

# Bridging Brand & Performance

Maximising impact in digital marketing

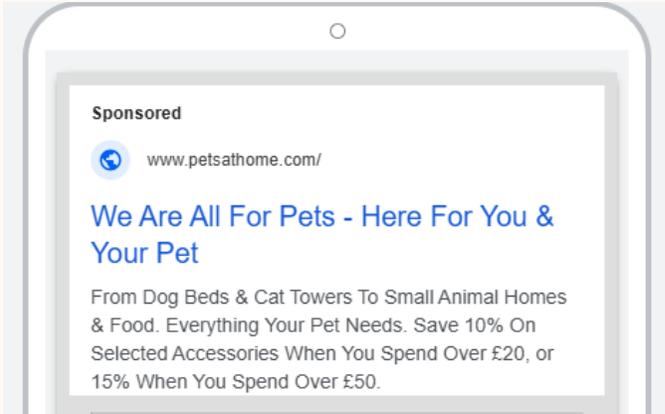
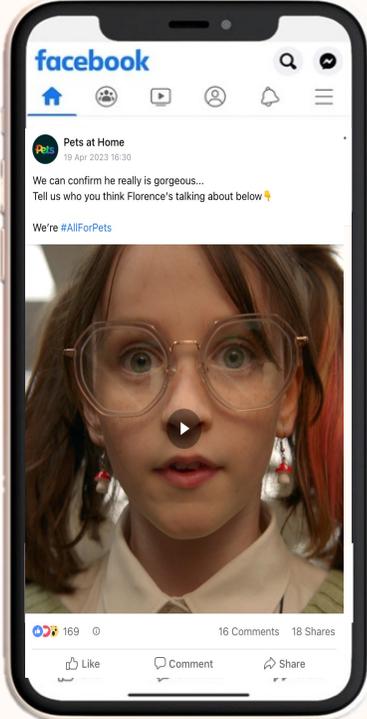


Aidan O'Sullivan

# Recognising the importance of brand from a performance standpoint



# Avoiding the pitfall of brand vs. performance



# Maximising the impact of brand activity through performance channels



# Capitalising on brand campaigns for performance

## 1. Capitalise on Intent



Search Volume will almost certainly surge. Make sure PPC and SEO are well-positioned to capture.

Is budget front weighted across generic search/shopping?

## 2. Leverage Audiences



Ensure appropriate utms & tracking are in place to capture new users.

In turn, plan appropriate LAL audiences off new users to site

## 3. Align Messaging

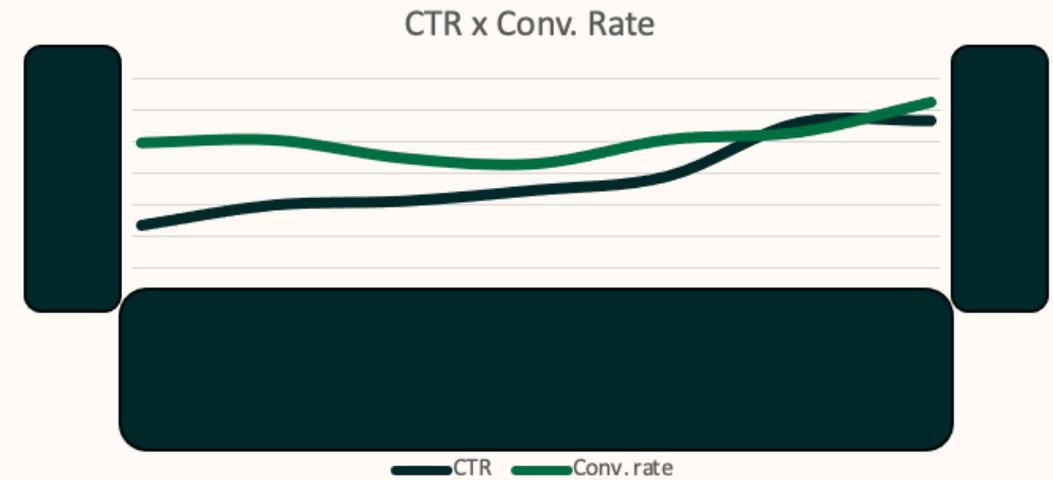
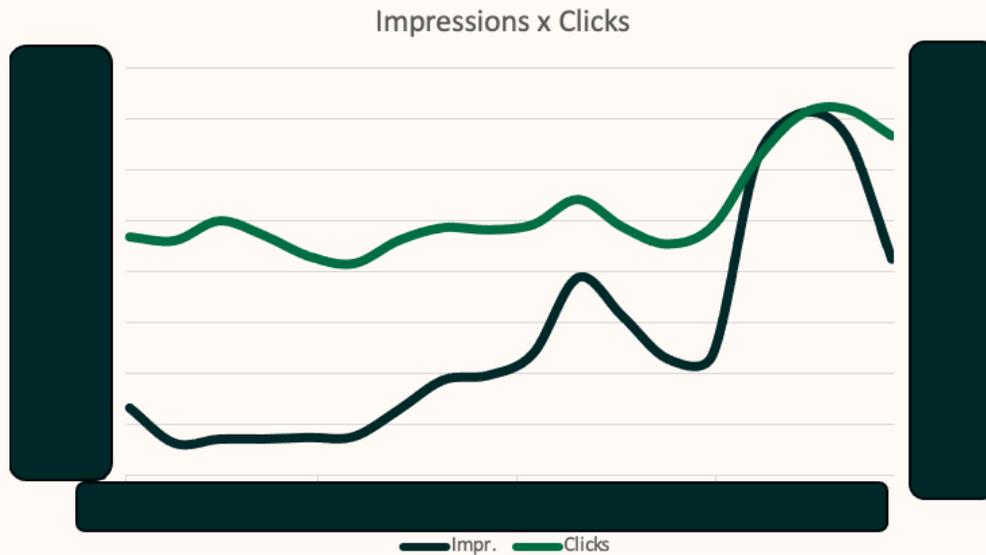


