



NetElixir™
search marketing solved

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



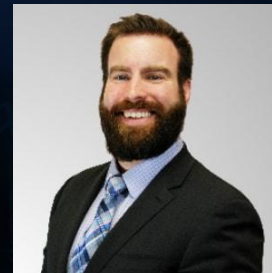
HALA ALI

DIRECTOR, SEO



MANISH MOHAN

DIRECTOR OF PAID MEDIA



STEPHEN MURPHY

DIRECTOR OF MARKETING

DECODING WHAT MAKES PEOPLE CLICK



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



130+
Team Members

3
Global Offices



Featured Partnerships



A still from the movie 'Back to the Future' showing Dr. Emmet Brown (played by Christopher Lloyd) on the left, wearing his signature wild white hair and a white lab coat, holding the DeLorean time machine. He has a surprised expression. On the right is Marty McFly (played by Michael J. Fox), wearing a brown leather jacket, looking on with a concerned expression. The background is dark and out of focus.

BACK TO THE FUTURE: **REVIEWING PAST PREDICTIONS**

THREE PREDICTIONS FROM 2018

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

The screenshot shows the Google Ads interface for creating a Responsive Search Ad. On the left, there are input fields for 'Ad group' (with a dropdown), 'Final URL', and 'Display URL' (pre-filled with 'www.example.com'). Below these are sections for 'Headlines' and 'Descriptions', each with a 'New headline' or 'New description' input field and a character count (0/30 for headlines, 0/90 for descriptions). There are 'ADD HEADLINE' and 'ADD DESCRIPTION' buttons. At the bottom left, there is a 'v Ad URL options' dropdown. On the right, a 'Preview' section shows a mobile device mockup displaying a sample ad with three headlines, the URL, and a description. A warning message at the top right states: 'Responsive search ads are only available in English. If you're creating an ad in any other language, create a text ad. Learn more'. At the bottom right, a 'Keep in mind' section lists four bullet points: 'Responsive search ads are in beta. Make sure to regularly monitor the performance and status of your ads.', 'Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law.', 'Non-disclosure reminder: Since this is a beta feature, under the AdWords Terms & Conditions, you may not disclose any non-public information.', and 'Even after ads are assembled, they may not serve. Learn more'. At the very bottom, there are 'SAVE NEW AD' and 'CANCEL' buttons.

Ad group: Select an ad group

Final URL

Display URL [?](#)
www.example.com /

0 / 15 0 / 15

Enter multiple headlines and descriptions. They'll be automatically combined into ads that can improve performance. [?](#)

Headlines [?](#)

New headline 0 / 30

New headline 0 / 30

New headline 0 / 30

New headline 0 / 30

New headline 0 / 30

ADD HEADLINE

Descriptions [?](#)

New description 0 / 90

New description 0 / 90

ADD DESCRIPTION

Ad URL options

Preview

Responsive search ads are only available in English. If you're creating an ad in any other language, create a text ad. [Learn more](#)

