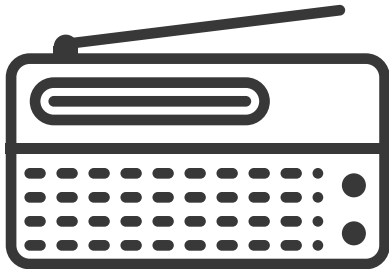
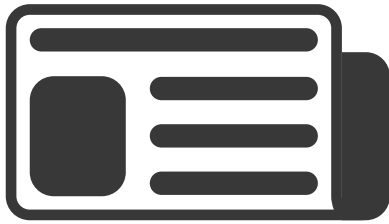




 CLICKCONSULT®

Why search marketing **is** marketing



## Introduction

**Marketing is evolving. Marketing has always evolved. Just as it moved from word of mouth, to newspaper ads, to radio programme sponsorship, to television ad breaks it is moving in to another age.**

There are practical reasons for the original split between traditional and new media marketing – though there are online parallels of most traditional media marketing techniques, they initially required very different skill sets. Search marketing was, in its infancy, a technical rather than a creative industry (more akin to signage than to the almost mythical creative prowess of the Mad(dison Avenue) Men of advertising lore.

However, as the digital environment expands to incorporate more and more of our more traditionally off-line activity, from entertainment consumption to shopping, news gathering and beyond, the skill-sets of traditional marketing and search marketing have begun to increasingly overlap in the venn diagram of marketing.

In addition to this is the increased access to data, to audiences and the external drive for the personalisation of on and offline content which increasingly makes the digital world an attractive arena for all brands. There is no doubt that the face of marketing is changing and it is for this reason, we believe, that the compartmentalisation of traditional and new media advertisement will soon have to end to make the most of a shifting landscape which is increasingly digitised.

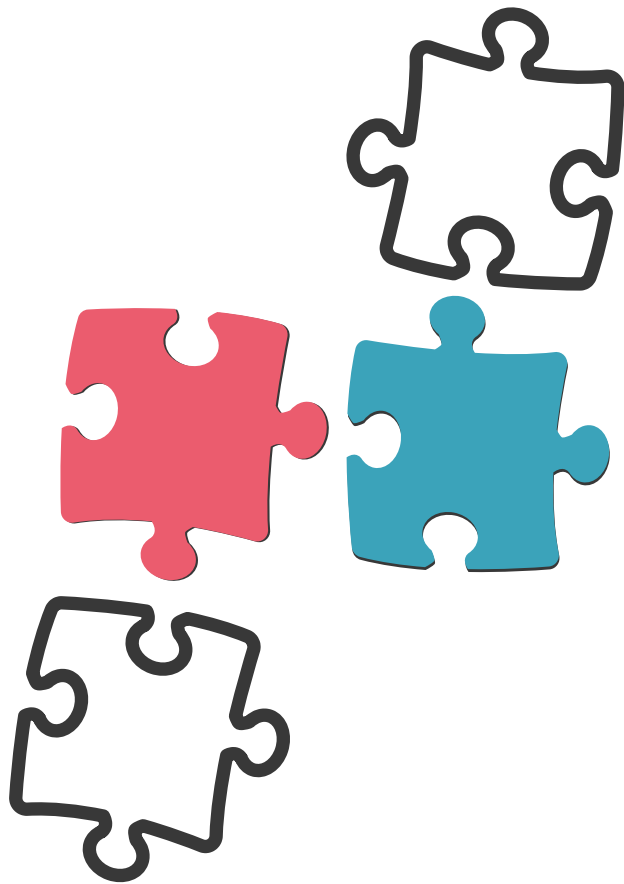


## The lines between traditional advertising, content and campaign marketing are blurring

There has been a shift in the view of search marketing in the thirteen years since Click Consult was founded. In that time we have seen ‘black hat’ practices fall by the wayside, clamped down on by Google, Bing and other search engine providers. The most noticeable shift, however, has been in the perception of the industry as a whole.

