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THE FUTURE OF SEARCH MARKETING

January 10, 2019

AGENDA

About Us

Reviewing 2018 Predictions

Contextual Search

Machine Learning Effect

New Schema (MREIDs)

Customer Segmentation

Conclusion

SPEAKERS

HALA ALI

DIRECTOR, SEO

MANISH MOHAN

DIRECTOR OF PAID MEDIA

STEPHEN MURPHY

DIRECTOR OF MARKETING

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DECODING WHAT MAKES PEOPLE CLICK

PAID SEARCH | SEO | DISPLAY
PAID SOCIAL | AMAZON | MARTECH

130+
Team Members

3
Global Offices

Featured Partnerships

Google Premier Partner · Bing Partner · UPS Ready · BrightEdge

Ames Walker · Ashley Stewart · Beautycounter · bebe · blindsgalore

Century 21 · circa Lighting · e.l.f. · FramesDirect.com premium eyewear · J.Reneé

The Kansas City Steak Company · KnotStandard · Lenovo · mercato · taldepot.com

Team Express · teleflora · vanguard Promo · VisionPros · Wine Country Gift Baskets

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BACK TO THE FUTURE:
REVIEWING PAST
PREDICTIONS
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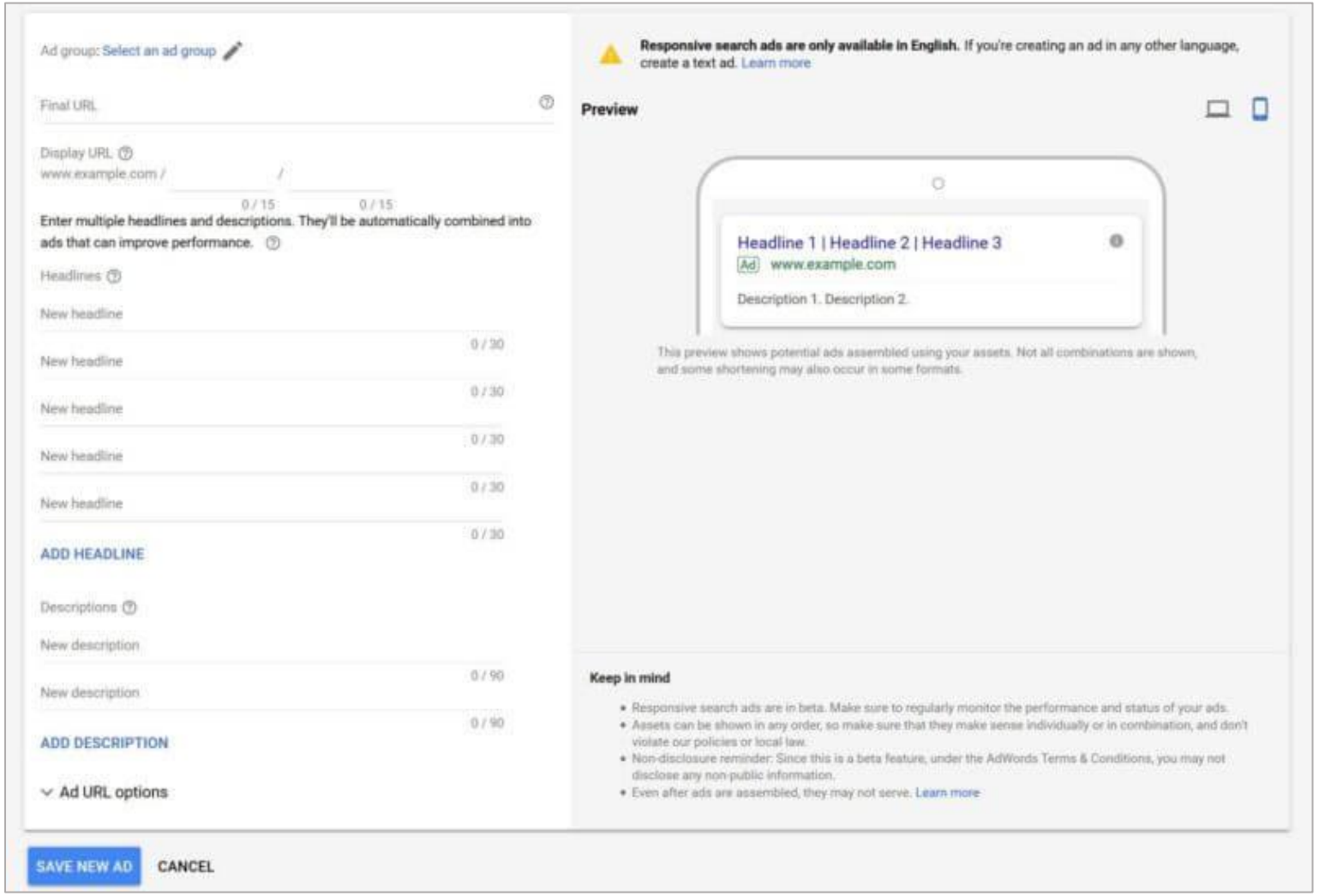
THREE PREDICTIONS FROM 2018

