159	10.08%
16	159	10.24%
17	162	11.56%
18	142	10.58%
19	105	9.44%
20	103	10.60%
21	111	11.36%
22	91	9.72%
23	77	10.13%

WHAT'S YOUR POST-CLICK STRATEGY *for higher funnel shoppers?*

PPC & SOCIAL: *Strategy*



> How to influence higher funnel PPC shoppers and keep them engaged?

Model keywords will always be the most expensive and most competitive, yet most effective in capturing new shoppers

- So how do we stretch these dollars?

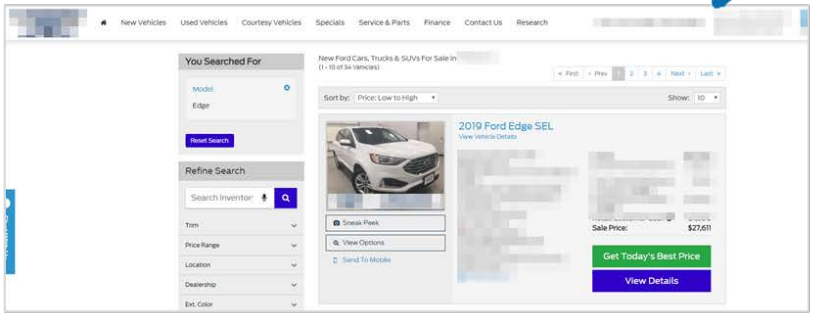
Social can place a Facebook pixel on site to retarget their ads

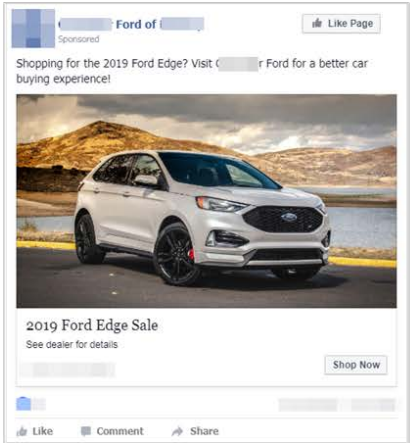
- Can also place custom pixels for specific pages on the sites

PPC can send ad traffic to these pages to help grow retargeting audience

Will also keep shoppers top of mind once done with PPC research

PPC & SOCIAL: Shopper Journey





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How can social help my website
RANK BETTER?

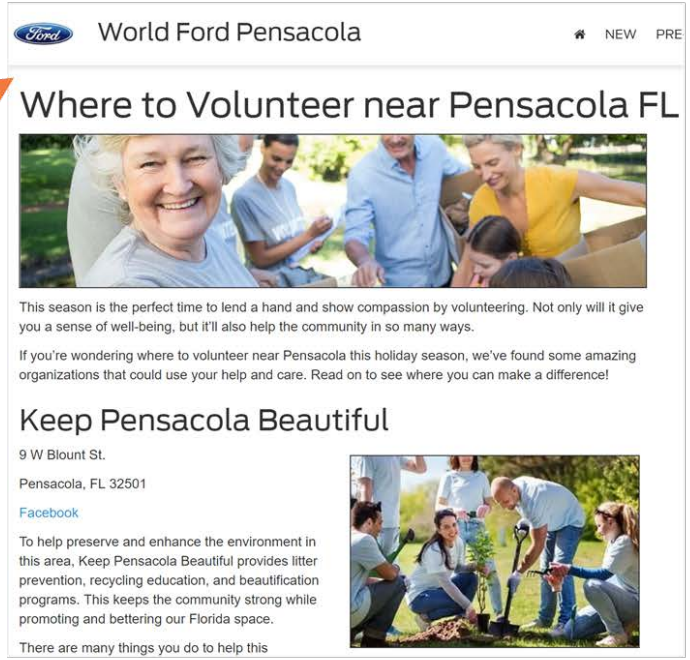
SEO & SOCIAL: *Link Building?*

> **Why do we do it?**

Links are an important ranking factor – Google sees them as a vote of confidence. The more votes a site has, the higher the site will rise in rankings.

