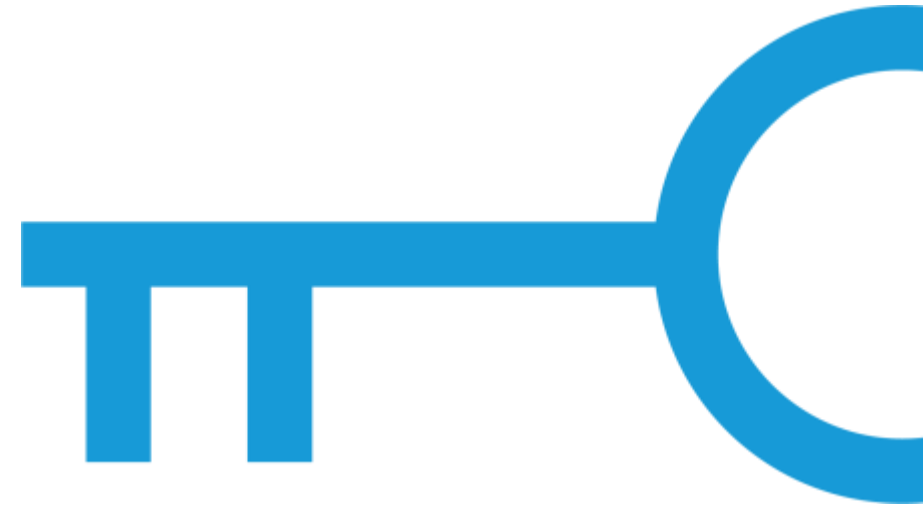


KEY INITIATIVE

Search Strategy and Execution



Overview: Search Strategy and Execution

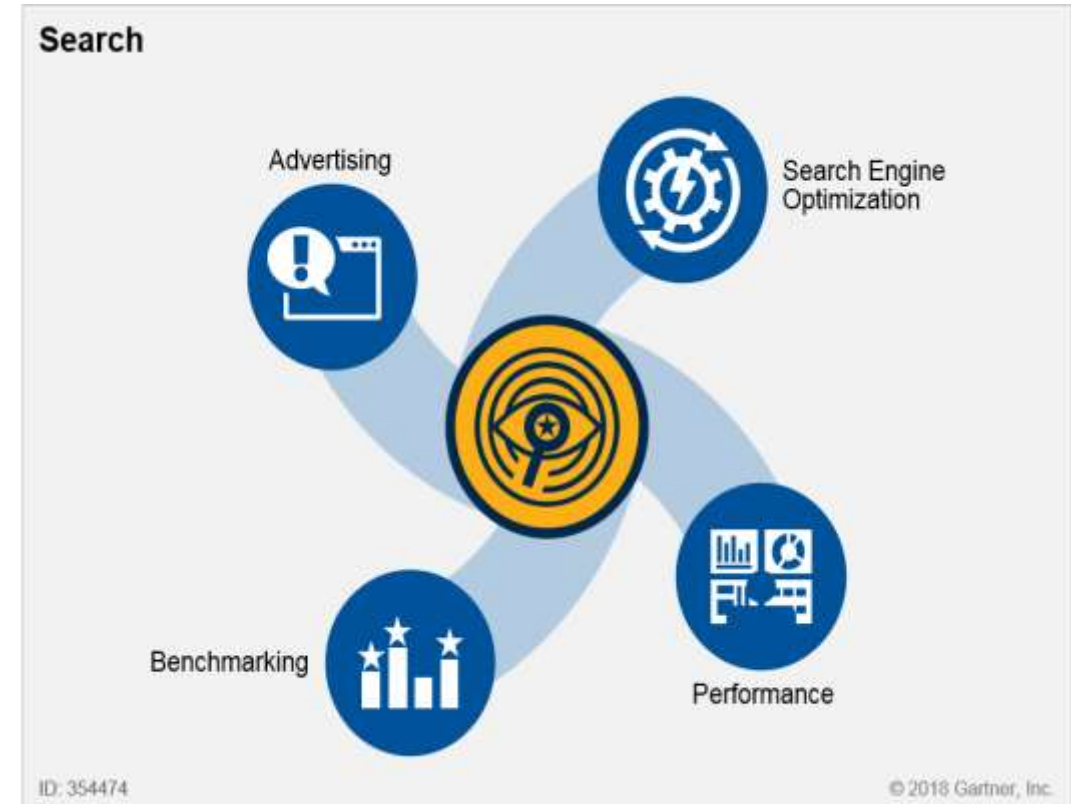
Top Challenges and How Gartner Can Help

Marketing leaders are accountable for helping audiences find your brand. Gartner's search tools, models and benchmarks help you understand the place search has across journeys so you can invest in the right search, channels and capabilities to capture the audience intent and guide them through each touchpoint. Our research addresses the following common client questions:

- How do I develop an integrated search strategy that delivers results?
- How do I measure my brand's search performance?
- How do I build and optimize search campaigns that deliver maximum return?
- How do I select the right team and technology to power search?

The Topics We Cover Include:

- **Search Strategy:** How to build an integrated search strategy that delivers measurable business results.
- **Search Management, Measurement and Optimization:** How to execute, measure and optimize search as an integral part of multichannel marketing programs.
- **Search Performance Benchmarks:** How to understanding search performance relative to peers and competitors.
- **Search Vendor Selection:** How to select and manage the agencies and tools that power search marketing performance.



Challenges with Search Strategy and Execution

1 Leveraging both paid and organic strategies to exploit search's full potential

- Marketing leaders erroneously perceive paid search to be purely a performance medium and underinvest in the tactic's other opportunities to support the customer journey.
- Despite driving 75% of desktop traffic, organic search is often left to technically oriented specialists who lack strategic marketing skills.

2 Capturing emerging search channels such as voice, local, mobile and Amazon

- Amazon advertising and search business grew 123% in 2018, creating battlegrounds that are increasing in size and importance.
- 47.3M U.S. adults now own smart speakers, creating new platforms for consumers to leverage search.
- 207M U.S. consumers utilize mobile search — with Google shopping ads as the dominant format, creating new spaces for marketers to master.