Competition for ad space will keep skyrocketing. **TRUE.**



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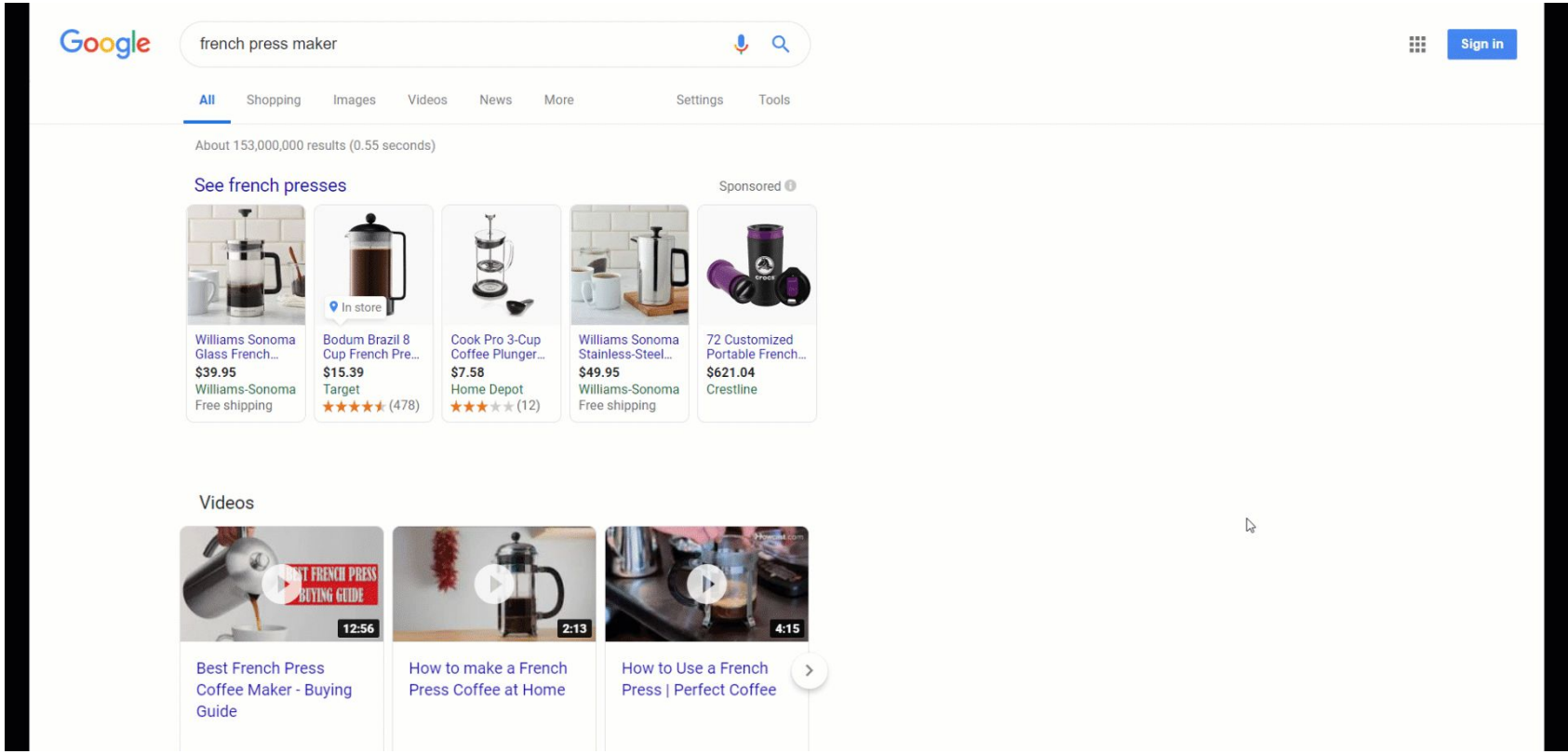
THREE PREDICTIONS FROM 2018

Organic SERPs will be dominated by non-retail listings. **TRUE.**



THREE PREDICTIONS FROM 2018

Voice search will go commercial, allowing advertisers to win screenless conversions.

FALSE...*kind of.*

[what is pasteur best known for]	Here's a summary from the website example.com: Louis Pasteur found microbes sour alcohol proposed pasteurization, kills bacteria with heat.	Length=**OK** Formulation=**Bad** Elocution=**Good**	While the answer is good and has an appropriate length, the text reads somewhat ungrammatical.
[what does BMI stand for]	Body Mass Index. According to Wikipedia: BMI stands for Body Mass Index and it's becoming a universal tool to measure body "fatness" even though it doesn't actually measure body fat like using a caliper or underwater weighing.	Length=**Too Long** Formulation=**Good** Elocution=**Good**	This response is too long, and provides additional, irrelevant information.

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CONTEXT IS QUEEN
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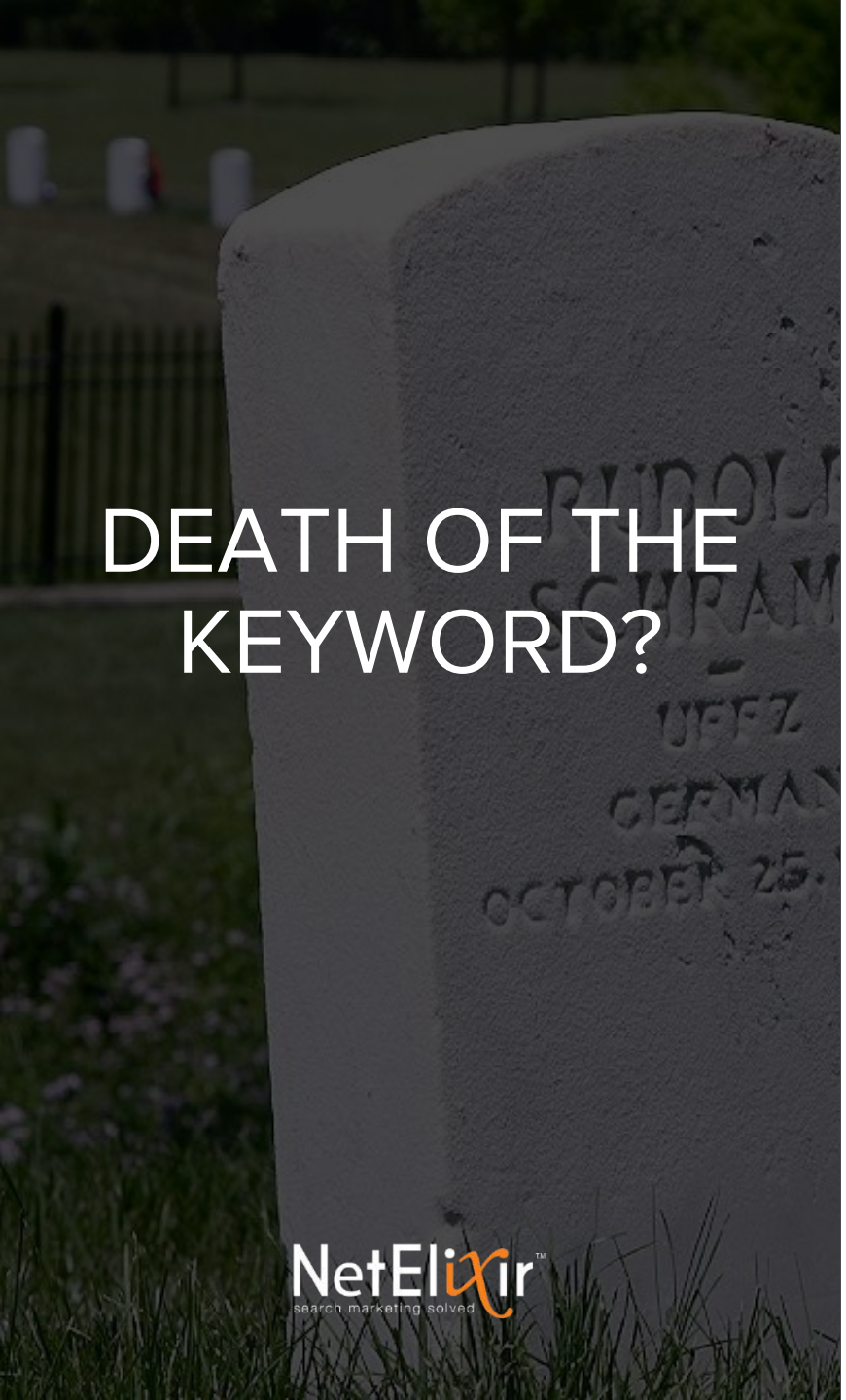

- A slew of context-based innovations are killing off the keyword as we know it:
  - Voice & Hands-Free search
  - Rich(er) Snippets
  - No-Click Results

- They will NOT die yet. They will evolve and mutate.