Maximise CTR across brand PPC/social by reflecting messaging used across brand campaign

# Demonstrating the value of brand



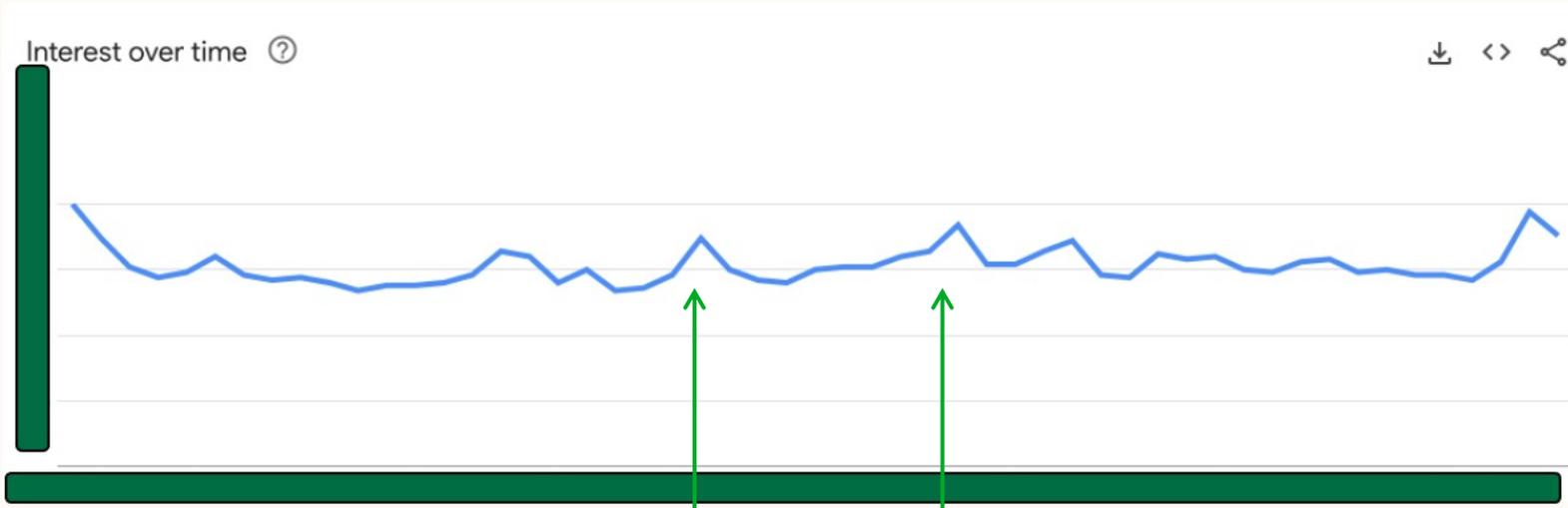
# Monitoring brand impact across paid media



Paid media activity should demonstrate the clear impact of successful brand activity.

Avoid the trap of monitoring pure traffic-related metrics like reach and impressions. Ensure you assess traffic quality as well.