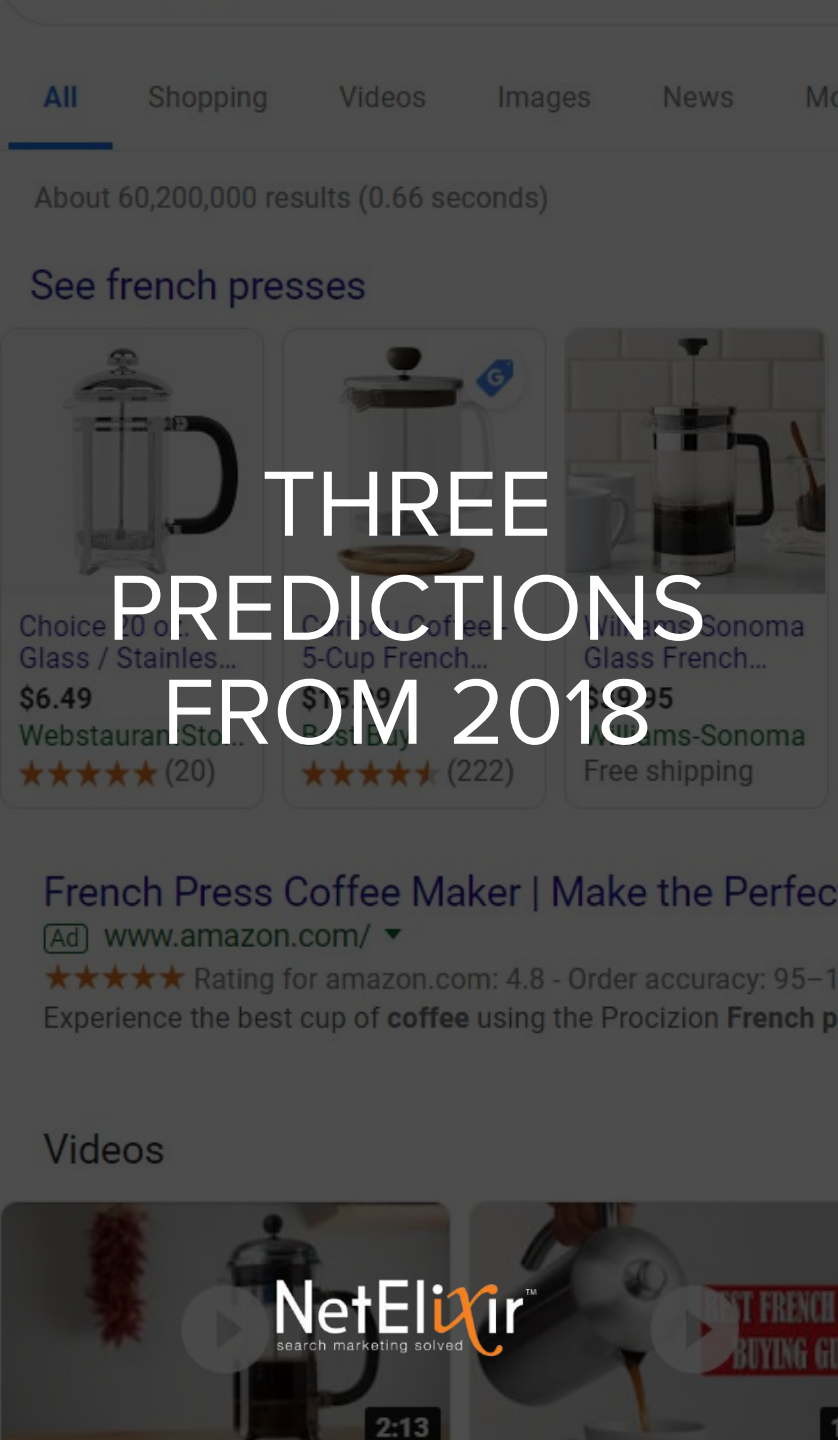
Headline 1 | Headline 2 | Headline 3
[Ad](#) www.example.com
Description 1. Description 2.

This preview shows potential ads assembled using your assets. Not all combinations are shown, and some shortening may also occur in some formats.

