

It's Time to End Your Google & Facebook Marketing Addiction

Rand Fishkin | Cofounder & CEO



Three Core Arguments Against Duopoly Reliance

#1: Facebook & Google's incentives are to **attribution, not contribution.**

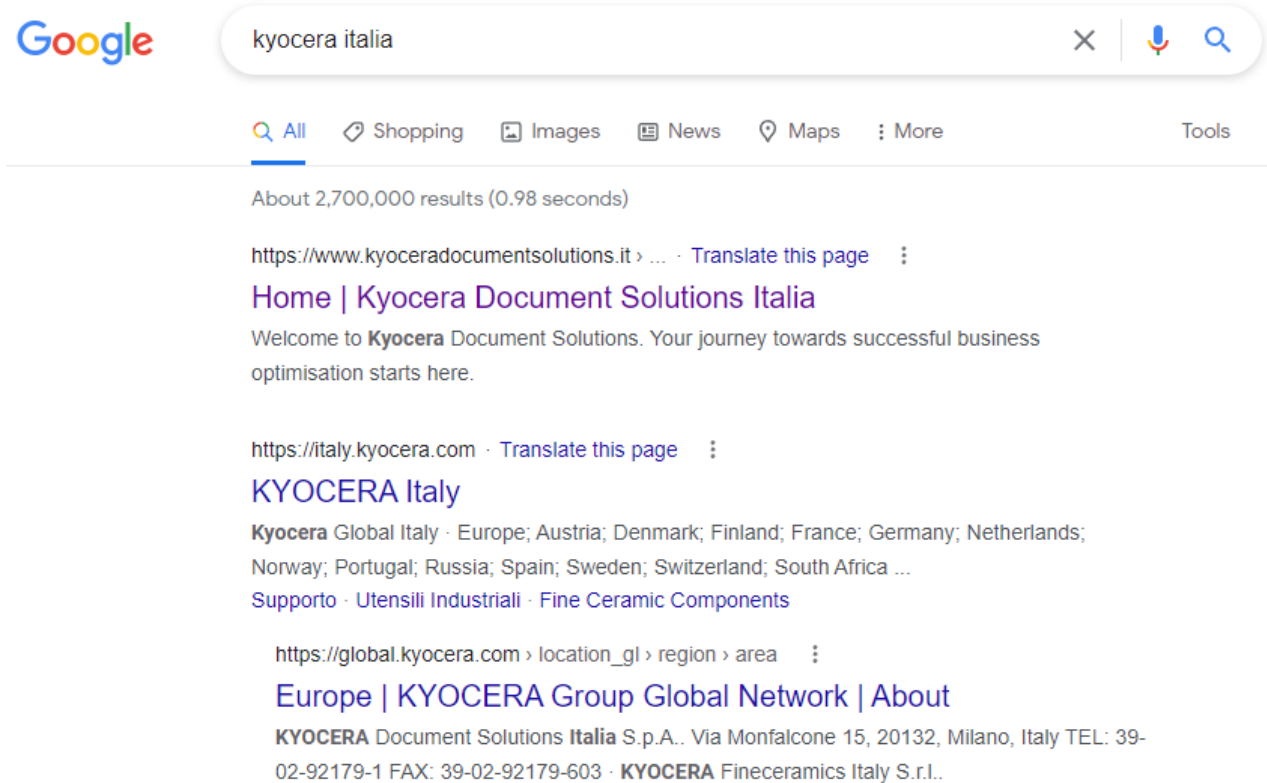
#2: You cannot get the same **competitive advantage** on Facebook & Google you can from other, more diverse sources.

#3: When you build brand equity **elsewhere**, the duopoly become better marketing channels.

#1

Facebook & Google's incentives are to attribution, not contribution.

Until 2014, Google Told Websites Which Keywords Sent Their Visitors



Google search results for "kyocera italia". The search bar shows "kyocera italia" with a search icon. Below the search bar, there are navigation options: All, Shopping, Images, News, Maps, More, and Tools. The results show "About 2,700,000 results (0.98 seconds)". The first result is from "https://www.kyoceradocumentsolutions.it" with the title "Home | Kyocera Document Solutions Italia" and a snippet: "Welcome to **Kyocera** Document Solutions. Your journey towards successful business optimisation starts here." The second result is from "https://italy.kyocera.com" with the title "KYOCERA Italy" and a snippet: "Kyocera Global Italy · Europe; Austria; Denmark; Finland; France; Germany; Netherlands; Norway; Portugal; Russia; Spain; Sweden; Switzerland; South Africa ... Supporto · Utensili Industriali · Fine Ceramic Components". The third result is from "https://global.kyocera.com" with the title "Europe | KYOCERA Group Global Network | About" and a snippet: "KYOCERA Document Solutions **Italia** S.p.A.. Via Monfalcone 15, 20132, Milano, Italy TEL: 39-02-92179-1 FAX: 39-02-92179-603 · KYOCERA Fineceramics Italy S.r.l..".