3 Selecting the right teams and technologies to power an integrated search strategy

- Marketers must choose search support from a wide variety of vendors including freelancers, specialists, boutique and full-service agencies that each offer different budgetary, cultural and performance fits.
- Search technology decisions are complicated by the service bundles offered by broader martech solutions like ad tech or content marketing platforms that provide varying degrees of search support.

Questions Your Peers Are Asking

Topics

Key Client Issues

Search Performance Benchmarks

- How do my search efforts stack-up against my peers and competitors?
- How do high performing exemplars execute search?

Search Strategy

- How do I understand where search is at in 2019?
- What's the right level of search budget required achieve my strategic goals?

Search Management, Measurement and Optimization

- How do I set the right search metrics and KPIs aligned to my strategy?
- What steps should I take to build an effective search campaign?

Search Vendor Selection

- What's the state of the search martech landscape in 2019?
- How do I choose the right tools to power SEO and search advertising?

Capabilities Support Each Stage of Your Initiatives

Diagnose Current State

Understand key considerations for SEO using our guidance on [SEO levers and five key questions for your SEO manager](#).

Compare your organization against competitors' performance, or gain insights into high-performing exemplars outside your industry using our [Search Digital Intelligence](#) reports.

Develop Your Plan

Review how to create a holistic [attribution strategy](#) and build a set of [performance indicators](#) with a Gartner Advisor/Analyst.

Prioritize the channels and strategies that align to your customer's journey using Gartner's [sector benchmarks](#).

Understand the landscape of martech that powers search using our [Magic Quadrant for Ad Tech](#).

Create an SEO Strategy using [these 4 steps to build your SEO strategy](#).

Execute and Drive Change

Launch your SEO strategy using our step-by-step [guide to formalizing your SEO approach](#).

Select the organic terms that drive category activity for your brand in a consultation with a Gartner Advisor/Analyst.

