



Organic versus paid search



A recent visit to a client in Cheshire revealed something that at first seemed counter-intuitive...spending more on paid search would not halt a decline in sales.



**The team at
Think Beyond like to partner
with businesses to bring them
the most effective and
cost-effective solutions.**

There is a growing tendency for paid search to be the go-to approach in Search Engine Marketing (SEM), replacing both affiliate marketing and Search Engine Optimisation (SEO). It is easy to understand why...a Pay-Per-Click (PPC) spend can yield a short-term boost to revenues by 'buying' traffic through search engines, mainly via Google.





With very little effort, PPC in the form of Google AdWords can generate a £3 or more increase in revenue for every £1 spent.



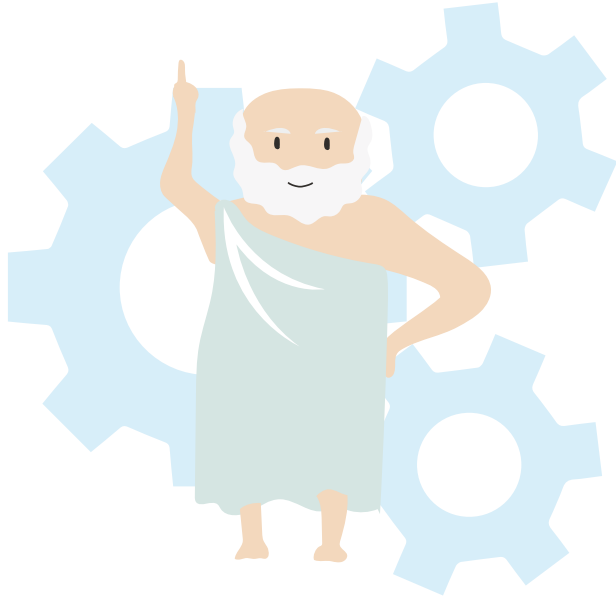
There is a catch, however - PPC can be very expensive. In this case, the client spent £500k per annum on AdWords when revenue started to decline and the company just about turned a profit.



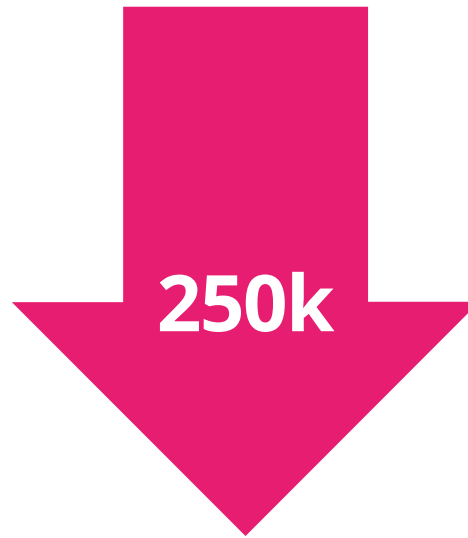
This can make a marketing function look like a game-changer as you bid for keywords and climb the rankings when people search.



The obvious answer would be to slash the Google AdWords spend but that was not what our online strategist recommended. A Think Beyond marketing plan would have delivered a clear return on investment (ROI) on every aspect of spend.



Think Beyond produced a simple strategy to complement the PPC spend with a long-term approach by recommending techniques to grow search traffic organically.



This would not only be cheaper in the long-term but would allow our client to taper-off. Spending only half as much (or £250k) on PPC but building an SEO capability would be cheaper, more predictable and more far-reaching.



Think Beyond saved our client money and the in-house marketing team, assisted by a Think Beyond expert, built the foundation for better organic (and free) search results.



For an informal discussion with one of our online experts, call us now on 01625 682 110 or fill in our contact form.