KYOCERA Document Solutions website. The header includes the KYOCERA logo and navigation links: Smarter Workspaces, Tendenze e Applicazioni, Soluzioni e prodotti, Assistenza, Chi siamo. The main content area features a large image of a woman using a tablet. The headline reads: "Produttività, mobilità e sicurezza a sostegno della 'collaboration' aziendale". Below the headline, there is a sub-headline: "Scopri come approcciare il lavoro ibrido con la nuova serie di sistemi TASKalfa Kyocera!" and a blue button labeled "Scarica l'e-book". At the bottom, there is a dark navigation bar with three items: 1. Scarica l'e-book, 2. Production Printing, 3. Automazione flussi documentali.

Today, this Data is Only Provided to Paid Advertisers








stampanti kyocera



All Shopping Images News Videos More Tools

About 657,000 results (0.61 seconds)

Ads · Shop stampanti kyocera

 <p>Verizon - Kyocera DuraXV... \$0.00 now \$8.00/mo x 30 Verizon</p>	 <p>PC & More - Kyocera ECOSYS... \$398.88 Refurbished PC & More</p>	 <p>Insight - Kyocera Ecosys... \$599.99 Insight</p>	 <p>A Matter of Fax - Kyocera... \$487.77 A Matter of F... Free shipping</p>	 <p>Inktonerstore - Compatible Kyocera K... \$37.95 inktonerstore ★★★★★ (9)</p>
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They pay, so Google tells them which keywords sent which visitors

<https://www.amazon.it> > Stampanti-la... - Translate this page

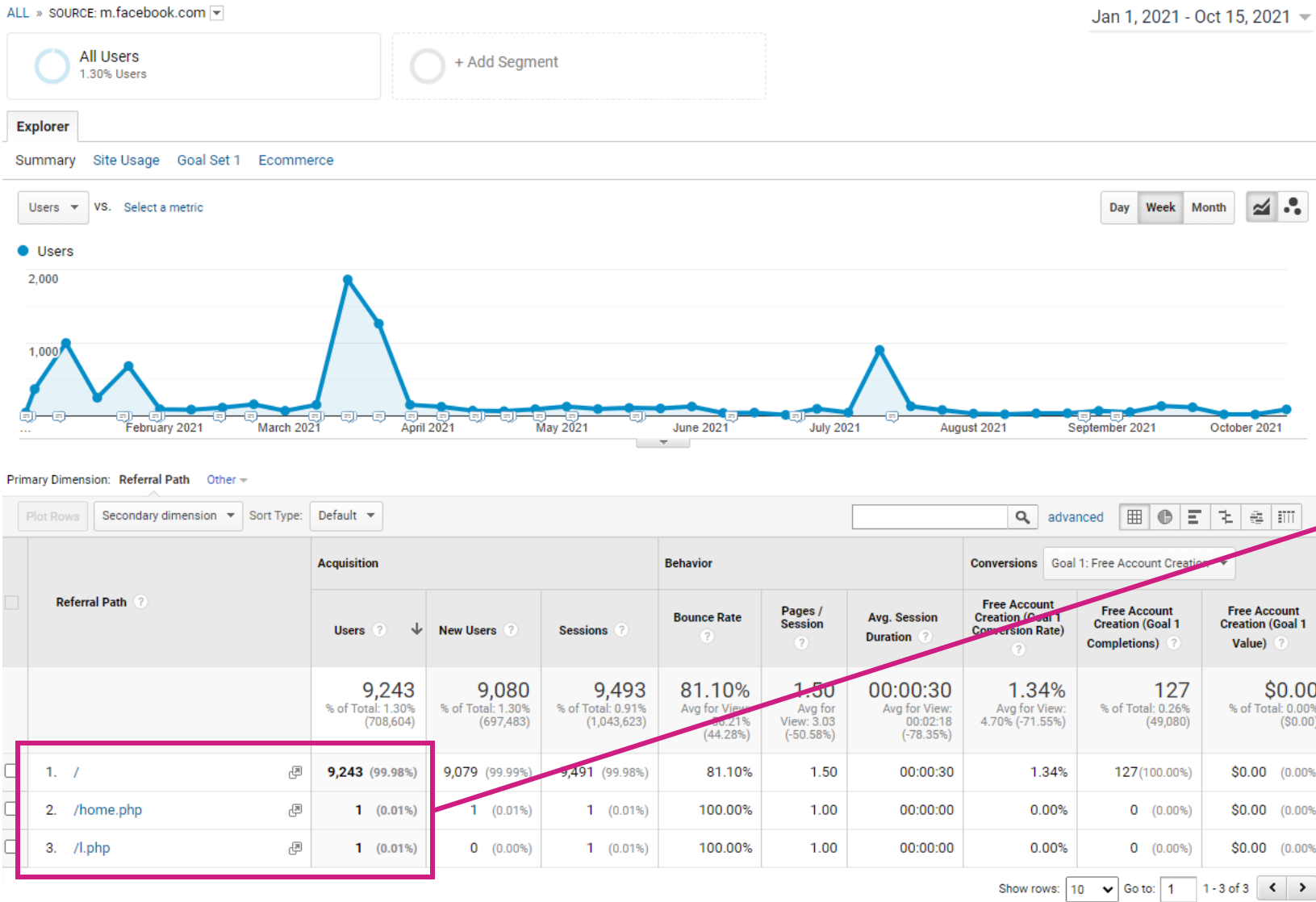
Kyocera - Stampanti laser - Amazon.it
Kyocera Ecosys P2040dn Stampante laser monocromatica. Bianco e nero, 40 pagine al minuto. Stampa Mobile Print via Smartphone. 4,4 su 5 stelle 239.

