MARKETING
WITH AUTHORITY

Reduce CAC and more

By Rana Jayant

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0$ Advertising

52M+ TRAFFIC

A deep dive on Where, When, How to grow organically!

By Rana Jayant

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2023

QUIZ

Why Google traffic is Expensive?

A B2B insurance comp should advertise on ..... ?

Your MarTech challenges?

WHO AM I?

Growth Consultant

- Helps SMBs and SMEs
- Digital Growth Consultant
- Contributed to Community

Founder - MixCommerce

- Worked with 50+ SMBs and SMEs
- Drove 51M+ traffic
- Building MixCommecre

Rana Jayant

MY JOURNEY

1. Tech Blog
2. R&D & ShootOrder
3. Side Hustle
4. STABLX
5. SMBs and SMEs
6. Assets
7. HiCoder
8. MixCommerce

PROMINENT WORK

MY AUDIENCE?

1. Looking to Reduce CAC
2. Gain Authority in Space
3. Scale the Growth
4. Marketing Enthusiast

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MARKETING WITH AUTHUTORITY

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Typical Process

1. Audience Research
2. Keywords and Targeting
3. Content
4. Campaign
5. Leads
6. Sales

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New Process?

1. Audience Research
2. Keywords and Targeting
3. Content
4. Campaign
5. Leads
6. Sales
7. _____
8. _____
9. _____
10. _____

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The Authoirty Process

1. Google Search Experience
2. Take Over Social Metric
3. Unified brand Experience
4. Take over Search on L1, Get L2, Try L3
5. Industry Roundup (Blog)
6. Podcast, Video Podcast, Pro Cast
7. Industry News (cyware)
8. Monthly Newsletter
9. Strategic Positioning on social media

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2020 vs 2024

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The Theory

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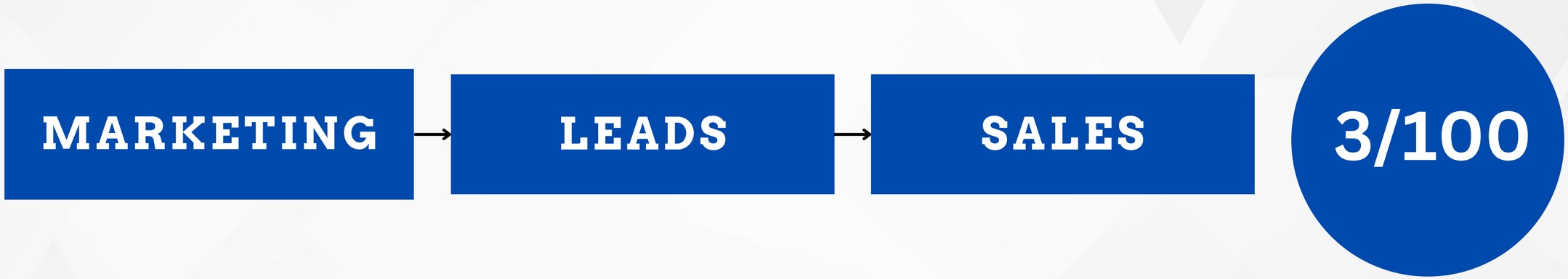
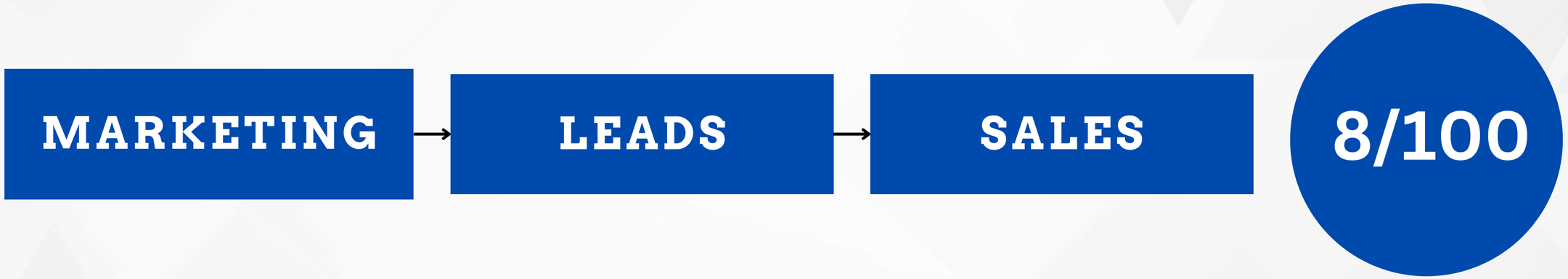
Without Authoirity



