

A guide for enterprises

# HOW TO UNLOCK THE POWER OF ORGANIC SEARCH FOR LONG-TERM ROI?

**HOT NEWS**

From OAK,  
a Wunderman Thompson Company.

**oak**

## ABOUT THIS WHITEPAPER

Welcome to our report on organic search. Organic search marketing is essential for enterprises to succeed in today's digital age. Paid advertising alone is not sustainable, and organic search can address the challenges faced by C-level executives, including SEO & content marketing. Leading to long-term growth and ROI.

## ABOUT OAK

OAK is part of Newcraft and a Wunderman Thompson company. OAK helps businesses achieve sustainable growth through the use of organic search strategies, including multiplatform SEO and content marketing. Our goal is to achieve a long-term ROI of more than 3.

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# **HOW ARE USERS EXPECTED TO FIND YOUR PRODUCTS AND SERVICES IF THEY'RE NOT VISIBLE?**

# THE POWER OF ORGANIC SEARCH FOR ENTERPRISES

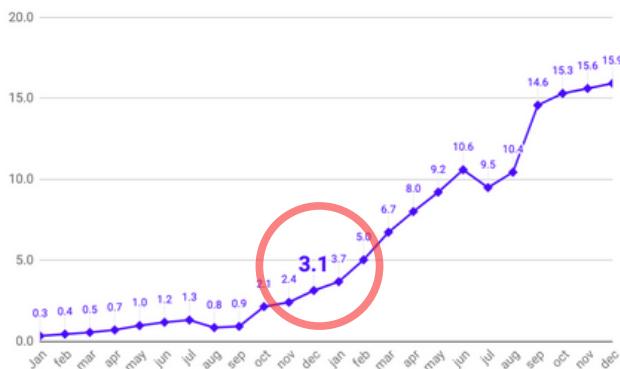
In this digital age and under today's uncertain climate, being visible with your brand and products with a good share of voice is crucial for enterprises to succeed in their respective industries. However, relying solely on paid advertising is costly and unsustainable in the long run.

## This is where organic search comes in.

Organic search marketing, which includes multi-platform search engine optimization (SEO), content marketing, and scalable content localization, can address the pain points and challenges faced by C-level executives in enterprises.

We will delve into the features and benefits of organic search and how it can help enterprises achieve long-term growth and ROI.

## ROI trend of organic search



*Introducing the power of strategic visibility; A key player in the health and beauty e-commerce market boosted their ROI trend by simply being where their customers were searching. They achieved an astounding 300% ROI within just one year.*

Discover in this white paper why organic search marketing is essential for enterprises and how it affects your return on investment.

Let's go!



**Jurjen van den Broek**

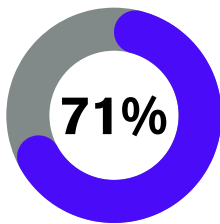
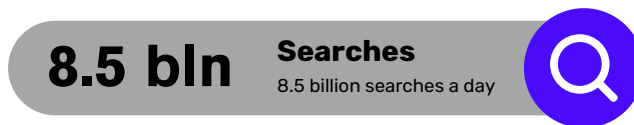
Company lead OAK, part of Newcraft. A Wunderman Thompson company.

# BE AWARE OF THE FACTS THAT MATTER

With 8.5 billion daily searches on Google alone and the rise of TikTok as a preferred search engine among Gen Z, it's clear that search engines are a powerful tool to connect with your target audience. Marketplaces and retailer sites are also hotspots for buying-related searches.

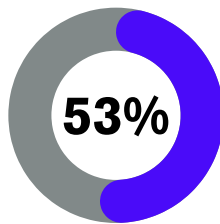
The opportunities for growth seem endless, but what if your brand and products are nowhere to be found?

## The facts



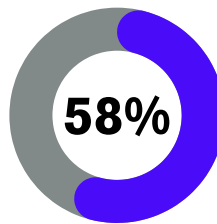
### Use search

71% of consumers use search to discover new brands, products or services



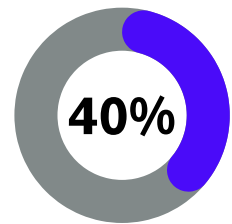
### Website traffic

53% of all website traffic comes from organic search.



### Go to shop

58% of online searchers go to shop to by a product



### TikTok for search

40% of Gen Z uses TikTok as their go to search engine



### No organic strategy

70% of companies don't have an organic strategy

By reading further, you will explore the potential for your business to achieve a high return on investment and emerge as a leading brand in your product or service category, all thanks to organic search behavior of your prospects.