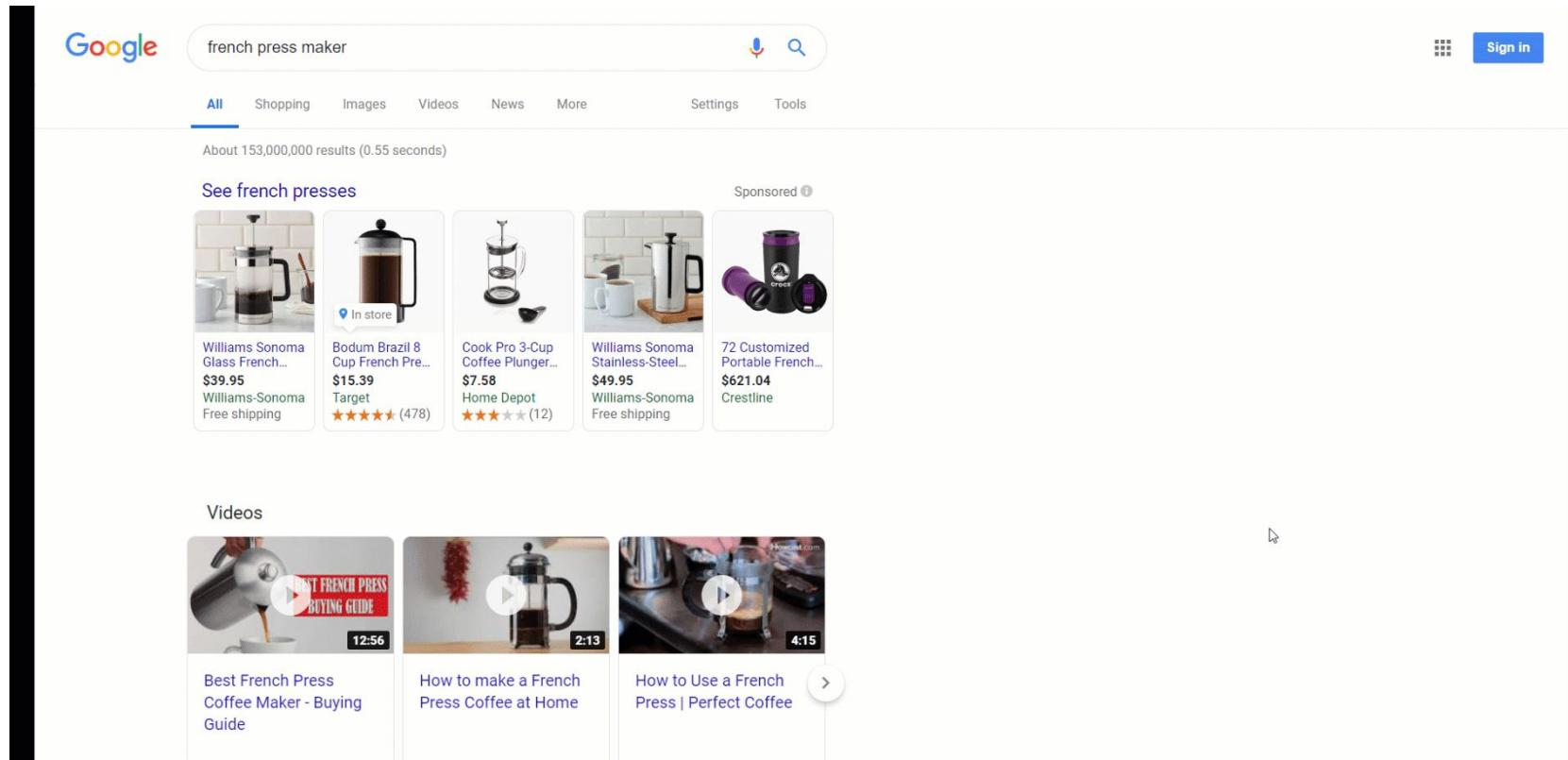
Keep in mind

- Responsive search ads are in beta. Make sure to regularly monitor the performance and status of your ads.
- Assets can be shown in any order, so make sure that they make sense individually or in combination, and don't violate our policies or local law.
- Non-disclosure reminder: Since this is a beta feature, under the AdWords Terms & Conditions, you may not disclose any non-public information.
- Even after ads are assembled, they may not serve. [Learn more](#)

SAVE NEW AD CANCEL



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.



CONTEXT IS QUEEN



DEATH OF THE KEYWORD?

- 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)
<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)
<https://www.amazon.com/iRobot-560-Roomba-Vacuuming-Silver/dp/B000UUBCNO>

STAYING RELEVANT


BLOCKB

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.