In the early days, regardless of the adherence by better agencies to a similar code of conduct as is present today, the industry was perceived almost as a cheat – a way to game search engine results. Yet, as perception has caught up with practice and Google has gradually enforced practices Click has always sought to use (measurable, creative, technically precise methods backed by strong external and internal relationships), and as the possible formats of online marketing have begun to encroach on those of traditional media, agencies are no longer invited to see brands via the tradesman’s entrance. Instead brand-agency partnerships are celebrated.

There are now multiple facets of traditional media marketing which now have their parallels in search marketing – video content, press interaction, thought leadership, publisher outreach, multimedia content campaigns and on and on. The major differences between the two marketing sectors are mostly in search’s favour – the increased availability of data, the growing online audience, the immediacy of brand/audience interaction. The only hurdle search marketing really needs to overcome is the higher level of experience available to traditional marketing agencies and their brand entrenchment. Yet, do they really need to compete, or at least, to compete as distinct varieties of marketing?



## A talent pool shared could lead to a talent pool halved

One of the main issues with setting digital marketing and traditional marketing head to head is that, as the world of online marketing diversifies and continues to adopt the methods and modes of its forebear, the two branches of marketing begin, increasingly, to compete for the same talent. With Click this has represented the expansion, in the past, of the design team to include animators and staff with video production skills, the increase of the increase of the creative talent pool for purposes of enhanced ideation and further investment in traditional PR and media skill sets.

The end result is that as search marketing grows, the available talent pool shrinks, it is for this reason that Click has been practicing a silo-less environment and recommend brands and other agencies to do the same. In order to earn the results that brands and clients deserve, there is going to have to be a shift that begins to reintegrate the two different strands of marketing in order to present a cohesive brand message to audiences.

This shift should start now.

As technology begins to infiltrate every part of our lives, as more of our off-line activities shift to our mobile devices, the expertise that search marketing has developed will become invaluable, if we add this to the fragmenting relationships millennials report with traditional media, the practices and distribution networks search marketing has developed over the last decade and a half represent a fantastic resource for brands to future proof their message.





## Surveys reveal up to **84%** of millennials mistrust traditional media advertising

The original survey, conducted by [The McCarthy Group](#) back in 2014 found this somewhat discomfiting statistic, yet trust in online advertising has consistently risen, with the latest [Nielsen Report](#) revealing that, of their 30,000 surveyed respondents, trust in the advertising present on branded websites reaching a new high of 70% - remaining the second most trusted form of purchase recommendation after recommendation from a friend for the second year running – 60% trusted online consumer reviews and 56% trusted emails for which they have signed up. Though general population trust for traditional media is higher in the same report, only 60% either ‘somewhat’ or ‘completely’ trusted TV and newspaper ads, dropping to 58% for magazines.

It is no wonder that, as the digital environment grows, that trust will increase – the online world is, after all, increasingly personalised and personal to consumers. People are more and more able to build themselves an environment online in which they feel comfortable, and advertisements that enter into this world are, of course, subject to a greater amount of trust than the impersonal ads of traditional mass media.

Perhaps it would appear, at this point, that we are downplaying the importance of traditional media – but this is not quite true – simply that a variety of marketing once seen as distinct is rapidly revealing itself to, in fact, be an evolution of the same, after all even Saatchi&Saatchi began to divert focus to their digital media credentials back in 2006.



## Online audiences are growing

While 2015's Nielsen report revealed that TV audiences are contracting – with time spent watching television reduced by 30% in 12-17 year olds, 23.8% in 25-35 year olds and 10.7% in 35-49 year olds (since 2011), the inverse is true of the online audiences, however. With almost 50% of the world's population now internet ready, the amount of time each individual spends online per week is growing every year (with Ofcom's annual report revealing that this has reached an average of 23.3 hours for men and 17.8 hours for women). With this upward trend set to continue, it is difficult to imagine that traditional media will continue to boast larger audiences for much longer.