<https://www.kyoceradocumentsolutions.it> > ... - Translate this page

Soluzioni e prodotti - Kyocera Document Solutions
Scegliete tra stampanti pluripremiate, soluzioni software e materiali di consumo. casual small office. Supportiamo le vostre esigenze aziendali digitali ...

Google claims it can't give them keyword data because of "user privacy" 😞

Facebook (since ~2013) Hides Which Posts Send Traffic

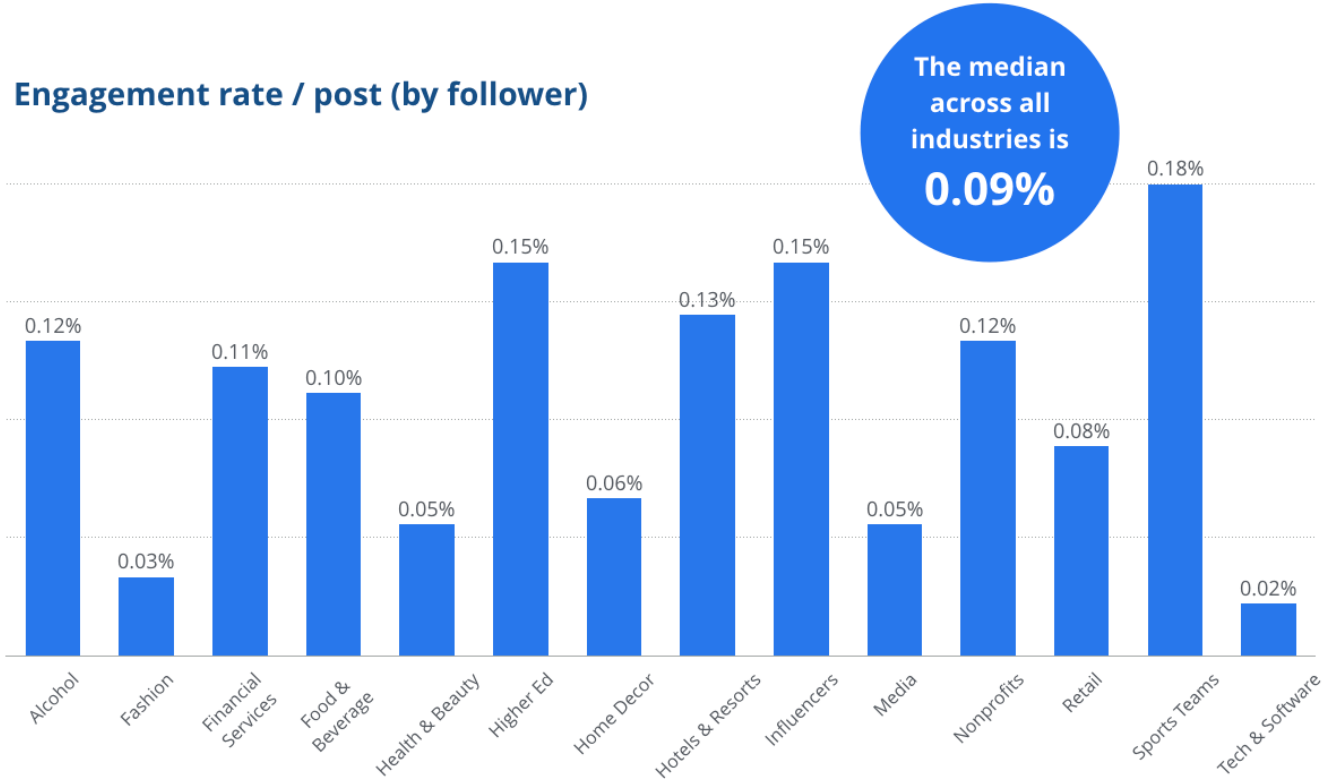


This makes it very hard to know what activities or content works well on Facebook... Except ads. 😏

Organic Fanbases We Built on Facebook Are Now Nearly Meaningless

f Facebook engagement

Engagement rate / post (by follower)



Google is Steadily Doing the Same Thing

Google Search CTR & Zero-Click Searches, 2020
(worldwide data, desktop & mobile devices, via SimilarWeb's 100M+ user clickstream panel)

Search bar: milan to rome flight

Navigation: All, Flights, Maps, News, Images, More, Tools

Results: About 30,200,000 results (0.65 seconds)

Flights from Milan, Italy (all airports) to Rome, Italy (all airports)