Examples of No-Click Search Results (No more TOF clicks for you!)

best scented candles

12 Scented Candles That'll Make Your House Smell Incredible

- 6 Boulangerie **Jar** Scented Candle. ...
- 7 Homesick Scented Candle. ...
- 8 Bacon & Bourbon Scented Candle. ...
- 9 Yankee Scented Candle French **Vanilla**. ...
- 10 **Diptyque** Feuille de Lavande Scented Candle. ...
- 11 Smell My Nuts Scented Mason **Jar** Candle. ...
- 12 Limoncello 3-**Wick** Scented Candle.

More items... • May 11, 2018

12 Best Scented Candles to Buy Online - Top Smelling Candles by ...
https://www.housebeautiful.com/shopping/g20662398/best-scented-candles/

affordable | pillar | strong | non toxic

About this result | Feedback

People also ask

What is the best brand of candles?

what is a roomba

Roomba is a series of autonomous robotic vacuum cleaners sold by **iRobot**. Introduced in September 2002, **Roomba** features a set of sensors that enable it to navigate the floor area of a home and clean it.

Roomba - Wikipedia
https://en.wikipedia.org/wiki/Roomba

About this result | Feedback

People also ask

What does a Roomba cost?

Buy Used and Save: Buy a Used "iRobot 560 Roomba Vacuuming Robot, Black and Silver" and save 42% off the $449.99 list price. Buy with confidence as the condition of this item and its timely delivery are **guaranteed** under the "Amazon A-to-z Guarantee".

iRobot 560 Roomba Vacuuming Robot, Black and Silver - Amazon.com
https://www.amazon.com/iRobot-560-Roomba-Vacuuming-Silver/dp/B000UUBCNO

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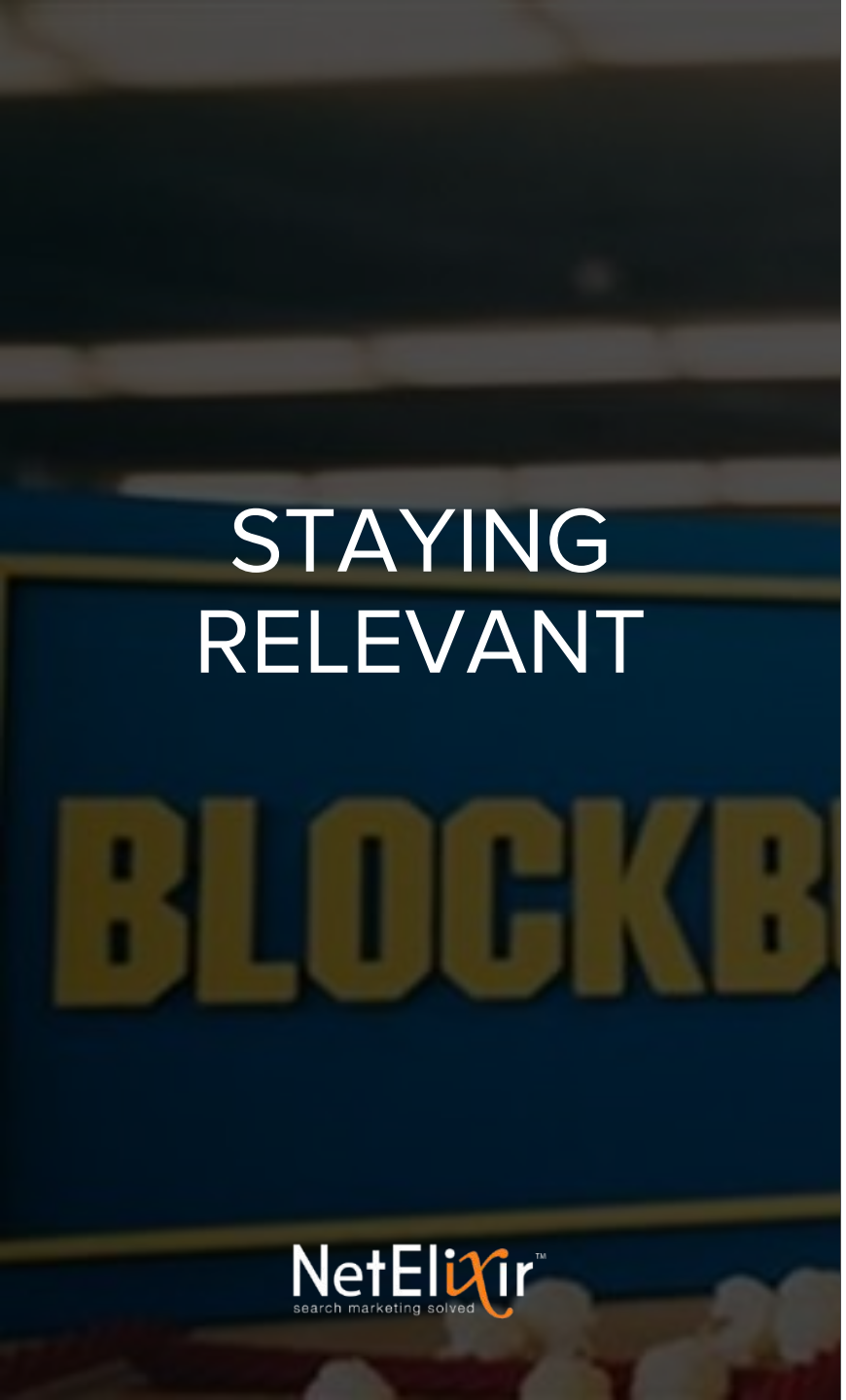
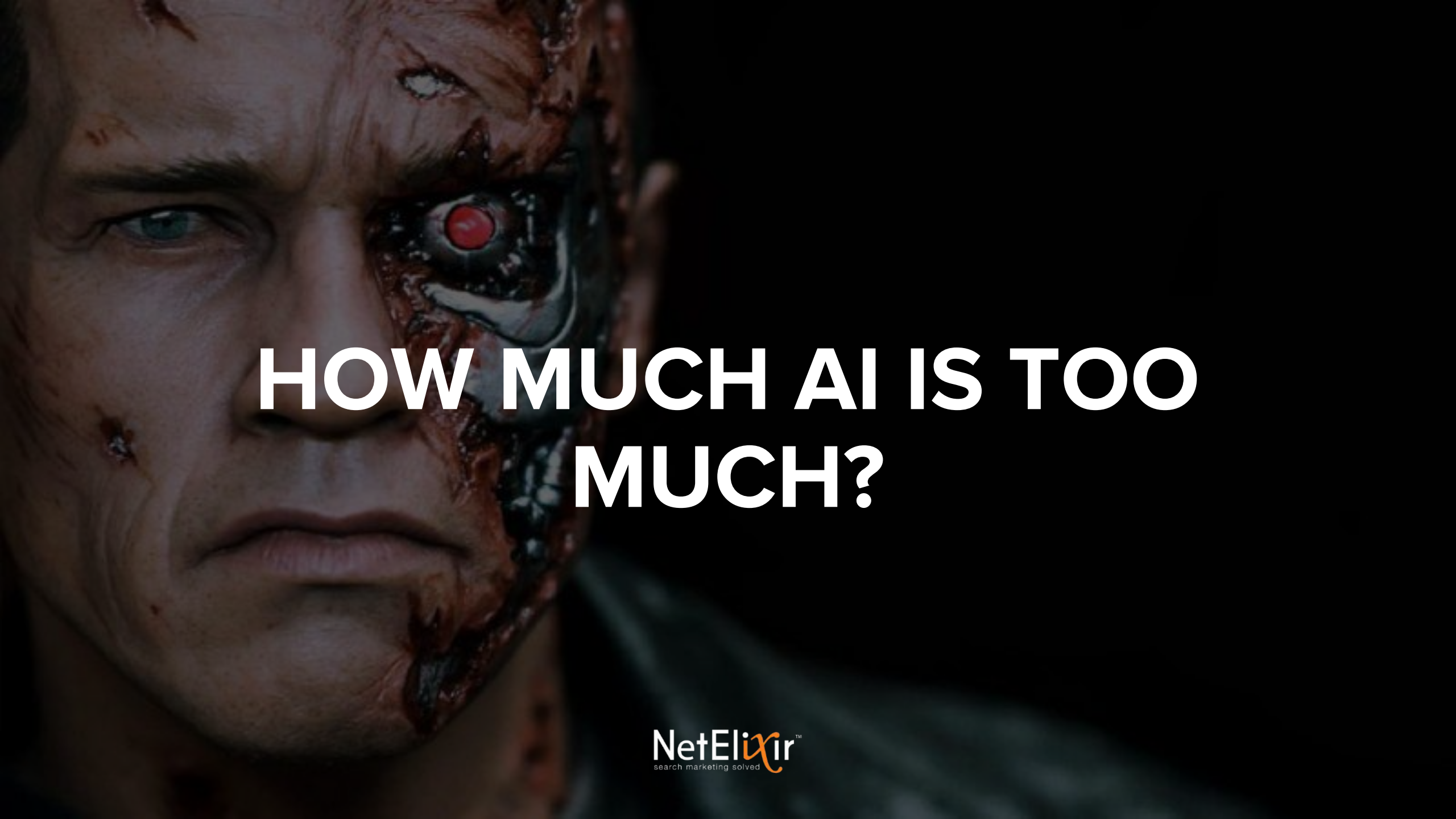


