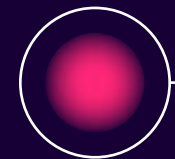


The Connected Series: Reimagining the role of organic in 2024



Builtvisible.

Section One:

Balancing Brand Relevance and Growth

With 2024 in full swing, a fierce debate rages on – the relentless tug-of-war between brand and performance marketing. It's a debate that's become a defining conversation in our industry, and we thought it was time to chime in.

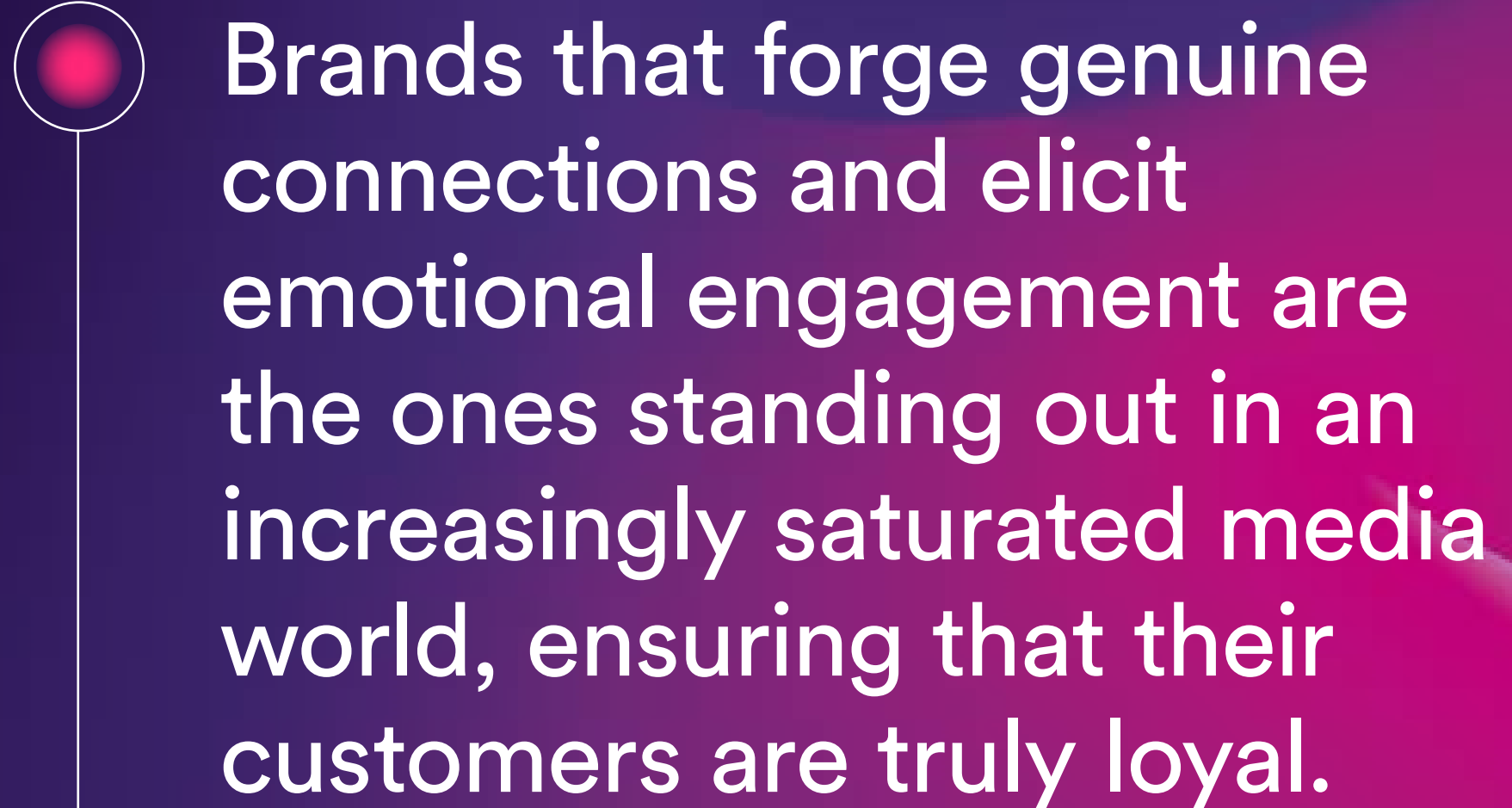
We all know that paid marketing, with its precise targeting and quick wins, has long been the cornerstone of many strategies. But changing market and customer dynamics, coupled with advances in technology, show a resurgence in brand-centric, longer-term equity-building spend and activities that have been sacrificed in pursuit of shorter-term gains.

Let's be clear – this isn't a call for an either/or stance. Short-term wins and long-term goals can (and should) coexist. In the current economic climate, budgets are under more pressure than ever, with a greater burden on CMOs to prove the impact of their spend, often in short timeframes.