Origin: Milan, Italy (all airports) | Destination: Rome, Italy (all airports)

Depart: Sat, November 6 | Arrive: Sun, November 7

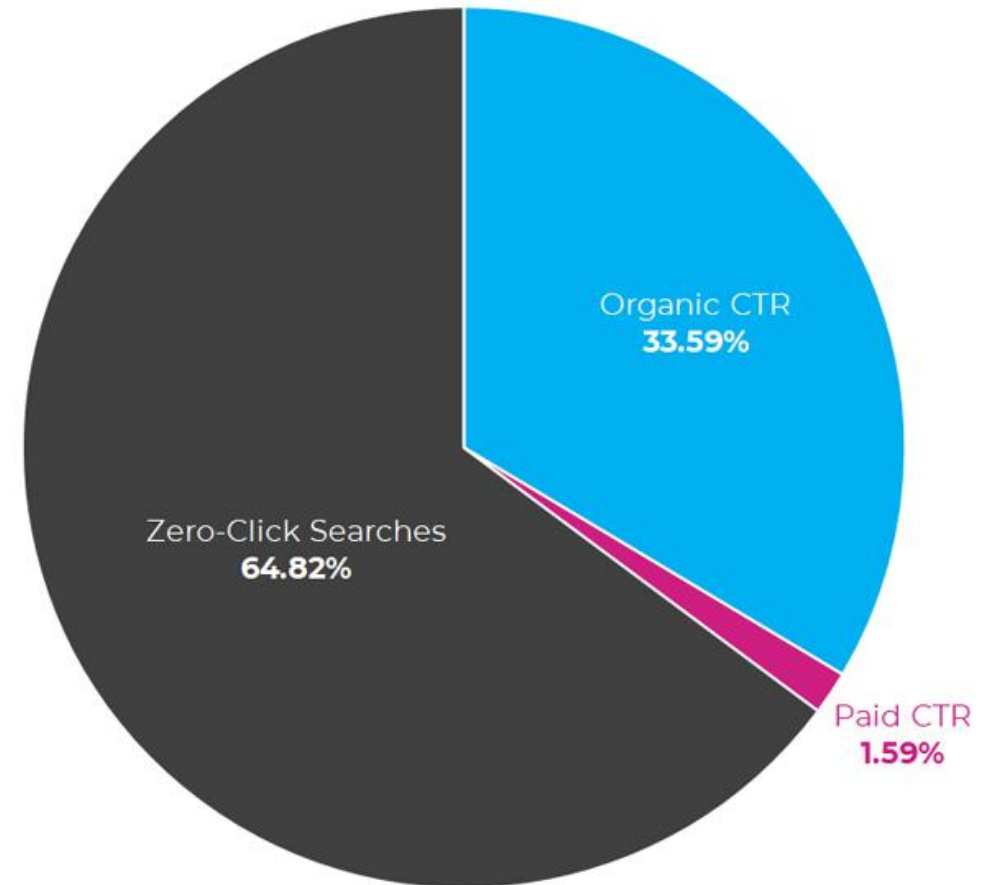
Trenitalia	2h 59m+	Train	from \$71
ITA	1h 10m	Nonstop	from \$99
Italo	3h 4m+	Train	from \$116
easyJet	20h 20m+	Connecting	from \$221
Air Europa	6h 50m+	Connecting	from \$297
Other airlines	3h 35m+	Connecting	from \$439

[Show flights](#)

People also ask

- How far is Rome from Milan by plane?
- How do I get from Milan to Rome?
- What is the cheapest day to fly to Rome?
- What is the most comfortable airline to fly to Italy?

Feedback



Data courtesy of SimilarWeb Assembled & published by SparkToro

Google & Facebook's Growth Depends On:

- Keeping users on **their sites**, not sending them to **yours**.
- **Obfuscating** attribution from organic channels, and **assuming** attribution from paid ones.
- **Hiding referral data** (under the guise of “privacy”) while happily selling that same data to **paid advertisers**.

Just Spend More on Ads, Right?

ADWEEK

CREATIVE CONVERGENCE

When Procter & Gamble Cut \$200 Million in Digital Ad Spend, It Increased Its Reach 10%

Unilever is also reevaluating its budget



Pritchard continues to evaluate P&G's digital spend. Getty Images

The New York Times

Chase Had Ads on 400,000 Sites. Then on Just 5,000. Same Results.



JP Morgan Chase began limiting its display ads to preapproved websites to avoid proximity to content like fake news and offensive videos. Michael Nagle/Getty Images

By Sapna Maheshwari

March 29, 2017

As of a few weeks ago, advertisements for JPMorgan Chase were

INPUT

Andrew Paul

CULTURE

Uber wasted \$100 million on useless digital ad campaigns

1.4.2021 11:32 AM



Uber sucks on so many levels, being a perfect encapsulation of everything wrong with craven, greed-driven venture capitalist startup culture. Yet, even being so obsessed with profit, it is apparently godawful at managing vast sums of money, all the while cruising right along (no pun intended) as if its decisions won't eventually catch up with the company. Case in point: the estimated \$100 million Uber apparently straight-up squandered on incredibly obvious, third-party digital advertising scams... something that is garnering mainstream coverage in the first days of 2021, despite coming to light *back in February of last damn year*.