Prepare for the shift to contextual search by doing the following:

- Understand the nuances of your audience – their culture, language, desires, and outcomes.
- Go above and beyond with metadata – add as many clues for intent as you can, even if they aren't publicly picked up by search engines yet.
- Know your micro-moments.


HOW MUCH AI IS TOO MUCH?
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THE MACHINE LEARNING EFFECT

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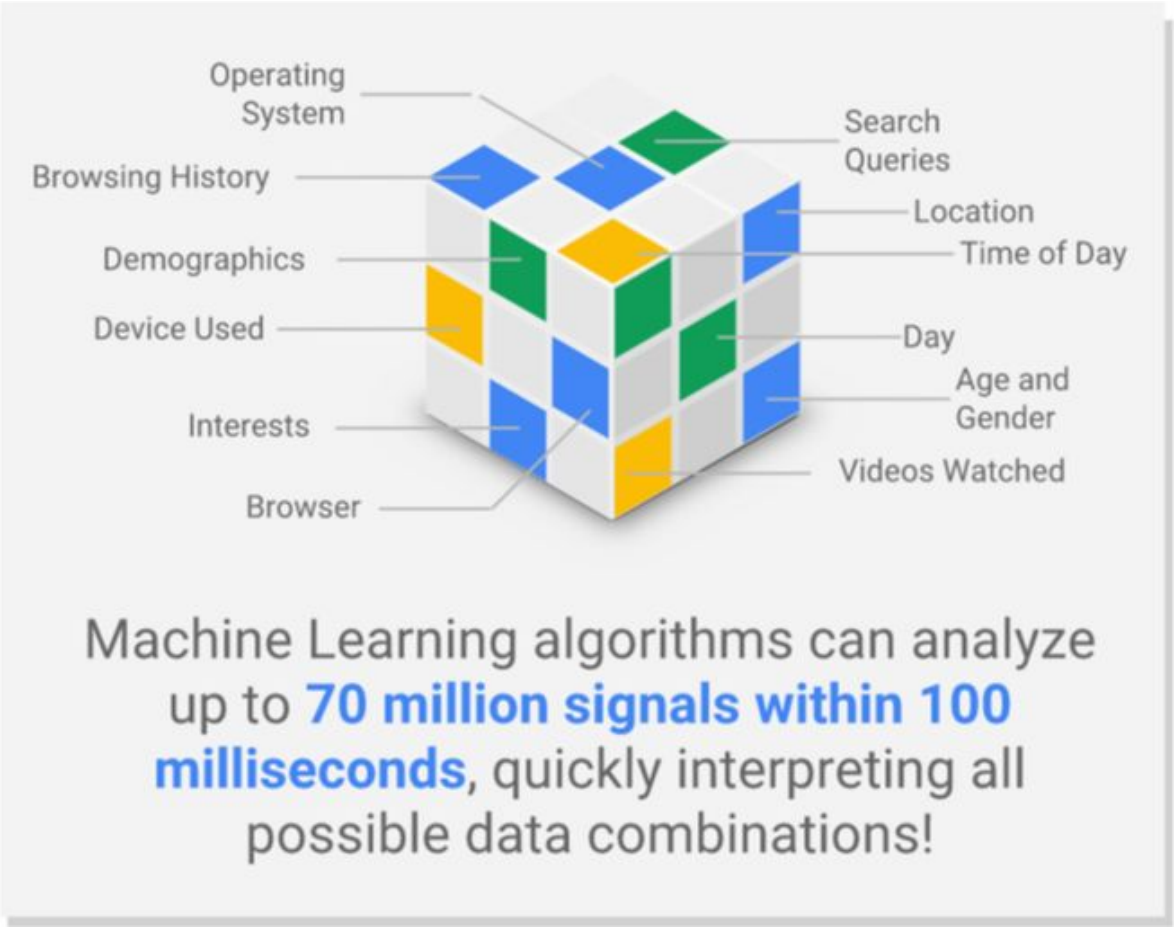
- Smart Bidding and other forms of AI will strip the advantages of manual optimizations - emphasis on:
  - Strategy, Marketing Mix Planning, Consumer Insights, Smarter Reporting, and Attribution.
- Can lead to campaign consolidation and lesser control/transparency.
- Automation mapped to tight ROAS constraints can suppress new customer acquisition.