**CREATE CONTENT THAT'S  
AN INVESTMENT IN  
YOUR BRAND'S  
ENDURING SUCCESS,  
NOT JUST A TEMPORARY  
CRAZE.**

# THE IMPORTANCE OF ORGANIC SEARCH IN TODAY'S MARKET

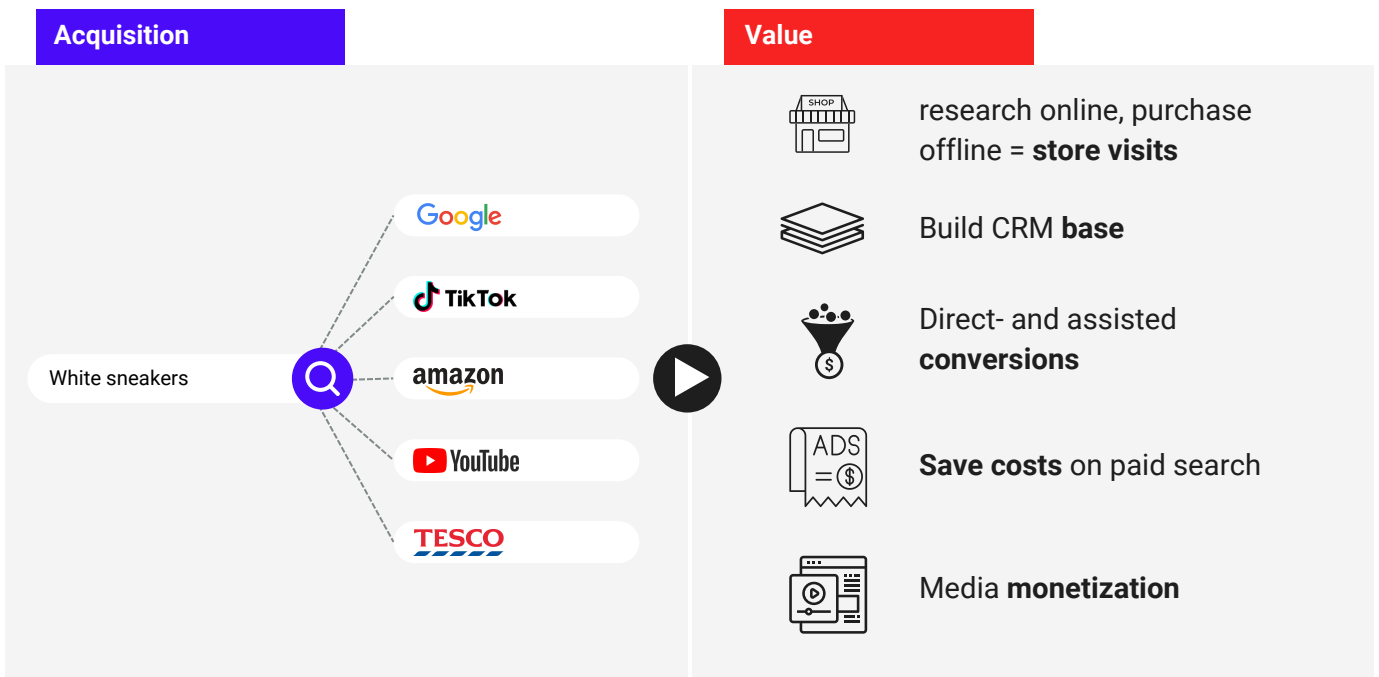
In today's competitive digital landscape, having a strong organic search presence provides a competitive advantage for enterprises, driving cost-effective traffic, conversions and long-term benefits.

Key advantages of a strong organic search presence include:

- **Long-Term Benefits:** Unlike paid advertising, the benefits of a strong organic search presence can last long after the initial effort has been made. Our approach involves creating content that can generate revenue for over 4 years.
- **Cost-Effective:** Organic search is a cost-effective way to reach and convert potential customers, especially compared to the ongoing costs associated with paid advertising.
- **Increased Trust and Credibility:** Being visible in organic search results can help establish the enterprise as a credible and trusted brand.

As displayed below, by capturing consumers who research online but make purchases offline, organic search results can lead to increased store visits. Additionally, building a robust CRM base can help cultivate stronger relationships with customers, resulting in greater loyalty and retention. Direct and assisted conversions can drive revenue and profits, while reducing dependence on paid search saves costs without sacrificing results. Finally, organic search marketing presents opportunities for media monetization, further increasing ROI.