If you search for eBay, though, you'll find only a single listing — an unpaid one. Odds are, after marketers at Amazon, Walgreens and elsewhere catch wind of a preliminary study released on Friday, their search listings will start to look a lot more like eBay's. The study — by eBay Research Labs economists Thomas Blake, Chris Nosko, and Steve Tadelis — analyzed eBay sales after shutting down purchases of search ads on Google and elsewhere, while maintaining a control set of regions where search ads continued unchanged. Their findings suggest that many paid ads generate virtually no increase in sales, and even for ones that do, the sales benefits are far eclipsed by the cost of the ads themselves.

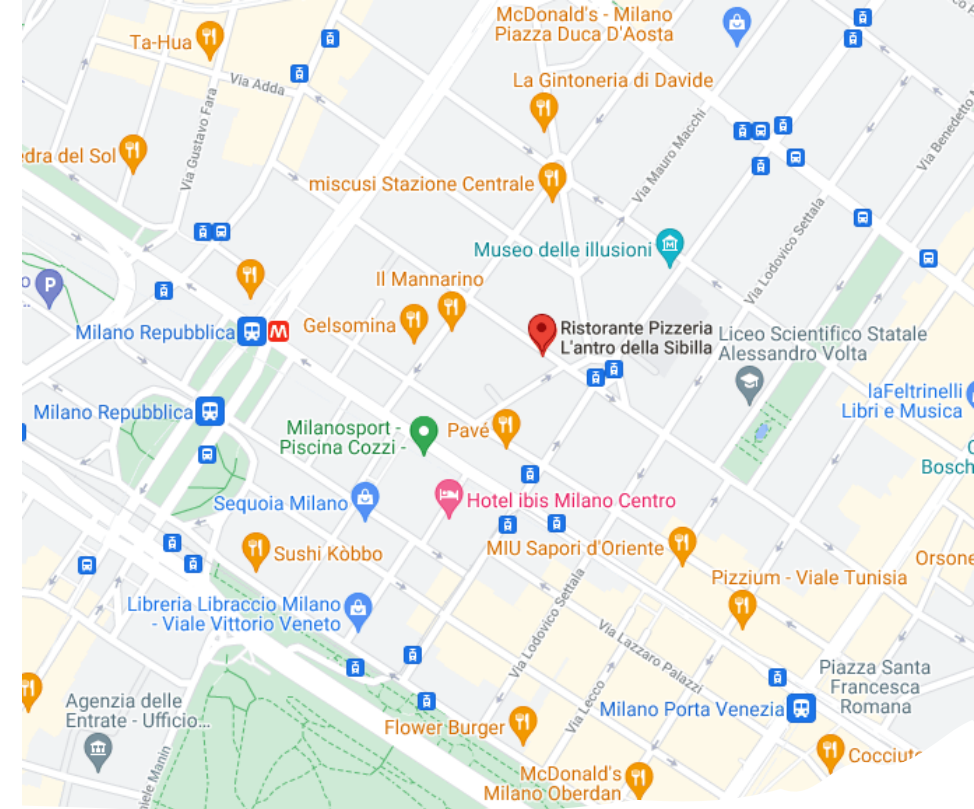
“What the pandemic showed is **we can take marketing down to zero and still have 95% of the same traffic** as the year before. So, we’re not going to forget that lesson.”

-Brian Chesky, CEO of Airbnb

The annual report showed Airbnb slashed its combined spend on brand and performance marketing by 58% or \$662m from \$1.14bn in 2019 to \$482m in 2020.

The vast majority of the \$662m decline was in performance marketing, such as online bidding and search marketing, which dropped by \$541m – more than four times the cut in brand marketing spend, such as TV and sponsorship of the Olympic Games, which fell by \$121m.

Marketing represented 14.2% of revenue in 2020, compared with 23.7% in 2019, as the company cut costs more steeply than the decline in its sales.



The Parable of the Pizzeria

There's "Non-Incremental" and Then There's Fraud

Figure 1.5: Total Loss of Mobile Advertising Spend to Fraud (US\$m) Split by 4 Key Regions 2018-2022