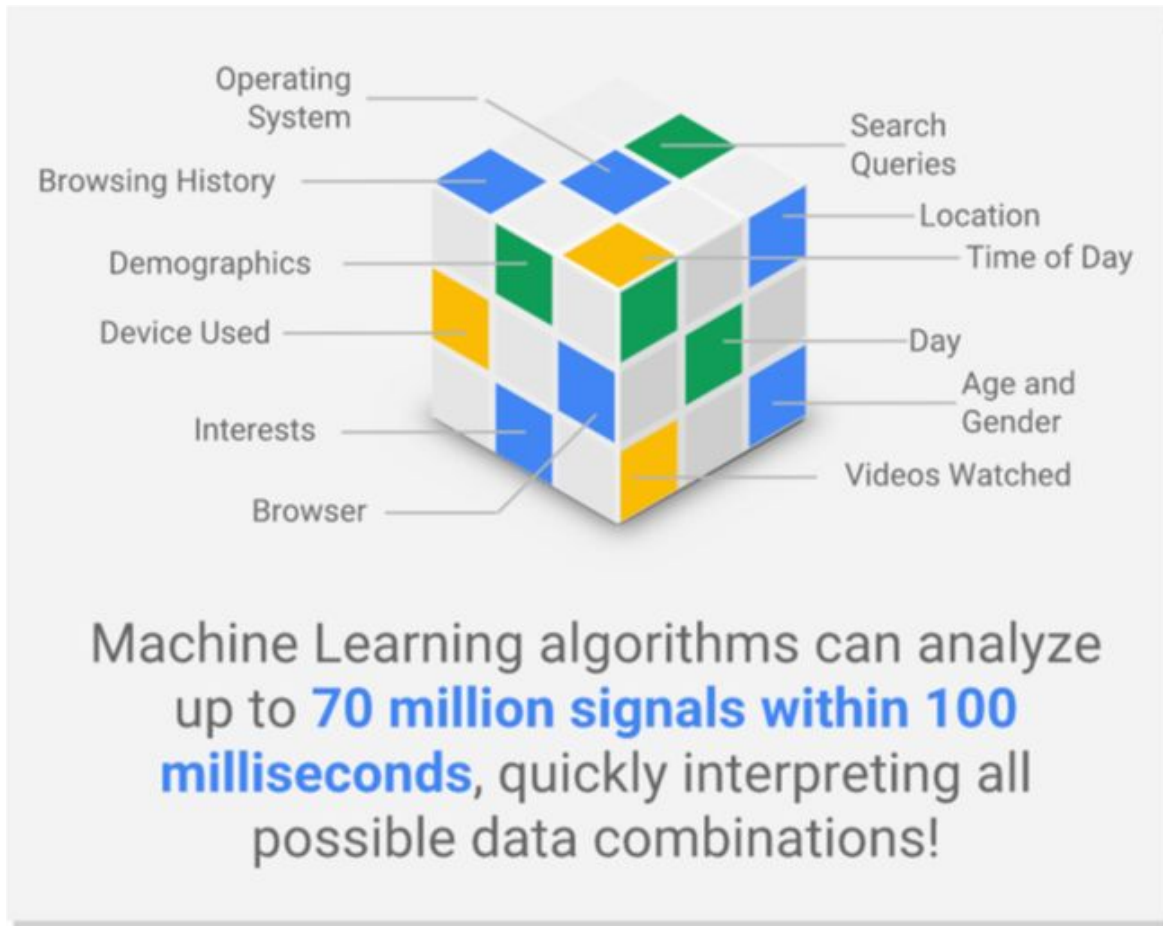
A close-up, high-contrast image of a person's face, likely a character from a science fiction movie. The person has a serious, almost menacing expression. Their right eye is replaced by a complex cybernetic prosthesis with a prominent red lens. The skin around the eye and on the cheek is heavily damaged, with visible wounds, blood, and exposed mechanical components. The background is dark and out of focus.

HOW MUCH AI IS TOO MUCH?



THE MACHINE LEARNING EFFECT

- 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.



TAKING A TEMPERED APPROACH

- 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

The background of the slide is a dark, slightly blurred image of a bookshelf. Several books are visible, with labels on their spines. Some of the visible text on the labels includes 'NGSOLV', 'KORIN', 'SAYS & ESSAYS', 'UMOR', '814.54', 'KIN', and '814 KOR'.

REMOVING AMBIGUITY FROM SEARCH

- 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



GETTING STARTED WITH MREIDs

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.