## Assessing media investment through organic & external tools



Use free-to-use tools such as Google Trends alongside social tech to get a view on word-of-mouth impact of brand activity.

Combining this alongside paid media growth will ensure you've a clear cross-channel view of any impact.

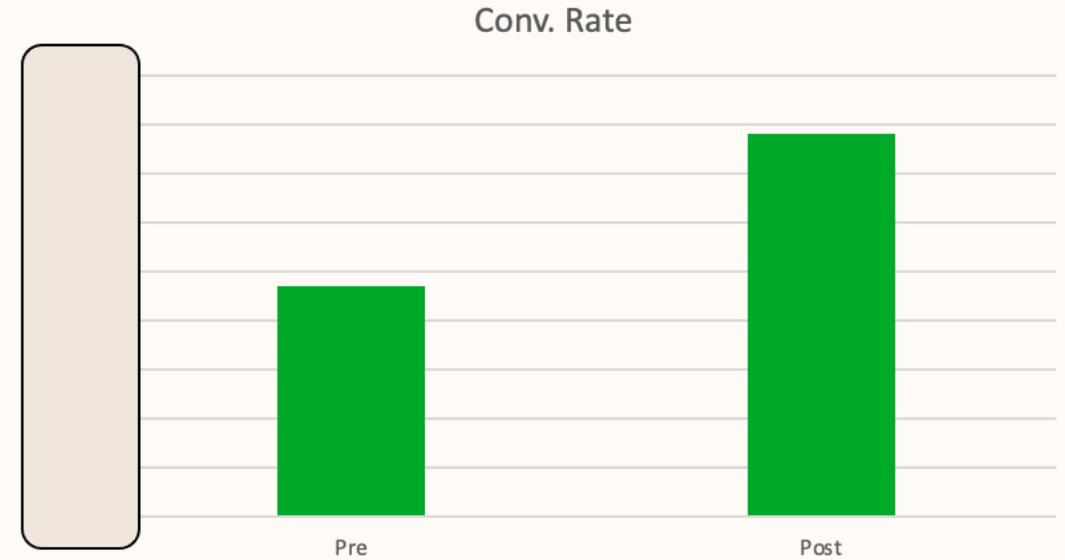
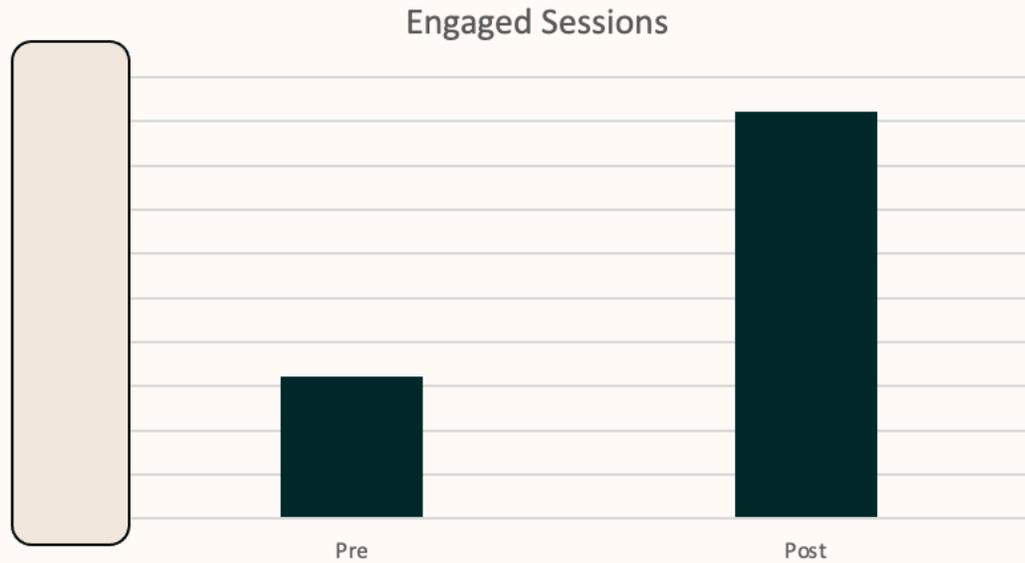


**Brandwatch**



**sproutsocial**

# Ensure engaged prospective customers are a key focus



When using GA4 or other cross-channel analytic platforms for reporting, underpin any analysis with engagement-focused metrics.

# In Summary

- Avoid the cliché siloed approach to brand/performance.
- When brand bursts are planned, capitalise on it.
- Take full advantage of performance data, demonstrate impact.
- Use both internal and external tools for full measurement.



**Thank you**

**Pets**