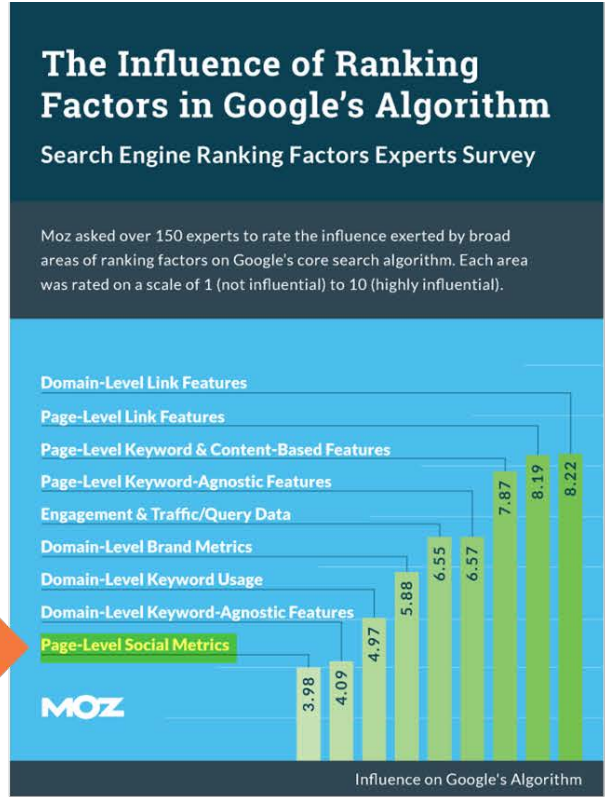
- **Builds Relationship with the businesses/bloggers we do outreach to**
- **Sends Referral Traffic**
- **Creates Brand Awareness**
- **Builds Link Juice → a term in the SEO world that refers to the power or equity passed to a site via links from external or internal sources**

OUTREACH & LINK BUILDING
with local content



WHY IS IT IMPORTANT?

...because Google says so



Source: https://moz.com/search-ranking-factors

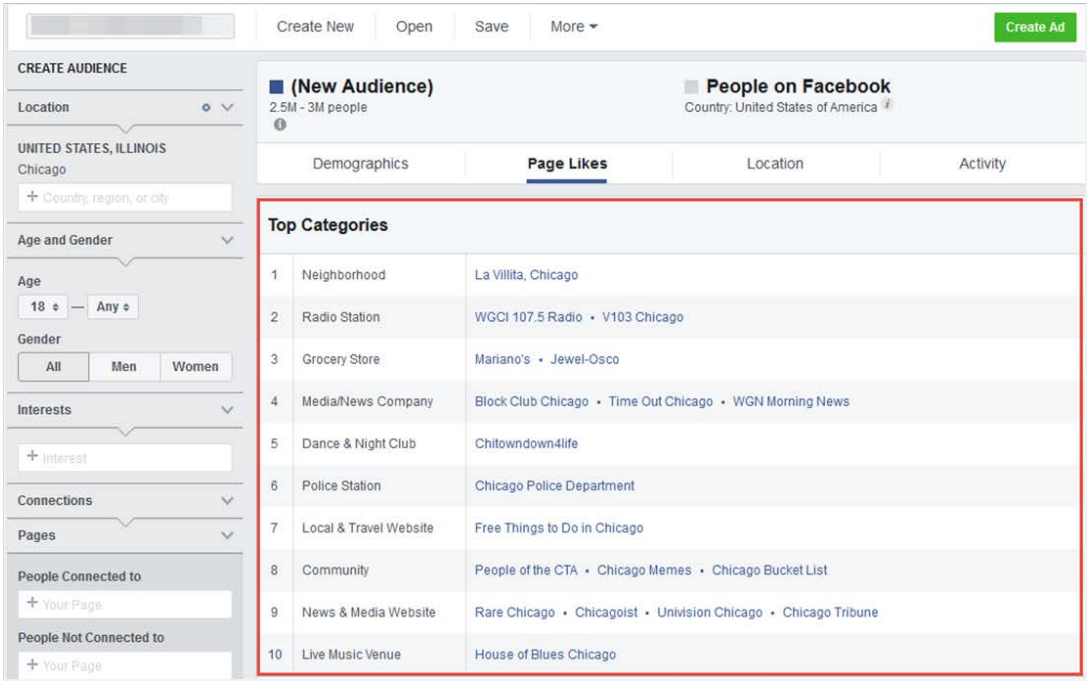
What businesses could be my best LINK BUILDING OPPORTUNITIES?

> Social Sharing Facebook Audience Insights

Social team has specific insights for their Facebook audience

- **Can share current insights with the SEO team**

Insights can help SEO team identify local pieces of content that have opportunity for more engagement and shares