*From acquisition channel to value*



**A WELL-EXECUTED  
ORGANIC MARKETING  
STRATEGY CAN  
CONSISTENTLY DELIVER  
VALUE TO YOUR  
AUDIENCE AND YIELD A  
MINIMUM ROI OF 3.**



**Job Alert**

Are you passionate about driving long-term growth for companies? Let's chat: [contact@oakisnow.com](mailto:contact@oakisnow.com)



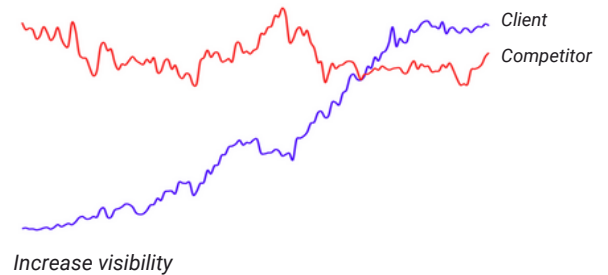
# HOW TO CALCULATE THE ROI OF ORGANIC SEARCH?

Organic search marketing is a valuable strategy for businesses seeking to improve their online visibility and drive conversions. To accurately calculate the ROI, you need to consider the investment required, including costs for SEO tools or agencies and internal resources like developers, to implement an organic marketing strategy.

Imagine having a powerful online platform that is accessible and visible to all. Our proven strategies have resulted in a ROI exceeding 3 in just 11 months for one of our clients. Don't miss out on the opportunity to enhance your online presence and boost your bottom line.

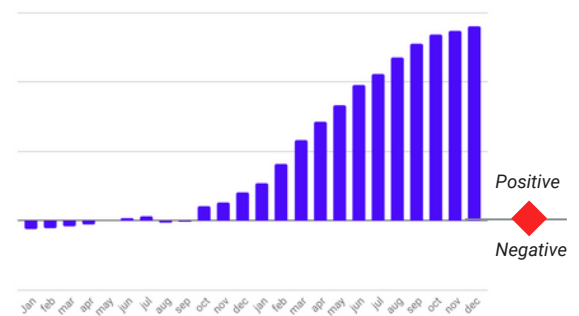
## Transforming visibility into ROI in three steps

**1 Organic search visibility ignites ROI**  
When leveraging tech and content activities properly you will see an increase in the visibility of your brand and products resulting in more impressions and traffic.



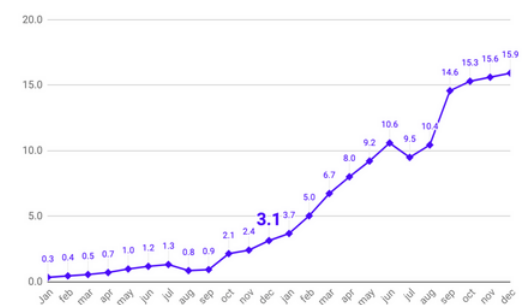
Increase visibility

**2 Calculating absolute value generated**  
The attracted traffic will result in conversions and, saving costs on paid media. In the first months you need to see it as an investment, because the yields are low. And the costs exceeds the revenue. Eventually it will be the gift that keeps on giving.



Generate absolute value

**3 Delivering a positive return on investment**  
When you take all related investments into account and you make the calculation (investment vs revenue) you'll see the ROI. In this case the average ROI was more than 600%. At the end of the first year it was 310%.



Realise positive ROI

**UNLIKE PAID CHANNELS,  
SEO DELIVERS MORE  
TRAFFIC WITHOUT MORE  
SPENDING.**

# SUCCESS BY INTEGRATING ORGANIC SEARCH WITH PAID

There are 8.5 billion online searches conducted every day. That means there are countless potential customers out there who are looking for the products or services you offer. But what happens when your brand and products are invisible to them?

Organic search marketing allows you to be visible on a natural way to steadily increase revenue from prospects searching online without paying hand over fist for paid ads, and with residual effects that continue even after an initial SEO push is done.

Organic search marketing utilizes data-driven strategies to connect with your desired audience across multiple search engines and establish sustainable revenue growth. Besides that, the organic channel offers valuable insights into shifts in market trends and consumer behavior, enabling strategic decision-making.

In order to best offset their effects of today's uncertain climate, pairing SEO and PPC knowledge together can help both aspects' efforts go farther than they would on their own. Sharing knowledge is key. This starts by knowing the fundamental differences between the two.