Savvy marketers strike a balance, connecting brand relevance and growth-focused activities to serve immediate business needs and nurture the brand's future, keeping it relevant and valuable. Brands such as Airbnb and Asos have shown that marketing campaigns that are effective in the long term will also have some good short-term effects. But, as Les Binet points out, “the opposite is not necessarily true: not all short-term effects lead to long term growth.” (Les Binet, WARC Annual Marketing Toolkit).

The revival of brand-centric marketing underpins a crucial point: in a world where products and services blur into one another, it's the brand that truly sets companies apart.

Privacy laws, cookie decline, and algorithm changes have made reaching paid audiences less efficient and have driven up digital advertising costs to the highest to date in the process. At the same time, factors like pressures on discretionary spend, are also sharpening consumer appetite for authenticity, trust and entertainment. Nowadays, audiences are looking for brands and content that capture their aspirations and interests well beyond the products on offer.



Brands that forge genuine connections and elicit emotional engagement are the ones standing out in an increasingly saturated media world, ensuring that their customers are truly loyal.

Organic. A Fresh Perspective.

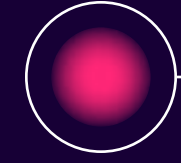
To stay ahead of this landscape, marketers are embracing change. And so are we.

More than transactions, organic marketing is at its heart about building relationships. The role of original content on organic channels is evolving. Search and social platforms are acting as the canvas for brand messages to unfold authentically, reaching audiences without direct paid promotion.

Today's customers aren't just buying products; they're buying into stories, feelings, and shared identities. In 2024, marketing success starts with relationships - (it's complicated). As consumers crave greater connection and authenticity from brands, marketing efforts must deliver more meaningful content and emotional affinity through multiple avenues. These avenues are becoming increasingly interlinked with one another, with brands harnessing the power of using data, SEO and content strategies alongside one another instead of separately over a sustained period.

This 'new' organic landscape is in a perpetual state of flux. Shifting algorithms and constantly changing consumer preferences and technology are par for the course, not to mention the growing influence of social. Consumers are far more discerning, demanding and better informed than ever before. They've waded through the deluge of misinformation, fake news and mainstream media narratives and are now yearning for more authentic, genuine and valuable content from brands.

Making matters more complicated, search engine algorithms have also upped their game, demanding higher-quality, user-focused content. Oh, and social media platforms are continuously introducing new features, altering the way users interact with content.



It's a landscape that demands marketers reframe legacy thinking to the new digital reality of 2024, particularly as it relates to the traditional marketing funnel.

“Against a backdrop of unrelenting social and economic pressures, marketing leaders look toward a future where smarter marketing leads to deeper, more valuable connections between customers and brands.”

– Emily Weiss, Principal Researcher, Gartner

Section Two:

The Evolving Customer Journey: A Challenge to Legacy Funnel Thinking

The evolution of the customer journey demands a departure from legacy thinking. We need to lean into integrating efforts into a cohesive, responsive journey that works effectively in the connected digital landscape. It's about meeting customers where they are on their terms and fostering meaningful, ongoing engagement.

"All of this means we have to think on our feet. Navigating the complexities of marketing, tapping into technology's full potential and meeting ever-growing consumer expectations, digital marketers need to embrace agility, data-driven insights and a holistic, integrated approach. It's the only way to stay on top of this unpredictable landscape."

– **Geoff Griffiths, CEO, Builtvisible.**

Organic marketing recognises that engagement is a continuous, evolving interaction. Instead of viewing the funnel as a one-way street, we can embrace a circular, feedback-driven model and unlock a whole new world of customer interactions. This involves constant dialogue, user-generated content and community building, ensuring that organic strategies resonate with consumers at every touchpoint.

Connected Communities

Going beyond mere customer interaction, more brands are creating spaces where shared values and interests thrive. Platforms like Reddit, known for fostering genuine conversations, are becoming hubs for brands to authentically connect with their audiences over time. For senior marketers, this shift signifies a need to find and leverage these valuable spaces where communities naturally congregate.

Classic funnels segment marketing efforts and risk creating disconnected customer experiences. Taking a more holistic view means seamless integration across content creation, social media, email campaigns and other organic channels. This unified journey fosters brand consistency, reinforcing the organic narrative at every step of the customer's interaction with the brand.

The flexibility and versatility of today's data-driven organic strategies enable brands to stay in sync with consumer behaviour and preferences. They also allow brands to seize opportunities and embrace emerging platforms where audiences are most active. The same approach is needed for content formats, where being adaptable means you can stay aligned with evolving trends and user behaviours. It involves leveraging technologies such as AI to deliver tailored, organic content for enhanced engagement or AR experiences that create immersive and sharable moments.

Brands that are willing to act fast and make these changes are creating meaningful touchpoints at every stage of their online customer journey

Section Three:

Practical Take-Outs for 2024

1

Meaningful Content Creation

Content is going to be big in 2024.

Today, effective content creation is far more than the spray and pray tactics, or even sporadic content spikes tied to big campaigns. Instead, it requires a top-down, always-on strategy grounded in business goals and influenced by audience needs. This approach not only builds and sustains momentum, but also gives flexibility to be multi-faceted or adapt as circumstances evolve.