WHEN TO IMPLEMENT *these strategies?*

> Have been running for 3+ months

PPC & Social Campaigns have stabilized

Core SEO content had been written

Source: http://www.quickmeme.com/meme/3t8es1

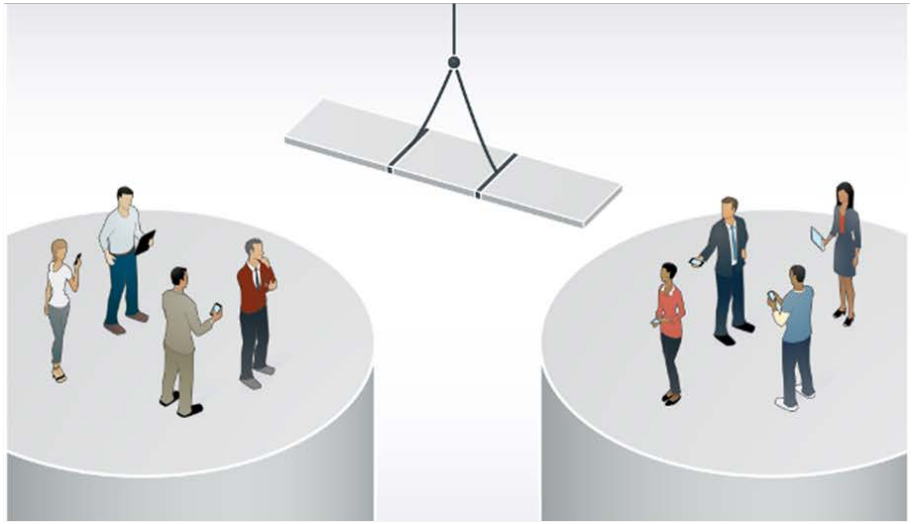
HOW TO *start & break the silos?*

> **Think beyond one channel**

One channel does not need to be the resolution for all issues. Understand the capabilities for each channel and how they can support the strategy

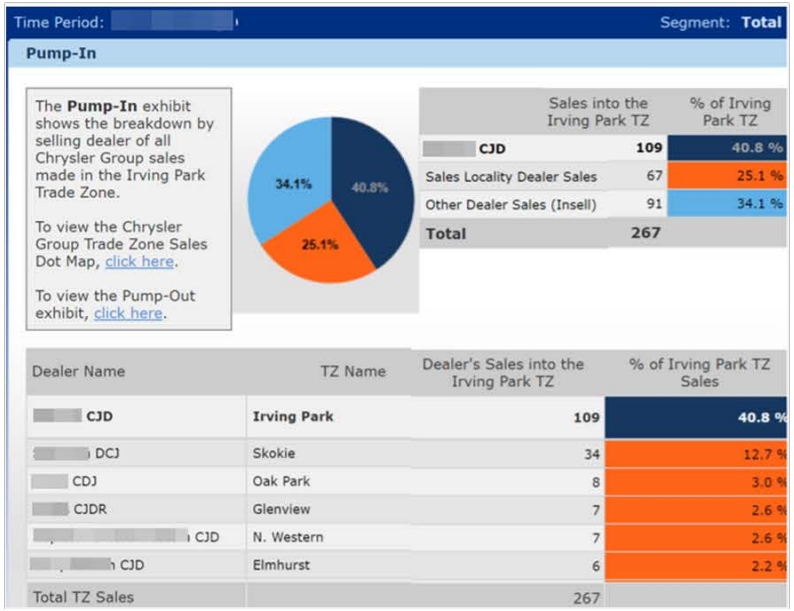
> **Share the information**

You do not need to have the exact strategy written out for each channel, but share the information you have and rely on the strategists of each channel to run with it



What should I share with
MY DIGITAL TEAMS?

BUSINESS Data



Time Period: [redacted] Segment: **Total**

Pump-In

The **Pump-In** exhibit shows the breakdown by selling dealer of all Chrysler Group sales made in the Irving Park Trade Zone.

To view the Chrysler Group Trade Zone Sales Dot Map, click here.

To view the Pump-Out exhibit, click here.

	Sales into the Irving Park TZ	% of Irving Park TZ
[redacted] CJD	109	40.8 %
Sales Locality Dealer Sales	67	25.1 %
Other Dealer Sales (Insell)	91	34.1 %
Total	**267**	

Dealer Name	TZ Name	Dealer's Sales into the Irving Park TZ	% of Irving Park TZ Sales
[redacted] CJD	Irving Park	109	40.8 %
[redacted] DCJ	Skokie	34	12.7 %
[redacted] CDJ	Oak Park	8	3.0 %
[redacted] CJDR	Glenview	7	2.6 %
[redacted] CJD	N. Western	7	2.6 %
[redacted] CJD	Elmhurst	6	2.2 %
Total TZ Sales		267	

Zip Code	2019 YTD Sales	2018 YTD Sales	Difference
19808, DE	29	56	-27
19804, DE	15	29	-14
19390, PA	1	9	-8
19720, DE	21	28	-7
19810, DE	27	33	-6
19709, DE	14	20	-6
19701, DE	11	16	-5
19703, DE	6	11	-5
19311, PA	3	7	-4

> **Digital strategy should be built around business data and not digital metrics!**

Questions?

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