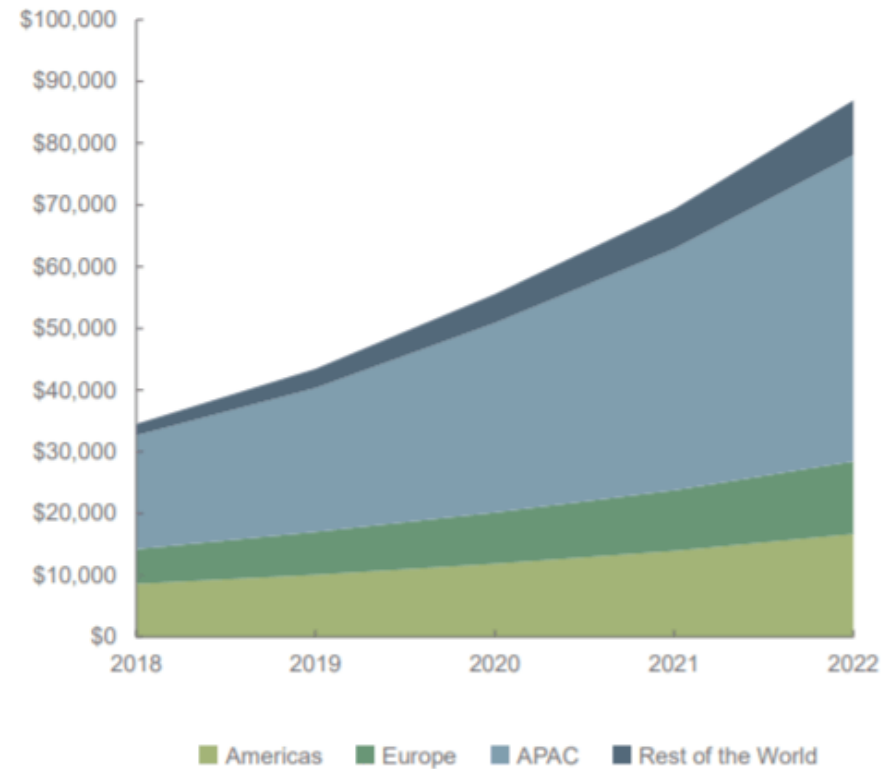
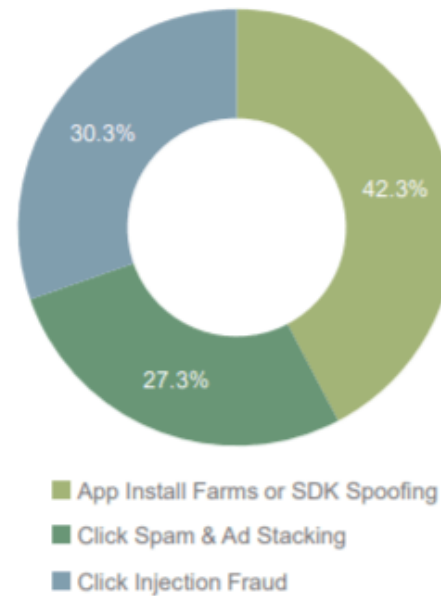
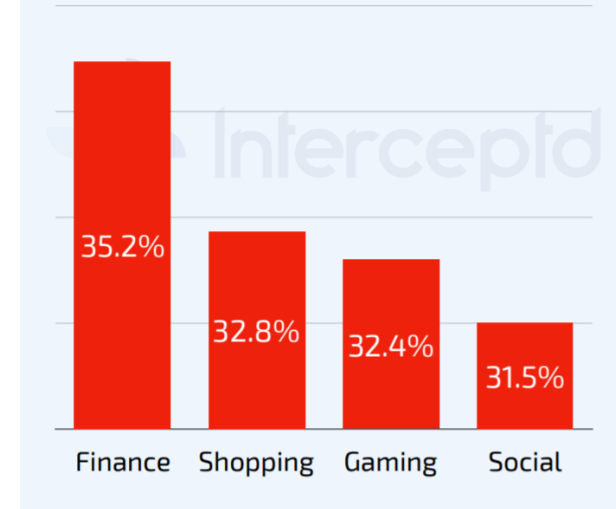


Figure 1.2: Proportional Wasted Advertising Spend Owing to Common Fraud Tactics in 2018 (US\$25.8bn)



Most vulnerable categories



Ads Cannot Be
the Only **Solution.**

#2

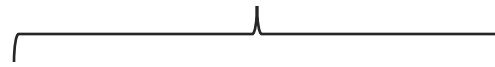
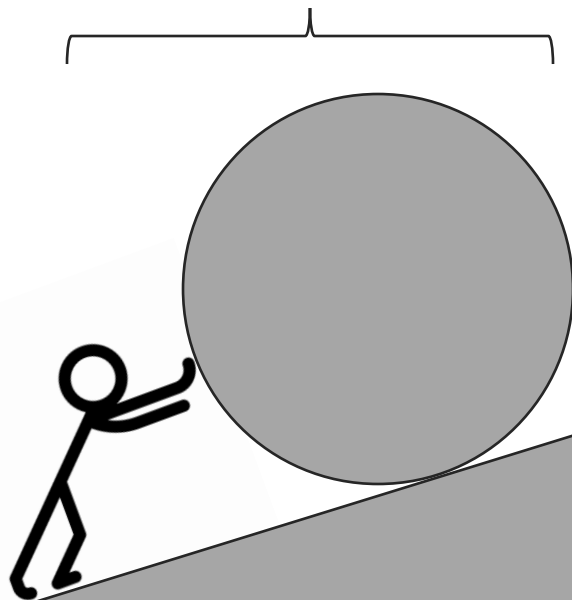
You cannot build **competitive advantage**
from Google & Facebook alone.