With Authoirity



Value and Beyond

1. Increase in brand value
2. Ranking on google becomes easy
3. Increase in mouth to mouth
4. Better positioning
5. Confidence in sales team
6. Sell at slightly higher price
7. Better ROAS return

HubSpot

1M 6M 1Y 2Y All time **18M**

Export

Organic Traffic 18,215,639/month

Organic Traffic Paid Traffic | Notes

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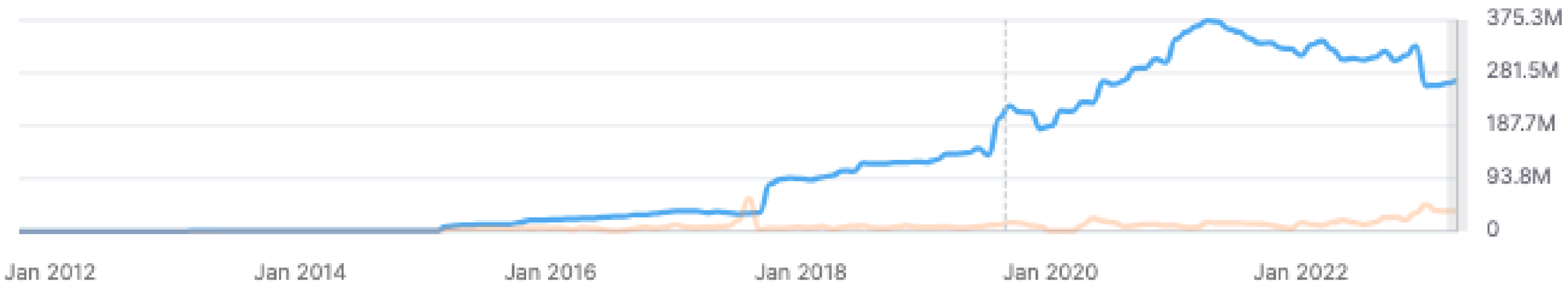
amazon

1M 6M 1Y 2Y All time **267M**

Export

Organic Traffic 267,974,767/month

Organic Traffic Paid Traffic | Notes



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PATTERN

amazon

Organic Search Traffic	Paid Search Traffic
268M +1.8%	36.3M +2.5%
Keywords 10.4M ↑	Keywords 119K ↑

Flipkart

Organic Search Traffic	Paid Search Traffic
185.4M +0.9%	4.1M -0.2%
Keywords 13.8M ↓	Keywords 2K ↑

HubSpot

Organic Search Traffic	Paid Search Traffic
18.2M +0.4%	157.5K -2.9%
Keywords 5.3M	Keywords 4.9K ↓

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RESOURCES

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Tools

1. **SEMrush**
2. **Industry Predictable Search**
3. **Pages with/Without Search Volume**
4. **Search Console**
5. **ProActive Content + SEO Team**

Who will do?

1. **Subject Matter Expert**
2. **Consultant**
3. **Executives (Full Time, Agency, Interns)**