Choose and manage your search agency using our guidance and questions when selecting a vendor or partner, and [manage your portfolio of service providers to deliver the best output](#).

Gartner Support Organized Against Your Timeline

Activity Roadmap		
Initiative	0-90 Days	91-180 Days
Search Strategy and Execution	<ul style="list-style-type: none"> ▪ Key Resources: Receive short list of materials, including 4 Steps to Build Your SEO Strategy ▪ Key Resources: Receive Gartner’s Search Digital IQ results for the sector and channel to benchmark current performance. ▪ Consultation: Speak with a Gartner Advisor/Analyst to define the search metrics that matter most and attribute value to your search investments. ▪ Key Resources: Receive short list of materials to help build your SEO Strategy, including our step-by-step Guide to Formalizing Your SEO Strategy. ▪ Consultation: Speak with a Gartner Advisor/Analyst about how the evolution of search advertising affects multichannel marketing. 	<ul style="list-style-type: none"> ▪ Key Resources: Explore how to perform keyword research to support an effective search strategy to create and update your approach. ▪ Consultation: Speak with a Gartner Advisor/Analyst about best practices you can learn from brands who deliver optimal performance on search engines. ▪ Key Resources: Use our guidance on SEO Levers and 5 Key Questions for Your SEO Manager to assess the performance of your site language, taxonomy and popularity in search algorithms.

Comprehensive Support Across Marketing

Advertising

- Advertising Channels and Formats
- Advertising Strategy
- Programmatic Advertising

B2B Buyer Insights

- Enterprise Customer Insights and Trends
- Small Business Insights and Trends

Branding and Value Proposition

- Brand Architecture
- Brand Investment, Measurement and Gov
- Brand Positioning, Values and Messaging

Content Marketing

- Content Marketing Best Practices
- Content Marketing Strategy
- Content Marketing Operations

Consumers and Culture

- Consumer Communication Channels and Buying Platforms
- Cultural and Societal Shifts
- Your Future Consumer

Customer Experience Leadership and Management

- Customer-Centric Culture
- CX Measurement and Business Benefit
- CX Strategy, Organization and Governance

Demand Generation and Sales Enablement

- Account-Based Marketing
- Lead Management
- Sales Partnership and Sales Support

Digital Commerce

- Digital Commerce Performance Optimization
- Benchmark Your Amazon Performance
- Digital Commerce Strategy

Customer Experience Design and Execution

- Customer Needs, Expectations and Perceptions
- CX Processes and Methodologies
- CX Project Planning, Prioritization and Execution

Marketing Data and Analytics

- Customer Insight and Analytics
- Marketing Measurement
- Data Management and Analytics Technology

Marketing Technology & Emerging Trends

- Critical Capabilities and Best Practices
- Emerging Trends
- Vendor Landscape and Selection

Multi-Channel Marketing

- Multichannel Marketing Best Practices
- Multichannel Marketing Strategies
- Multichannel Marketing Critical Capabilities

Marketing Organization and Operations

- Marketing Budget and Resource Management
- Marketing Structure, Talent and Training
- Marketing Operations
- Agency and Service Provider Management

Mobile Marketing

- Mobile Marketing Strategy
- Mobile's Role in Multichannel Marketing
- Mobile Marketing Technology, Agency and Vendor Management

Search Strategy and Execution

- Search Performance Benchmarks
- Search Strategy
- Search Management, Measurement and Optimization
- Search Vendor Selection

Social Marketing

- Social Marketing Strategy
- Social Marketing Management, Measurement and Optimization
- Social Marketing Technology, Agencies and Vendors

CMO Strategy and Innovation

- Marketing Strategy and Development
- Creating and Managing Disruption
- Marketing and Business Innovation Acceleration
- Marketing Leadership and Organizational Effectiveness
- Marketing and Business Innovation Acceleration

Market Insight and Analytics Management

- Insight and Analytics Talent and Processes
- Internal Influence
- Insight and Analytics Measurement and Business Impact

Digital Performance Benchmarks

- 28 industry sectors