In addition to this, there is the ability to vastly improve demographic and interest targeting with search marketing – with Google offering the ability to target specific sites in their network, while keyword targeting allows the chance to appeal to specific searches and intention levels.

With all this in mind, therefore, search marketing is the only way forward right? Not really – the wealth of experience available in traditional media marketing is enormous and agencies or departments which provide the service have been producing media in the vein of modern online campaigns for decades. It is therefore the best way forward for brands and agencies to merge, or at least cross-skill these departments, allowing them to learn from one another.

Traditional media marketing is not likely to disappear with any immediacy, but for brands seeking to create a coherent message across platforms, this point in both strands of marketing's development makes it ideal to ensure that both are delivering to their full potential.



## Digital Spend (time and money) is on the rise

One of the major factors which makes the necessity to integrate search marketing with other more traditional marketing more compelling is the amount of time and money increasingly spent by marketers on digital promotion. If this money were not showing such a good return, there would perhaps be less of an imperative, but the numbers are good and have been getting better.

A report by [Smart Insights](#), for example, shows that an average of 60% marketer's work time is spent on digital activities, and though 36% of them feel that the market has become more cluttered (on and off-line), 31% feel that increased access to data allows for the improvement of both customer service and customer relevance ([CMO](#)).

Then we have to look at the return on this increased demand on a marketer's time. For example, content marketing – though costing 62% less than traditional outbound marketing – generates three times the number of leads ([Hubspot](#)), 46% of consumers using a variety of digital device have made purchases based on research via social media ([Top Rank Marketing](#)). The power of search marketing to earn fantastic ROI cannot be overstated.

Again, we will restate that this is not an argument for or against one variety of marketing over another, more that search marketing has well and truly earned its seat at the table and that brands should (and in some regards are) move toward a more holistic and cohesive form of marketing that encompasses all areas.

In a recent [Gartner CMO Survey](#), for example – one third of marketing professionals are reporting that digital practices are now fully incorporated within their operations and the number is growing, the same report shows that as marketing spend grows from 10% to 11% of corporate revenue, the list of priorities are dominated by digital activities.



## Neither one nor the other, but both working in unison will bring success

Although much of this eBook may seem to argue in favour of search marketing over traditional marketing methods, this is simply due to the fact that even now, some thirteen years after Click Consult joined the ranks of the first UK search marketing agencies, the world of digital marketing is still overlooked and misunderstood by too many brands.

Possibly because traditional media marketing is so long and so well established, it is often seen as the main or only way for brands to advertise – especially for those brands that consider themselves niche, specialised or geographically limited – yet search marketing has rapidly gained parity in most areas and prominence in some for even the most discerning of marketing requirements.

Due to this, we feel it necessary to promote a section of marketing which we feel is now being overlooked at a cost to brands – locally, nationally and globally – who want to achieve big things.

It is only through a focused effort to promote companies using cohesive branding across all platforms, requiring input from all areas of marketing expertise, that success can be achieved in an increasingly online world and, as the shift continues to digital, the rewards reaped from efforts to integrate all areas of marketing, cross skilling and promotion of a truly holistic approach, will only increase.



# GET IN TOUCH WITH US TODAY

## ABOUT US

We are a multi award-winning search marketing agency working with brands & SMEs that want a tangible, measurable return from their online budget.

Our website features an online resources section, full of useful [eBooks](#). We also write a blog, where you can find an abundance of search marketing tips. If you're feeling social, get in touch on [Google+](#), [Facebook](#), [Twitter](#) or [LinkedIn](#).

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Call us today on

**0845 205 0292**

Or visit our [website](#).



## WHAT OUR CLIENTS SAY

*"From the outset of the project, Click Consult clearly understood our business objectives and formulated a search strategy that would help to deliver commercial results across key product areas. They have been professional in their approach, shown great attention to detail and the results achieved to date have been thoroughly impressive. We are looking forward to a successful future partnership"*

*Lloyds Pharmacy*

## OUR ACCREDITATIONS



Accredited  
Professional



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WHY SEARCH MARKETING IS MARKETING



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