The Facebook & Google Ad Slope

And when FB/GG need to show Wall Street growth...
You pay more.

Efforts to improve ad ROI
are often counteracted by
competition, rising prices,
& variable inventory

Each incremental ad
impression and customer
conversion costs dollars

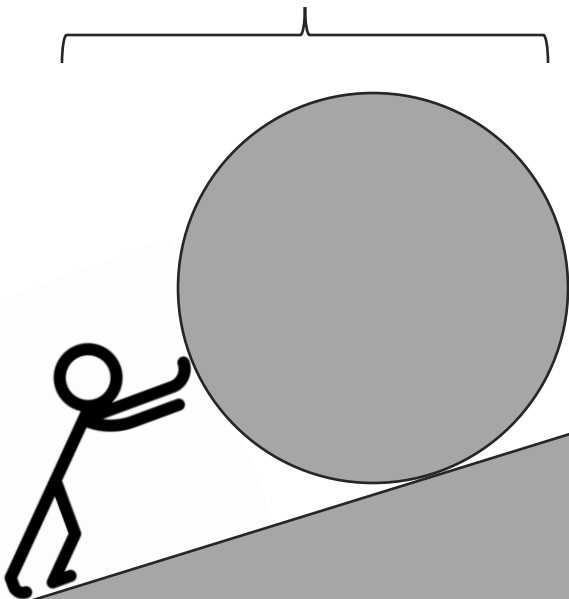


Ads Are Mostly Boulder-Pushing

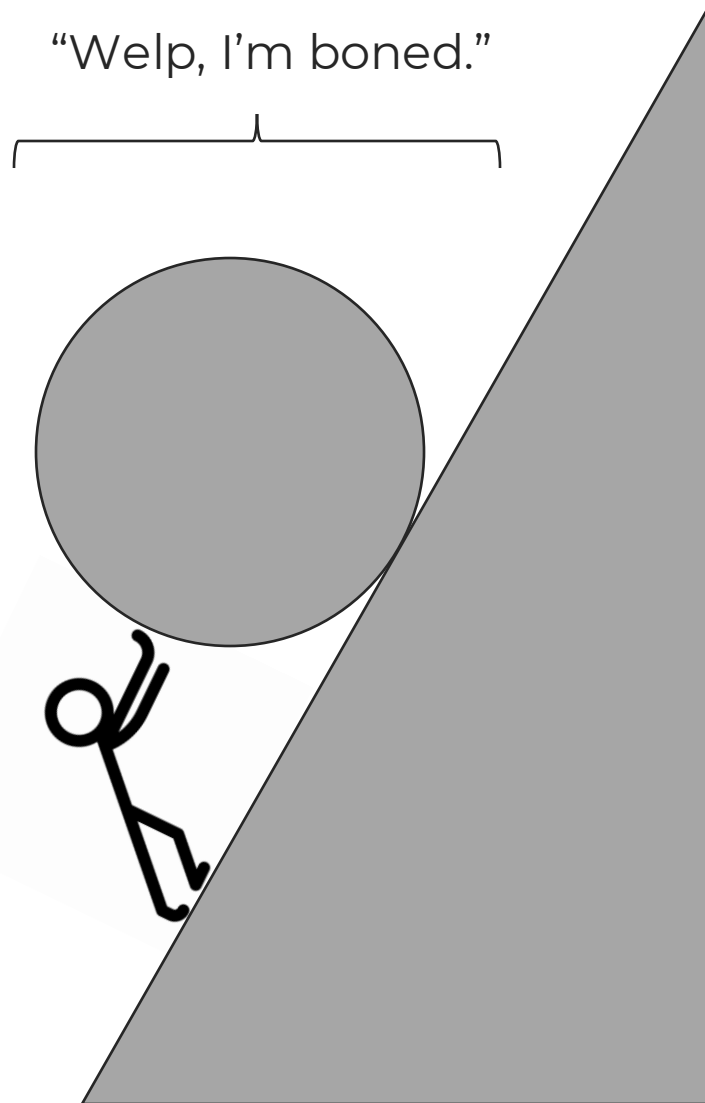
If competition or external forces reduce ROI, successive steps get even harder!

There's no gain in efficiency over time.

Every step of progress requires the same amount of effort.