Search Type	Key Characteristics
<b>Paid</b>	<ul style="list-style-type: none"><li>• Pay per click.</li><li>• Good for direct results.</li><li>• Zero result when campaign stops.</li><li>• Ad costs are rising</li><li>• Receives 1.8% clicks in Google</li></ul>
<b>Organic</b>	<ul style="list-style-type: none"><li>• "Free traffic", investment in tech &amp; content is needed.</li><li>• Delivers long-term sustainable revenue growth.</li><li>• 87% lower acquisition costs.</li><li>• Receives 43% of clicks in Google</li></ul>

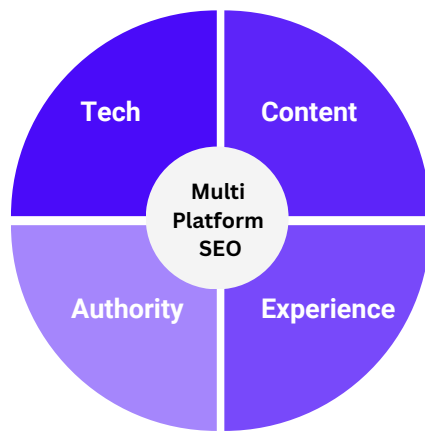
By combining the power of SEO and PPC knowledge, businesses can achieve greater results and overcome the challenges posed by today's uncertain climate. The synergy between these two marketing strategies can help amplify their efforts, allowing for greater visibility and increased ROI. With SEO's long-term benefits and PPC's ability to drive immediate traffic, the two can complement each other to create a comprehensive marketing approach.

# MULTI-PLATFORM SEO AND CONTENT MARKETING

So, organic marketing is a strategy that aims to increase visibility of products and services on search engines without relying on paid advertising. This approach typically involves two tactics: **multi-platform SEO** and **content marketing**.

1

Multi-platform SEO involves optimizing website content, social media profiles, and other digital assets to improve their ranking on search engine results pages. This can be achieved through tactics such as keyword research, on-page optimization, and link building.

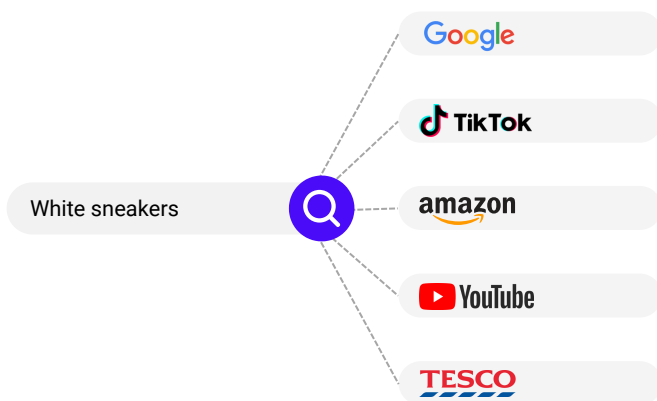


To formulate an excellent multi-platform strategy, the initial step is to conduct a "Where to Play" analysis, and then proceed with a "How to Win" analysis to authenticate the subsequent tactics:

- Tech and crawlability
- Content
- Brand credibility & authority
- User Experience

2

Content marketing involves creating and sharing valuable, relevant content that attracts and engages a target audience. This can include blog posts, videos, social media posts, and other types of content that educate or entertain potential customers.



To capture the attention of potential customers who may browse and consider e.g. "white sneakers" before making a purchase either online or in-store.

A comprehensive multi-platform SEO and content strategy is essential to be visible on the platforms prospects search.

By combining these two tactics, organic marketing supports businesses increase their online visibility, attract more qualified leads, and ultimately drive more sales without relying on paid advertising.

Keep an eye out for our upcoming white paper where we'll explore creating an organic strategy from a 'Where to Play' and 'How to Win' perspective.



**ENTERPRISES CAN'T LIVE  
WITHOUT A  
MULTIPLATFORM ORGANIC  
SEARCH APPROACH TO  
GENERATE LONG TERM  
REVENUE AND A GREATER  
ROI.**

## **THRIVE WITH ORGANIC MARKETING IN 2023**

OAK helps companies achieve sustainable growth and long-term return on investment via organic search. Our team of experts in organic marketing use multiplatform SEO and content marketing as the foundation for driving organic growth and seamlessly integrating it into the daily operations of the organization.

We strive to achieve long-term ROI of more than 3.

## **Let's get in touch**

If you're looking to gain a competitive edge and achieve long-term revenue with a return on investment of more than 3, let's talk.

**[contact@oakisnow.com](mailto:contact@oakisnow.com)**  
**[www.oakisnow.com](http://www.oakisnow.com)**