RESULT

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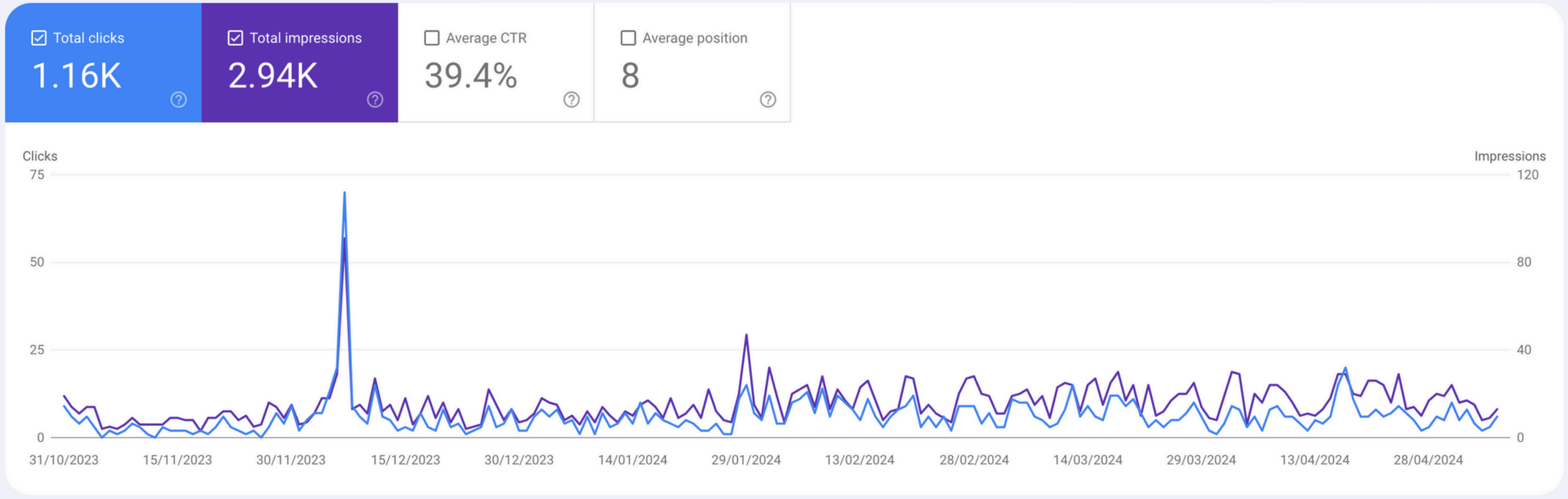
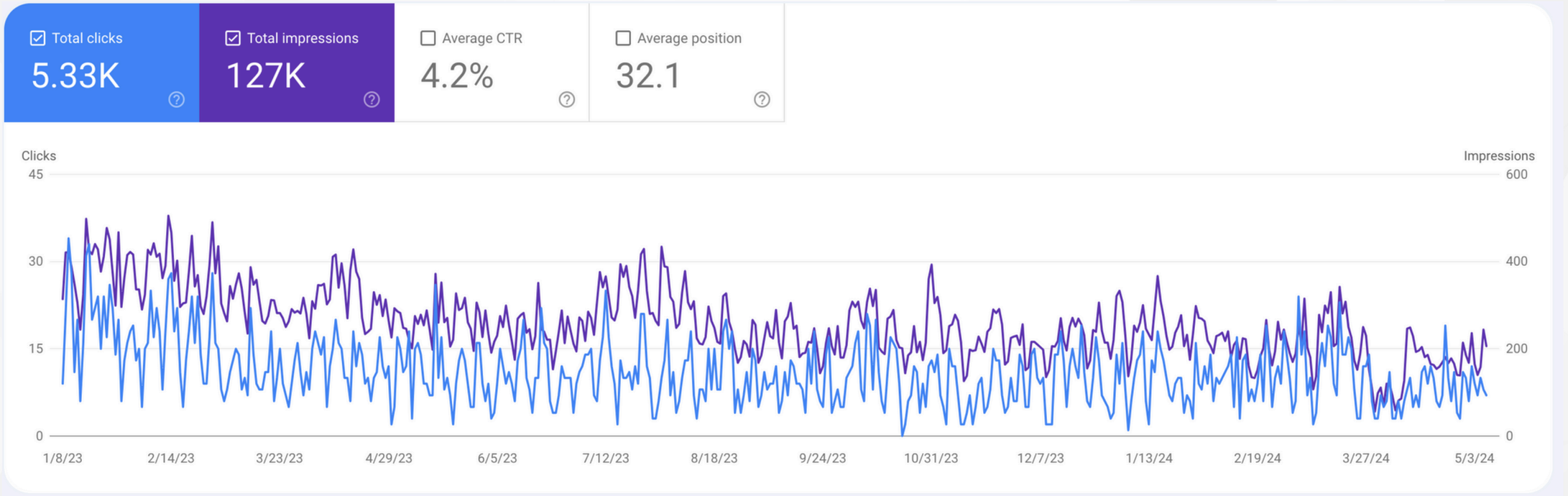
Result with 5 Full Timers

Data from last 16 months, non CMS system



Industry: B2C, Real Estate Finance
Team: 2 content writers, 2 developers, 1 product manager