McLOVIN

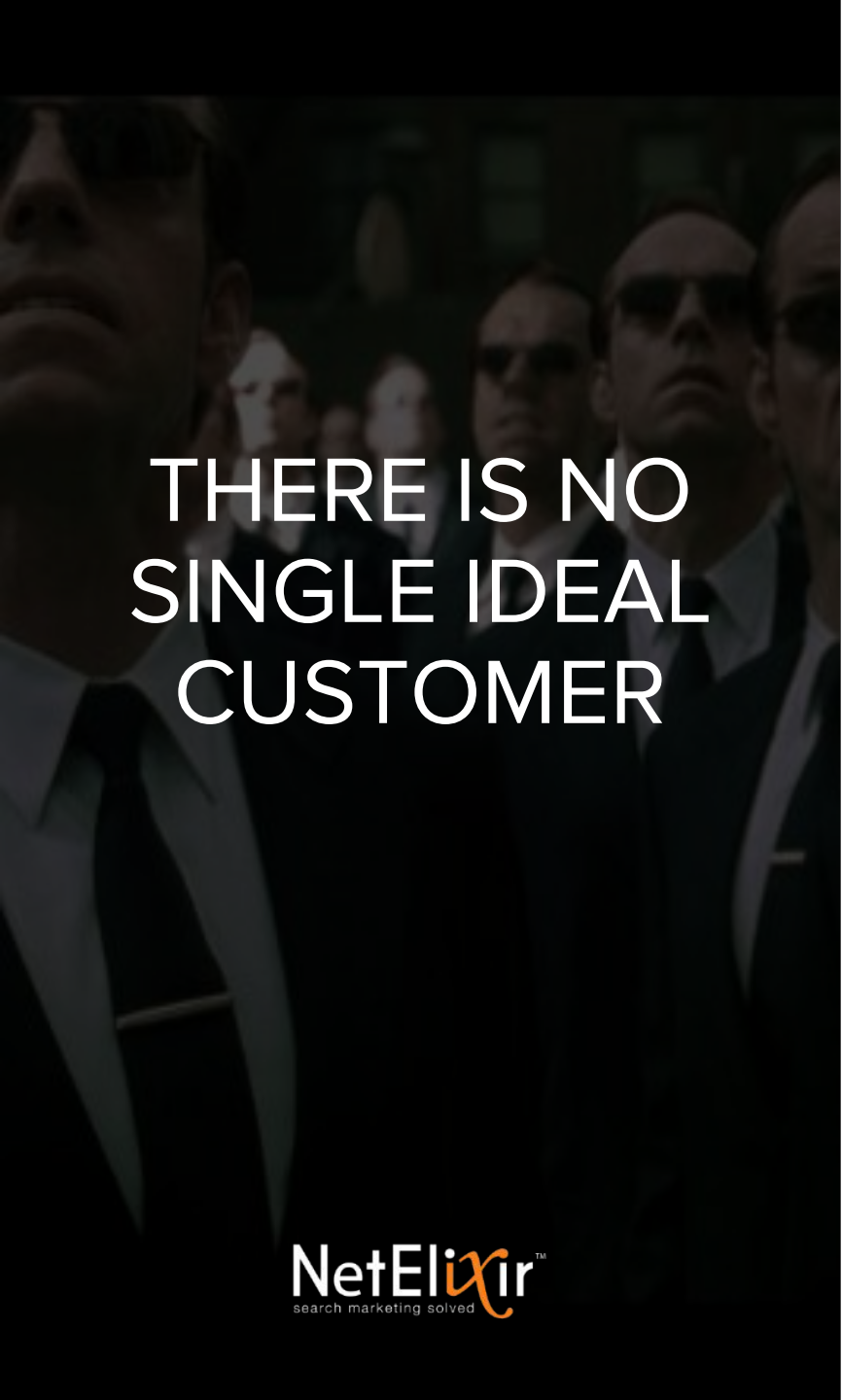
892 MOMONA ST

HONOLULU HI 96820

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THE IDEAL CUSTOMER MYTH



THERE IS NO SINGLE IDEAL CUSTOMER

- 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.

A young boy with glasses and a surprised expression stands in a dimly lit room. He is shirtless and wearing light-colored, vertically striped pajama pants. To his left is a lamp with a large, conical, pleated shade and a base shaped like a bowling pin with red stripes. In the background, there is a wooden cabinet and a window with blue curtains. The scene is lit with warm, low-key lighting, creating a moody atmosphere.

WHAT DIDN'T MAKE THE CUT



MORE TRENDS ON THE HORIZON

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.

QUESTIONS?



GRACIAS
ARIGATO
SHUKURIA
JUSPAXAR
DANKSCHEEN
TASHAKKUR ATU
SUKSAMA
EKKHMET
GRASIE
MEHRBANI
PALDIES
KOMAPSUMNIDA
MAAKE
TINGKI
BİYAN
SHUKRIA
THANK
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BOLZİN
MERCİ

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