



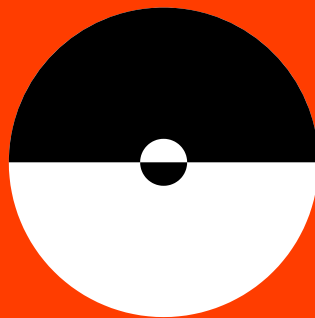
NEURAL
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The Benefits Of Search Marketing For eCommerce

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So, an **effective search marketing strategy** has become
an important part of eCommerce success.

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Search has changed, and there's plenty more to come.

Online customer journeys are a complex web of content, product discovery and purchase decisions.

The cross-channel nature of online shopping, from awareness to discovery and purchase, makes it challenging for brands to create and run holistic campaigns that meet changing customers habits.

However, with most customer journeys, search is the first step in discovering a product or service. In fact, research shows that **71% of shoppers start their journey with a search engine.**

So, an effective cross-channel search marketing strategy has become an important part of eCommerce success.

Search marketing is more relevant and important than ever, with brands reporting that over 50% of their traffic comes from organic.

BrightEdge Study





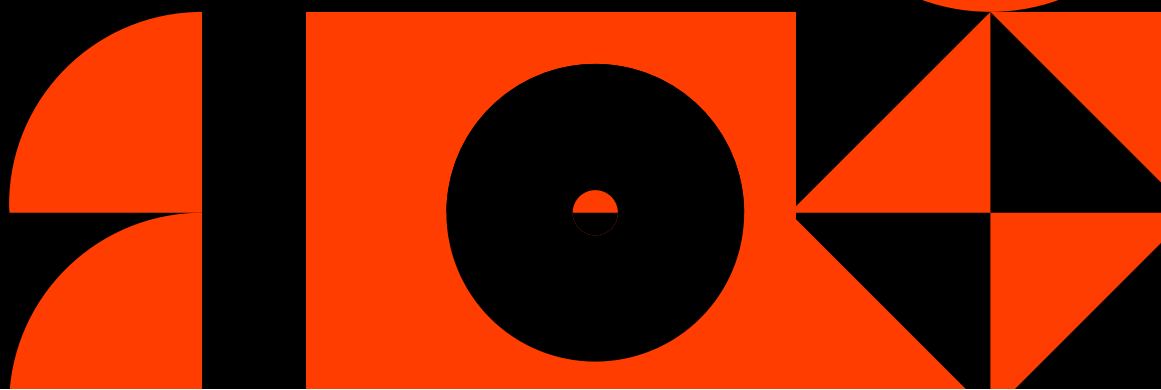
Where do customers carry out searches?

It's tempting to think of search as just Google but the reality is that search takes place across multiple channels. For eCommerce, these channels can include **organic search engine results** (e.g. Google), **Paid Search** (Google Ads, Bing Ads, etc.) and **search-led platforms** like Pinterest, YouTube and TikTok.

A Pinterest search for some fashion inspiration might lead to a Google search for a specific piece or style, a TikTok search to find a video for a new makeup routine might inspire a Paid Search ad for the exact product, and a Youtube review video for a laptop could lead to an organic search for the best place to buy it.

By having a comprehensive presence across these channels, brands have the potential to build trust and relationships with customers throughout their journey.

Our approach to Search Marketing uses data from multiple channels to create optimised content that caters to each step of the user's journey.





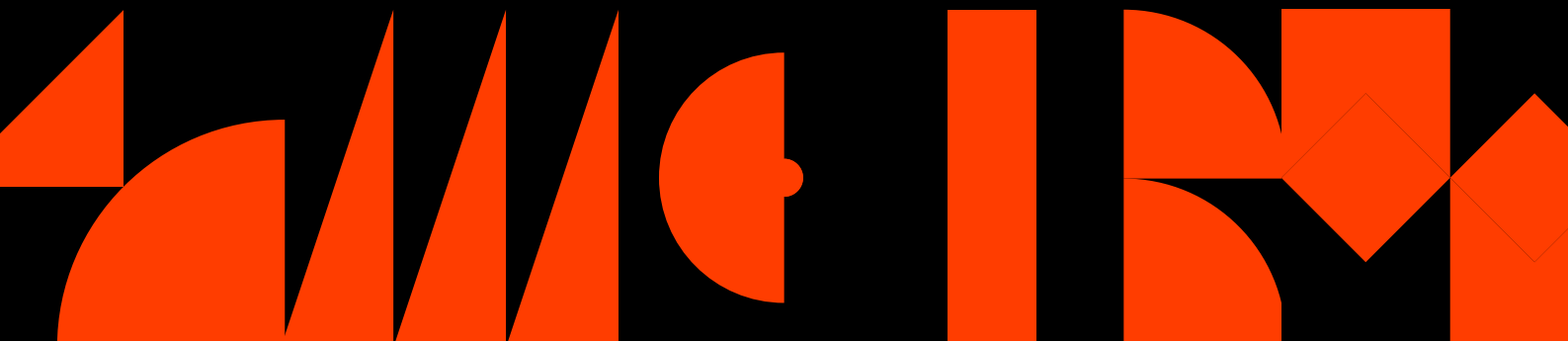
The benefits of Search Marketing for eCommerce

Search marketing offers numerous benefits to eCommerce brands, including increased website traffic and sales, improved brand visibility, and better customer engagement. Consider these stats around the effectiveness of search marketing for eCommerce.

- 49% of businesses say organic search brings the best marketing ROI
- Businesses that blog get 55% more traffic to their websites
- SEO drives 1,000%+ more traffic than organic social media
- 70% of marketers are actively investing in content marketing
- 39% of purchasers are influenced by a relevant search

On average, our clients see a 70% uplift in traffic and a 25% increase in YoY sales after investing in our search marketing services.

With a well-defined search strategy, eCommerce brands can attract more customers and retain them through personalised and engaging experiences and feed other channels like PPC remarketing and email to maximise ROI.






Next Steps


If you're interested in learning more about how to make the most of the search marketing, get in touch for a **discovery call** and we'll help you uncover the opportunities for your business.



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