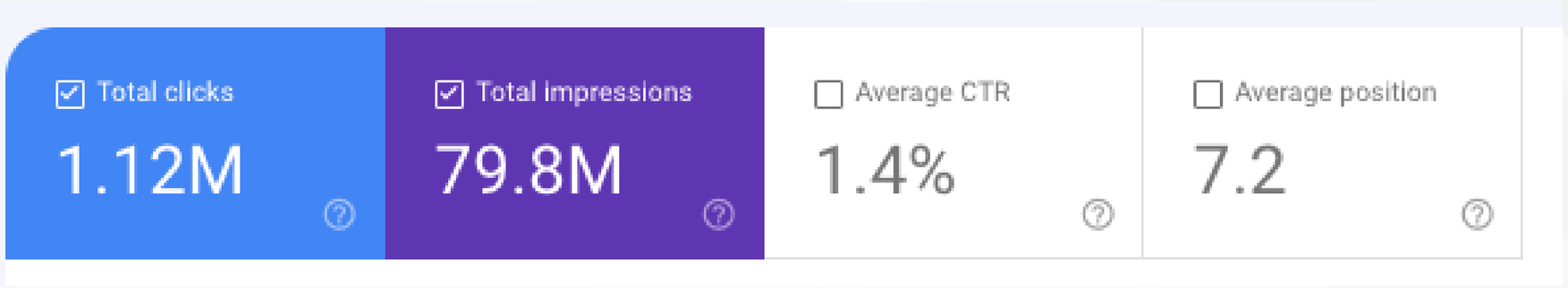
Result with System + consultant



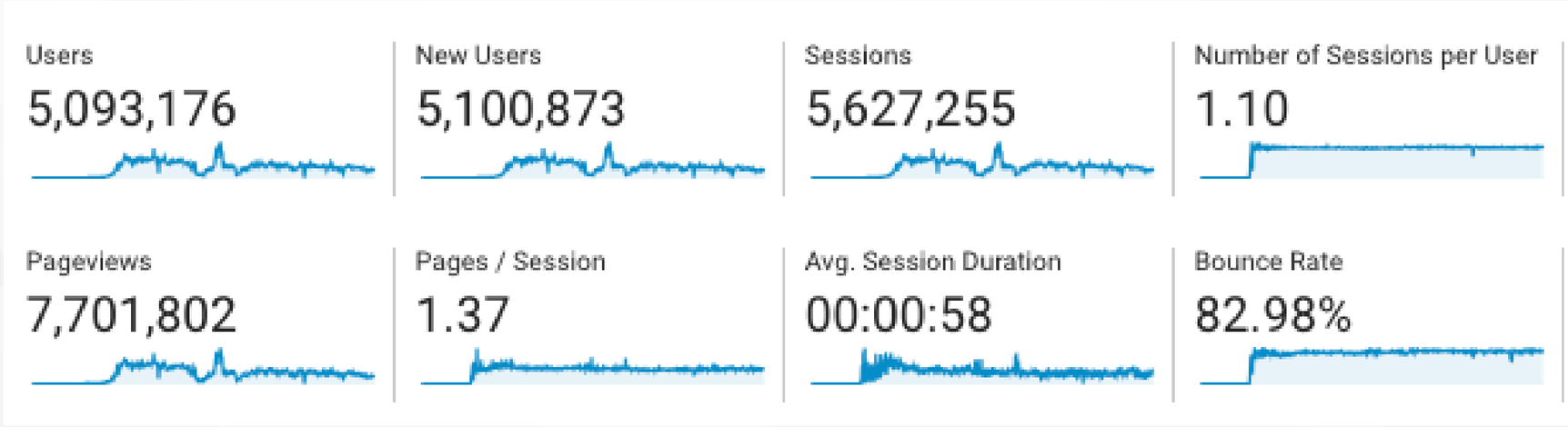
Industry: B2B, Chemical
Team: 1 content writer(part time), 1 seo(full time), 1 web dev(part time)

Result 1 (consumer site)

Last 16 months



2017-2023



How to Proceed?

1. **Company's goal**
2. **Mindset**
3. **Budget**
4. **People**
5. **Partnership**
6. **KPI**
7. **Improvement**

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THANK YOU

Feel free to ask any questions.

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