Having an always-on approach isn't a one-size-fits-all; it must adapt to suit specific needs and the wider environment, which can influence strategies either positively or negatively. Prepare for everything. From unexpected surges in demand sparked by unplanned influencer reviews to an emerging PR crisis, you have to be ready to tackle it all. Here are some ways to bake always-on into your existing practices:

- Embrace a multi-channel strategy to reach a broader audience by delivering content through the right channels and platforms that align with your target audience.
- Prioritise quality over quantity - mass content production just isn't going to cut it. Today's audiences suffer from content fatigue and demand genuinely helpful, engaging and informative content (with personality) that adds real value and highlights expertise, bolstering brand authority and trust along the way.
- Align content with user intent, understand what your audience looks for through engagement and rankings and deliver content that caters to these specific needs.

Artificial intelligence is reshaping content creation, offering unprecedented speed and cost-effectiveness.

It's not just about efficiency, though: maintaining the authenticity and credibility of content in the face of AI advancements is equally crucial. Collaborating with genuine subject matter experts ensures that the content is accurate, reliable and valuable. This delicate balance between AI efficiency and human integrity is pivotal for content that stands out from the competition.

For a more in-depth exploration of this topic, you can delve into our article on [E-E-A-T vs. Chat GPT: Leveraging automation without sacrificing human experience.](#)

Collaboration, Collaboration, Collaboration

Many marketers aspire to align their paid and organic strategies, but time and again, we see that achieving this harmony can prove elusive. Teams are working separately, engage different agencies or lack efficient processes for collaboration. The solution lies in transparency, fostering joint commitment and translating it into effective action:

- Create shared goals for paid and organic strategies, aligning to overall marketing objectives.
- Encourage regular knowledge shares on trends, customer behaviour and keyword performance to enable more informed decision-making across the board.
- Develop consistent branding and messaging across all channels and content to deliver a cohesive customer experience and reinforce marketing efforts.
- Coordinate keyword strategies to avoid cannibalisation, where paid and organic listings compete against each other in search results to improve overall visibility.

Optimising Paid and Organic Strategies

Finding the right balance between paid and organic strategies ensures a well-rounded and effective online presence. PPC, for example, supplies valuable insights that help gauge conversion potential before diving into content creation and organic strategies. When organic search efforts bear fruit, it's testament to content that is resonating with target audiences, highlighting authority and aligning seamlessly with user intent.

The ripple effect is clear; a successful organic presence contributes to a higher Quality Score, reducing CPC and CPM. Beyond the financial side of things, a robust organic footprint also plays a crucial role in elevating click-through rates and fostering brand recognition and trust among your audience. Essentially, getting paid and organic strategies to work together is the key to a thriving online presence, offering a multifaceted approach that not only enhances visibility but also solidifies your brand's credibility.

3

Measurement Done Right

Measuring the impact of organic marketing can be challenging, especially when compared to the immediate results of paid advertising. Brands are increasingly turning to econometrics to quantify the long-term impacts in the growth of middle and top-of-funnel organic activities.

But it's not all about CPA or CPC.

Examining user behaviour at various touchpoints offers marketers invaluable insights into audience preferences. Metrics such as content engagement, social sharing patterns and conversion rates map out the intricacies of customer interactions. These metrics go above and beyond the finances, highlighting just how impactful organic strategies can be.

This more in-depth understanding of the customer journey enables marketers to craft compelling narratives that captivate audiences. Aligning content with various stages, from awareness to conversion, results in a more seamless experience and a narrative-driven approach fosters emotional connections, encouraging organic sharing and amplifying the brand's reach.

Ultimately, measuring success in organic digital marketing lies in the fusion of meaningful metrics and customer-centric storytelling - aka metrics that help you meet your top line and metrics that reveal something about your audience. This involves analysing the customer journey and attributing conversions or brand interactions to various touchpoints. Tracking metrics like time spent on content, bounce rates and social sharing supplies invaluable insights into audience patterns and engagement, guiding strategic focus and investment decisions.



Conclusion

The list of challenges that confront marketers grows every day – from Google’s never-ending updates to enhancing the customer experience to securing and optimising investment and adapting to ever-evolving customer needs. The list goes on...

Instead of focusing on one area, or looking for quick wins, it’s time to reassess the role of your holistic organic marketing strategy in 2024. Harnessed in the right way, it has the potential to nurture more authentic and meaningful connections, resonate with audiences and deliver sustainable, long-term cost-effective advantages.

The reality is that organic marketing is often overlooked or underutilised in an era driven by the allure of quick wins and immediate returns. However, as the landscape shifts, those marketers challenging the thinking and exploring the unique value organic can add, are those who will effectively harness its ability to build lasting brand connections that drive long-term profitable growth.

**Give your strategy
the focus it deserves.**

**Speak to our organic
digital experts today.**



Geoff Griffiths
geoff@builtvisible.com
[LinkedIn](#)

Builtvisible.

Gilray House Floor 4, 146-150 City Rd,
London, EC1V 2NL

[Builtvisible.com](https://builtvisible.com)