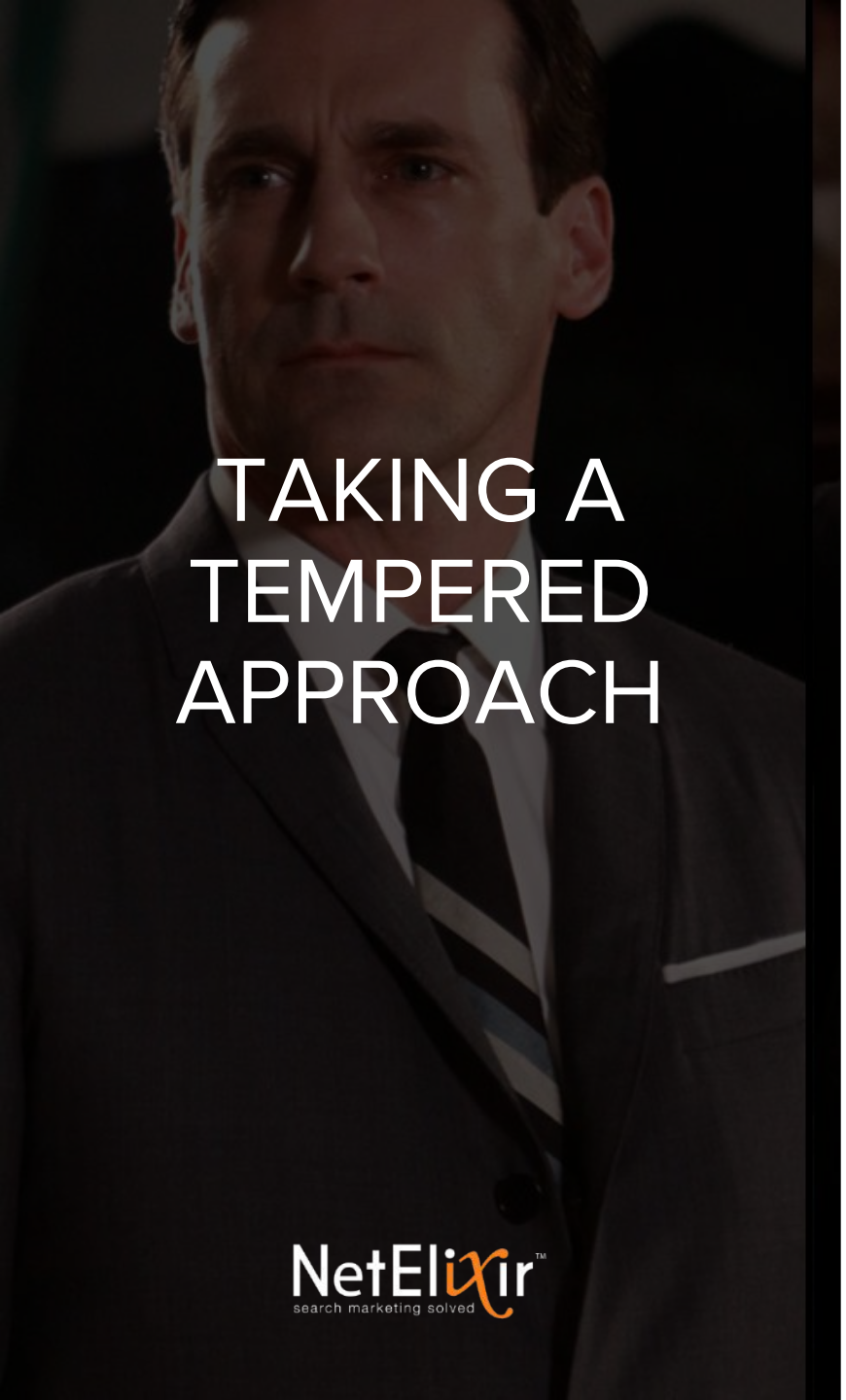


Source: Google

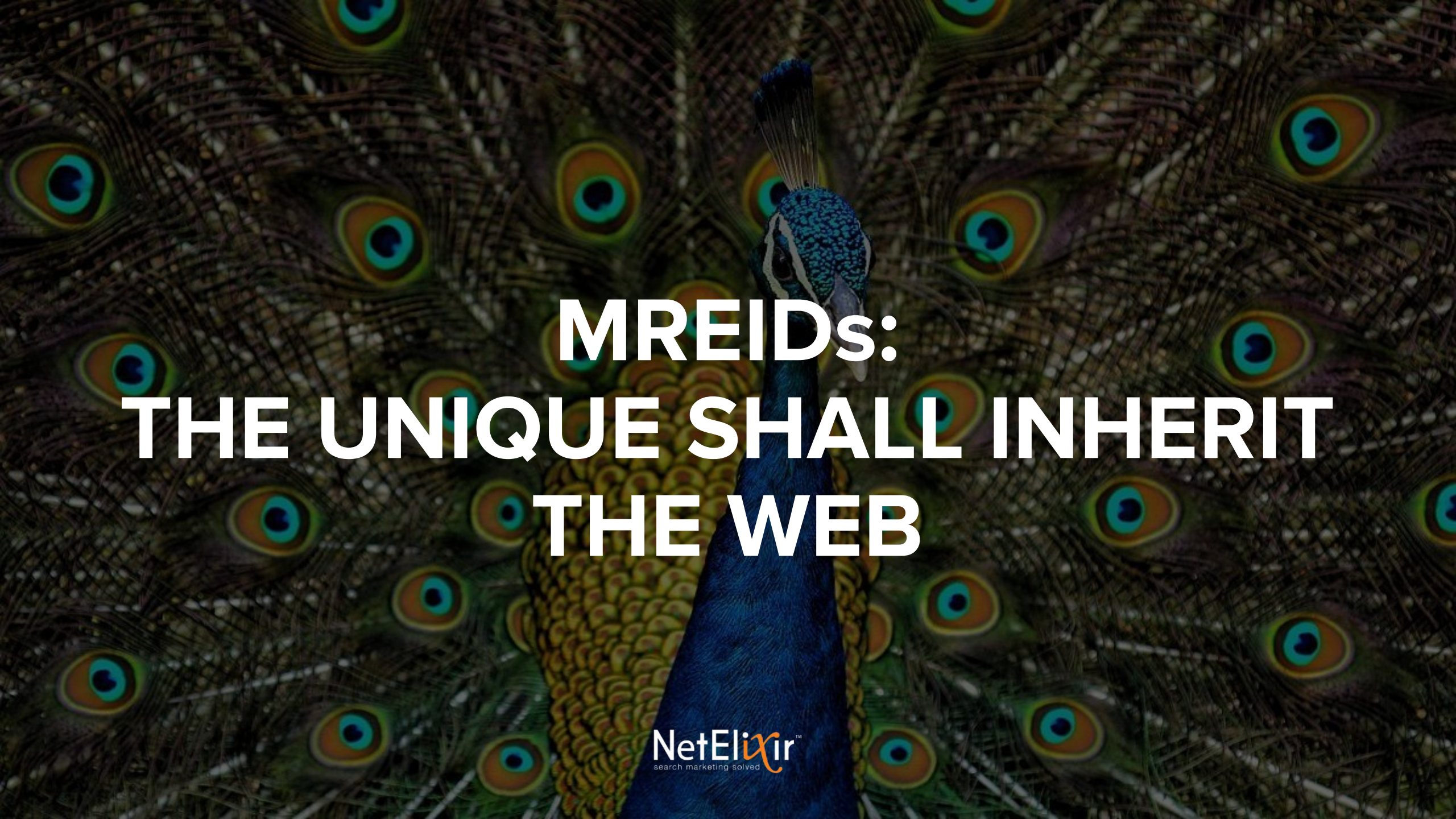
RAGE AGAINST THE MACHINES?

