



Paid & Organic: Competitive Data, Collaboration & Reporting

Conductor Expert: A Live Training Series

Winter 2024

Agenda



Presentation Duration:

45 minutes



Facilitators:

- Mollie Barz, Instructional Design Lead
- Customer Success Team

Today we will review the following:

- Discuss how the paid and organic channels can work together
- Use Conductor to leverage paid and organic insights
- Questions?



Poll Question

Look to the poll tab to participate.



The background is a complex abstract composition. It features large, overlapping organic shapes in a vibrant teal color. Interspersed among these are smaller, smooth-edged shapes in a light cream or off-white color. The overall palette is set against a dark charcoal grey background, which is further textured with subtle, wavy patterns and some faint, circular motifs that resemble celestial bodies or planets. The composition is dynamic and layered, creating a sense of depth and movement.

Helping Paid & Organic Teams Work Together

It's Getting Harder to Compete in Some SERPs

The screenshot shows a Google Shopping search for "women's skincare". The search results are dominated by sponsored product listings from various retailers like TULA, Paula's Choice, Tatcha, SkinCeuticals, JLo Beauty, Vegamour, SK-II, and The Rhododerm. Each listing includes a product image, name, price, and retailer. A left-hand sidebar contains filters for "Travel Size", "Fragrance-free", "Gifts for Mothers", "Alcohol-free", and "Stores" (Amazon, Sephora, Ulta, Ulta Beauty, Walmart). Below the product listings, there are sections for "Key Ingredient", "Benefit", "Form", "Container Type", "Size", "Skin Type", "Price", "Sustainability", and "Skin Problem". At the bottom, there is a "People also ask" section with questions like "Which is best brand for skincare?" and "What are the 3 most important skin care products?".

The screenshot shows a Google search for "flights to miami". The search results are dominated by sponsored content from Expedia.com and American Airlines. The Expedia section includes "Flights to Miami, Florida", "Round Trip Flights", "One Way Flights", and "Last Minute Deals". Below this is a "Flight prices" section with a calendar view showing prices for various dates. The American Airlines section includes "Cheap Flights to Miami" and "American Airlines® - Find flights to Miami". The search interface includes filters for "Flights", "Round trip", "Perspectives", "Today", "Google", "Direct flights", "2024", "Images", and "Cheap round-trip".

When to Leverage Organic vs. Paid

Organic Search

- You have strong positioning on your target keywords
- You want to save \$\$ and have internal resources that can help with implementations
- You want higher conversion rates off the traffic you're receiving
- You want to see cumulative value of a piece of content or a page over time

Paid Search

- Brand demand is down (paid is a **push** channel, organic is a **pull** channel)
- Organic rankings are lackluster
- New product or content promotion
- You want to own more of the SERP
- You want to test which keywords resonate with your audience and convert best
- You want to test messaging for click through rate

Paid & Organic Data Applicability

How Organic Can Help Inform Paid Efforts

What keywords are we already ranking well on organically? Where do we have a long way to go?

Understanding how competitive keywords are by identify CPC data within the Explorer tool

Once customers view content in your awareness funnel stage, paid search can be used to progress them down the funnel

How Paid Can Help Organic Efforts

By understanding the price you're paying for paid search keyword visibility, create a business case to spend much less to optimize for SEO

Are some of your pages receiving higher paid CTR than organic CTR? That's an opportunity for testing & optimization

How Both Channels Can Work Together

Align organic optimizations to places where paid search is very expensive

Improve page performance to improve quality score and increase conversions

Ensure important branded SERPs are owned by both channels

Bringing Insights to Execution: Use Cases to Consider

Test Reduction of Bids on
High-Performing Organic
Content

Test Different Ad Copy &
Leverage Learnings in Meta
Descriptions

Test Paid Search Efforts on
Low-Performing Organic
Content

Tips for Learning

- Log in at app.conductor.com to follow along.
- Revisit the workflow after today's webinar.
- Reach out to our Conductor Support team at 24/5.



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Thank you!