In the time it takes you to click your mouse, Google's AI has calculated every possible search signal available and picked the advertising one most likely to help you win. Every advertiser that opts in, makes the algorithm stronger.

Soon, adoption will be mandatory to compete.



- Don’t go all in yet – designate a test budget for Smart campaigns.
- Measure success of automation in driving new customers, incremental sales for highly competition categories or high consideration products.
- Deliver personalized content and experiences tailored for distinct audiences.


MREIDs:
THE UNIQUE SHALL INHERIT
THE WEB
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REMOVING AMBIGUITY FROM SEARCH

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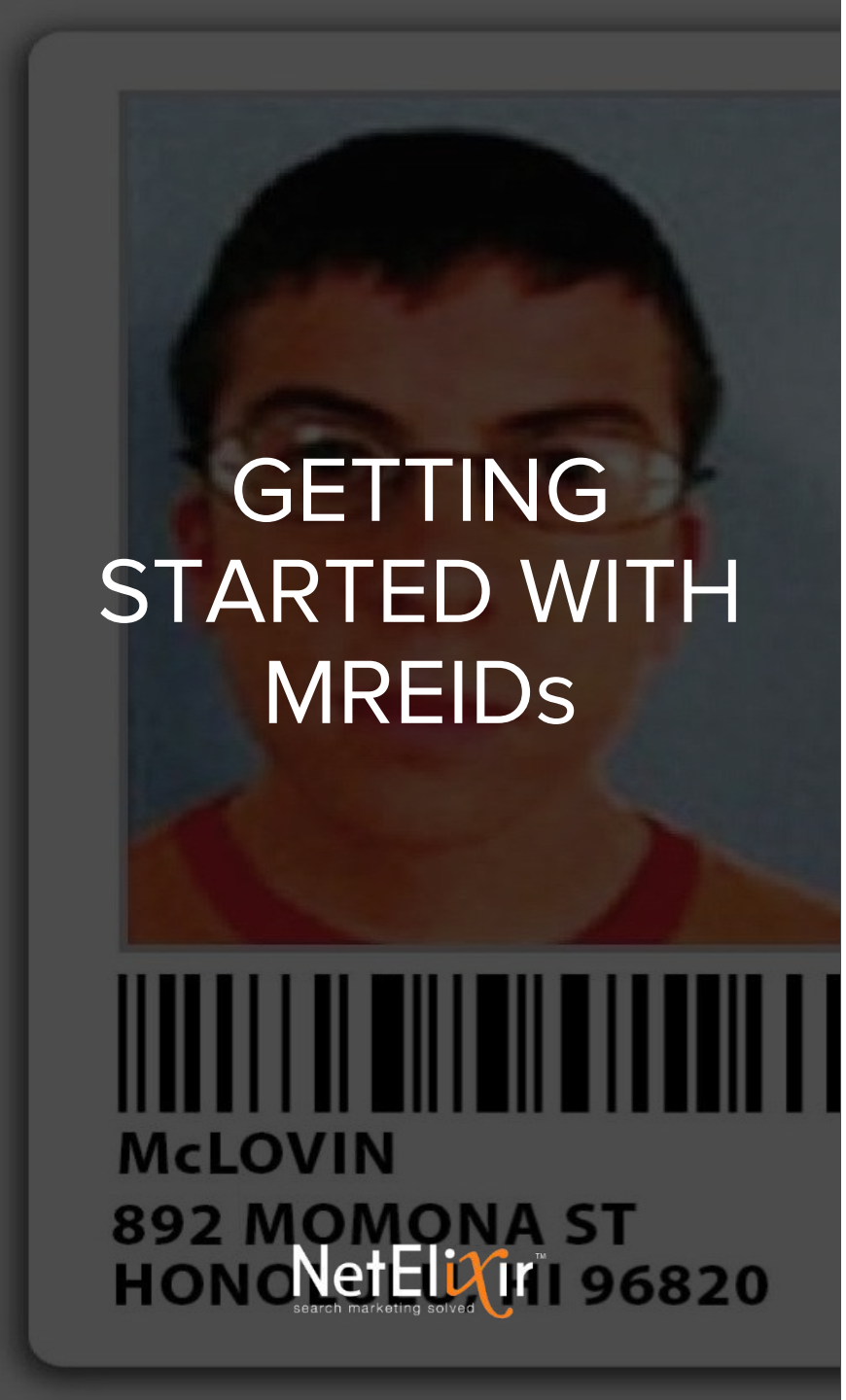
- Semantic search is good, but Machine-Readable Entity IDs (MREIDs) are poised to make it *great*.
- Think of them as barcodes for the web – metadata that lets machines identify and verify distinct entities and their relationships to other distinct entities.

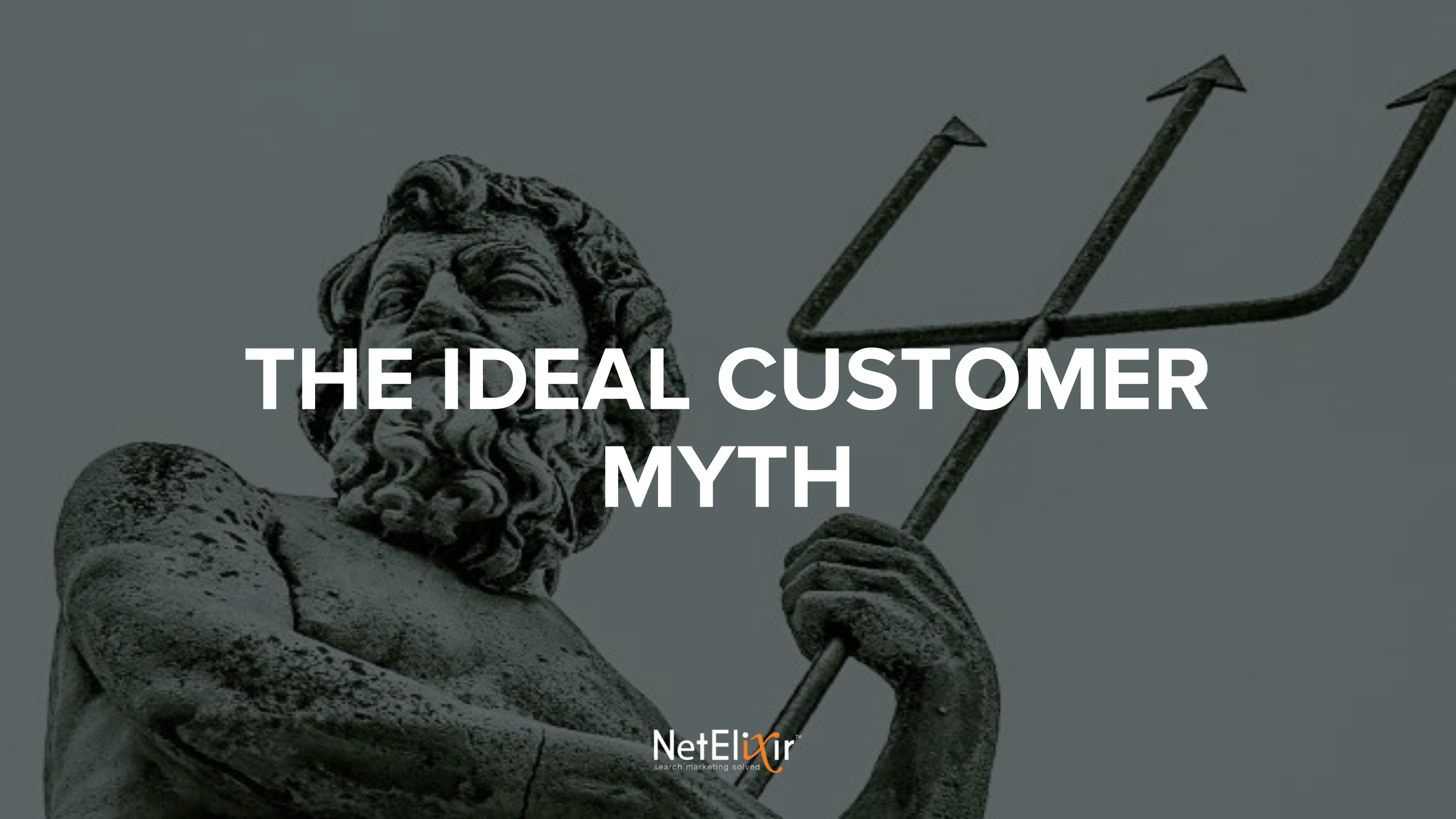
e.l.f. vs. elf

e.l.f. Cosmetics
Popular Beauty Brand

Will Ferrell as ELF
Popular Christmas Movie



1. Find the unique ID for your business.
2. Link common entities (from social media profiles to on-page structured data) and create relationships.
3. Verify the Knowledge Graph, Wikidata, and other sources.



THE IDEAL CUSTOMER MYTH

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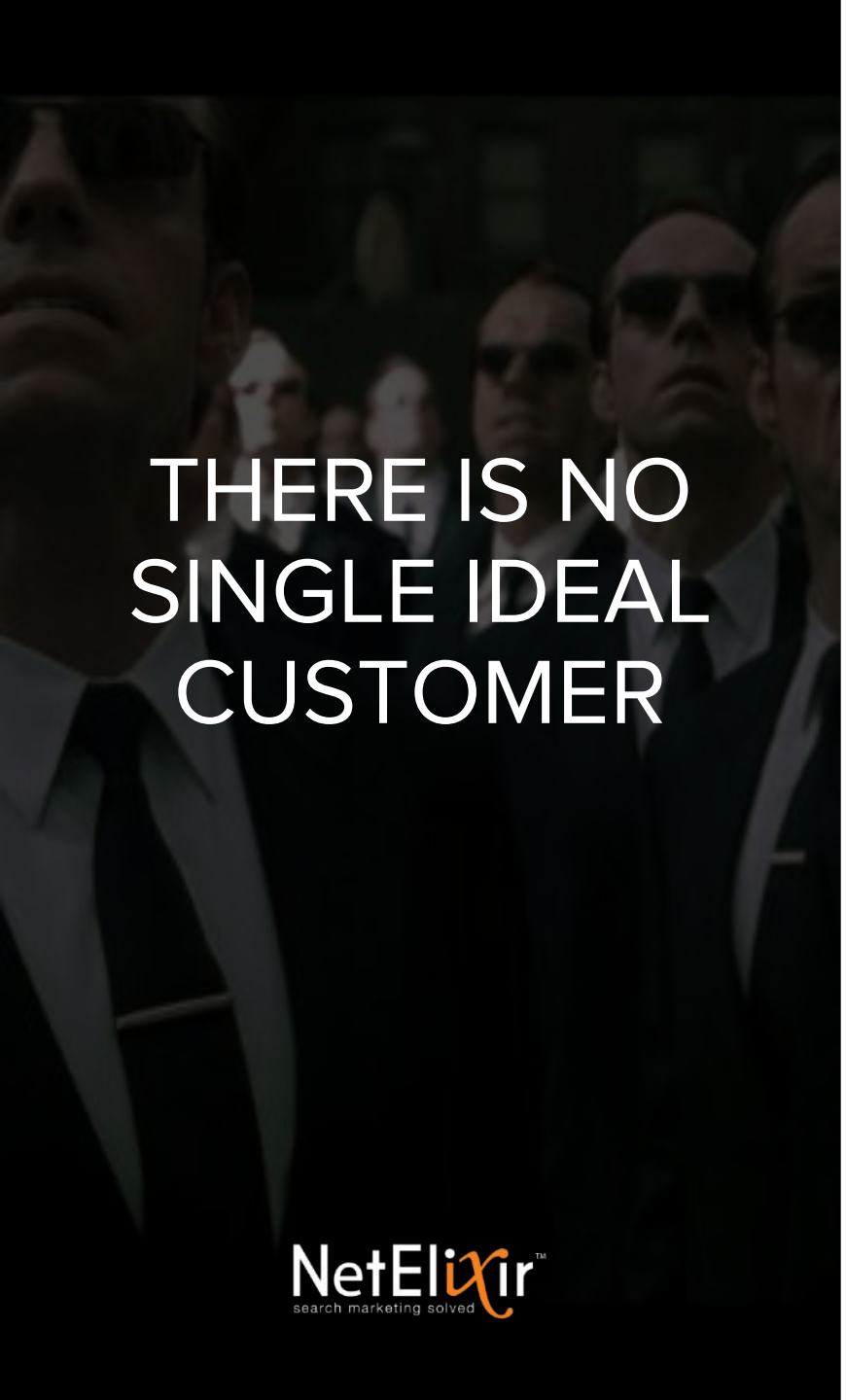

- Chasing one “customer persona” won’t let you win in the future.
- Life events influence brand preferences and aspiration.
- What’s the business risk if your core customers switch to an alternate brand?

NON-CORE SEGMENTS HELP DIVERSIFY RISK

Core Segment	
Revenue Share	45%
AOV	$225
CVR	2.70%

Tier 2	
Revenue Share	15%
AOV	$185
CVR	3.20%

Tier 3	
Revenue Share	10%
AOV	$245
CVR	3.10%

CROSS CHANNEL AUDIENCES

1. Define CRM-based customer segments and map to all channels.
2. Detect and prioritize new visitors across channels.
3. Identify test segments and create personalized content to penetrate these.

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The Rise of Responsible Marketing

- Just because we *can*, doesn't mean we *should*.

Optimizing for Voice to Screen

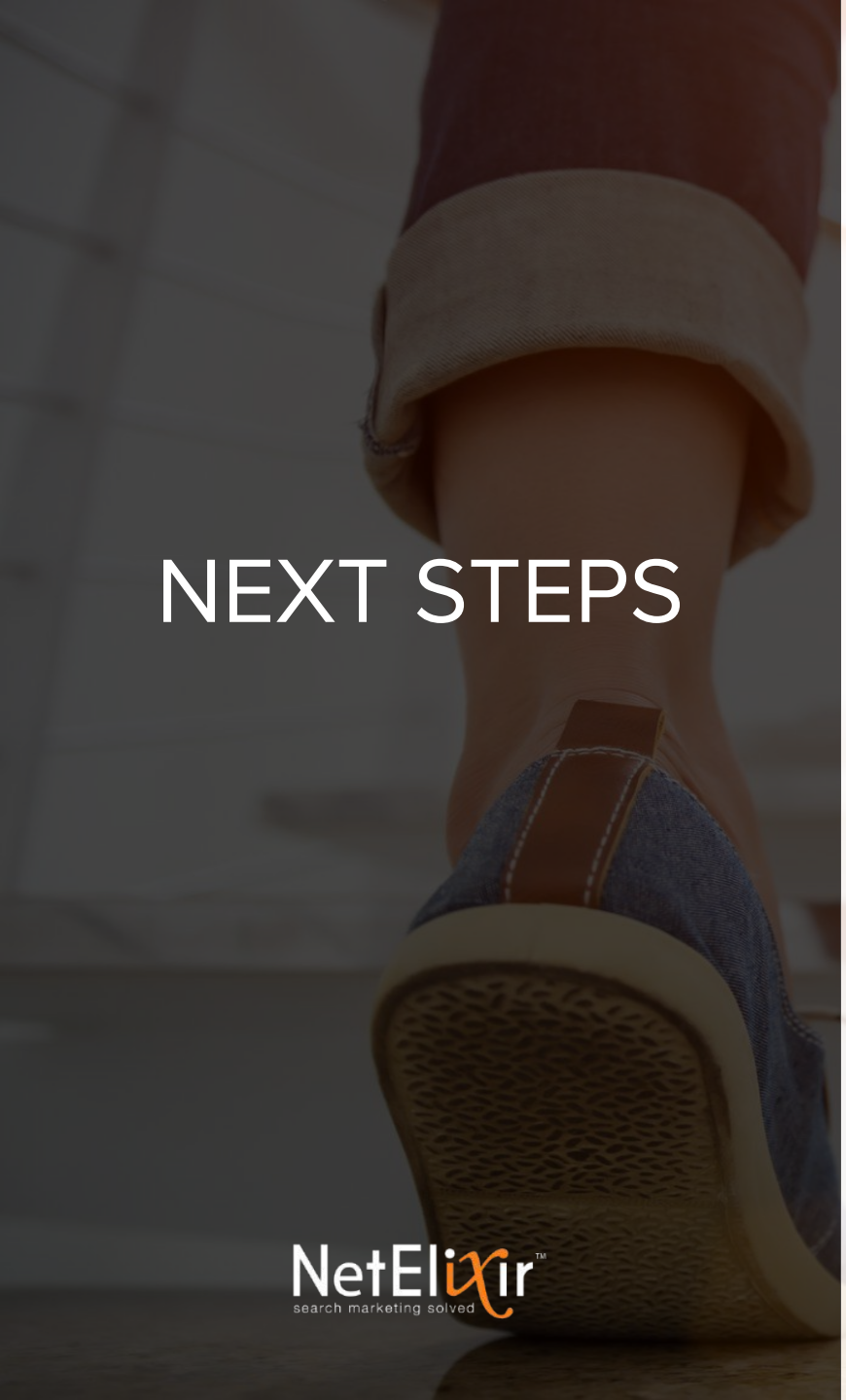
- What happens when your content needs to be hands-free?

Influencing the Influencers

- With the rise of influencer marketing, should we create specific campaigns to influence this audience?

LET'S RECAP

- Heed last year's predictions - they are coming true!
- Contextual search is changing how we approach organic.
- Strategy and creative will be the new advantage in a post-AI landscape.
- Unique metadata, like MREIDs, will create smarter search engines.
- Don't hang your hat on an ideal profile forever.



NEXT STEPS

Review these trends and start preparing for the future.

Contact us after the webinar to get a complimentary analysis of No-Click Search Results and MREIDs.

Check your inbox for the extended Future of Search Whitepaper.

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QUESTIONS?

THANK YOU
GRACIAS
ARIGATO
SHUKURIA
DANKSCHEEN
JUSPAXAR
GOZAIMASHITA
EFCHARISTO
KOMAPSUMNIDA
MAAKE
GRAZIE
MEHRBANI
PALDIES
SUKSAMA
EKHMET
TASHAKKUR ATU
YAQHANYELAY
TINGKI
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