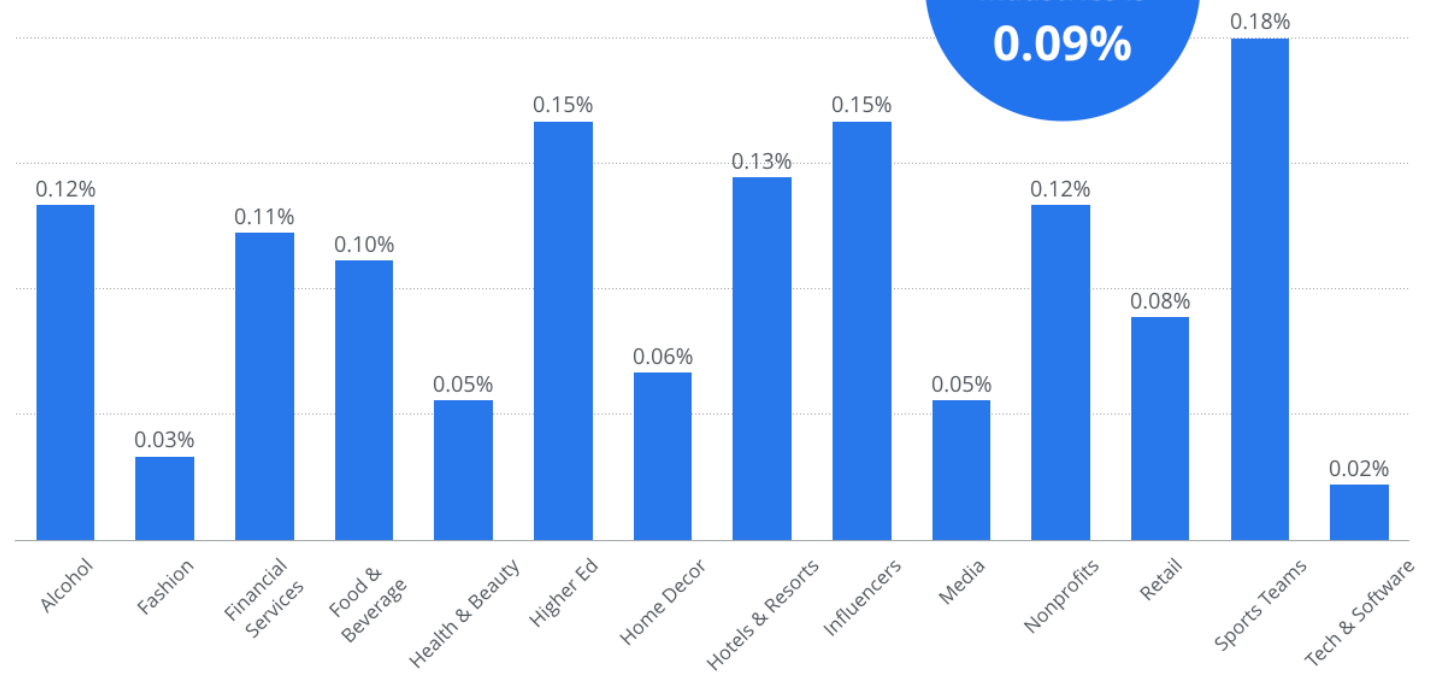


Facebook's Organic Reach is \$#!%*



f Facebook engagement

Engagement rate / post (by follower)



Via [RivalIQ](#)

The SEO & Content Curve

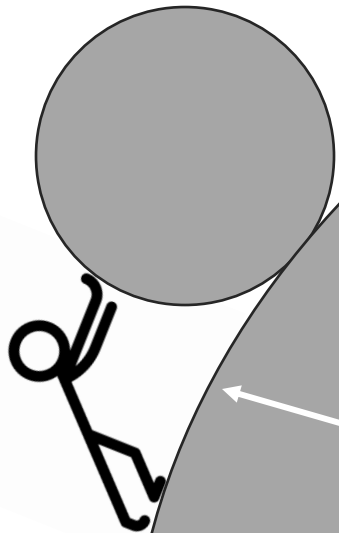
Without an established brand and site authority, ranking is brutally hard.

As brand & authority grow, SEO gets easier.

Once people prefer you in the SERPs, and links are pouring in, content ranks with relatively little effort.

Many of the inspiring SEO and content case studies happened here.

But the tactics that worked for Canva, AirBnB, Pinterest, Stripe, et al. aren't much use to the 95% of brands stuck over here.



What if You Could?...

- #1:** Figure Out **Who** Your Customers Are
- #2:** Find the **Messages that Resonate** With Them
- #3:** Uncover The **Sources** That Influence Them
- #4:** Discover Where Those Audiences **Engage**
- #5:** Amplify Messages that Work in **Places They Pay Attention**

I Call This “Influence Marketing”

Influence Marketing

Discover your audience’s sources of influence (blogs, websites, social accounts, podcasts, newsletters, forums, events, et al.) and market through & with them in ways that resonate.

NOT Influencer Marketing

With an “r”



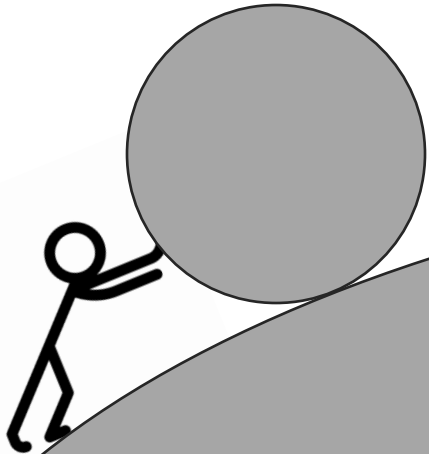
Pay half naked people on Instagram and YouTube to promote your product.

The Influence Marketing Curve

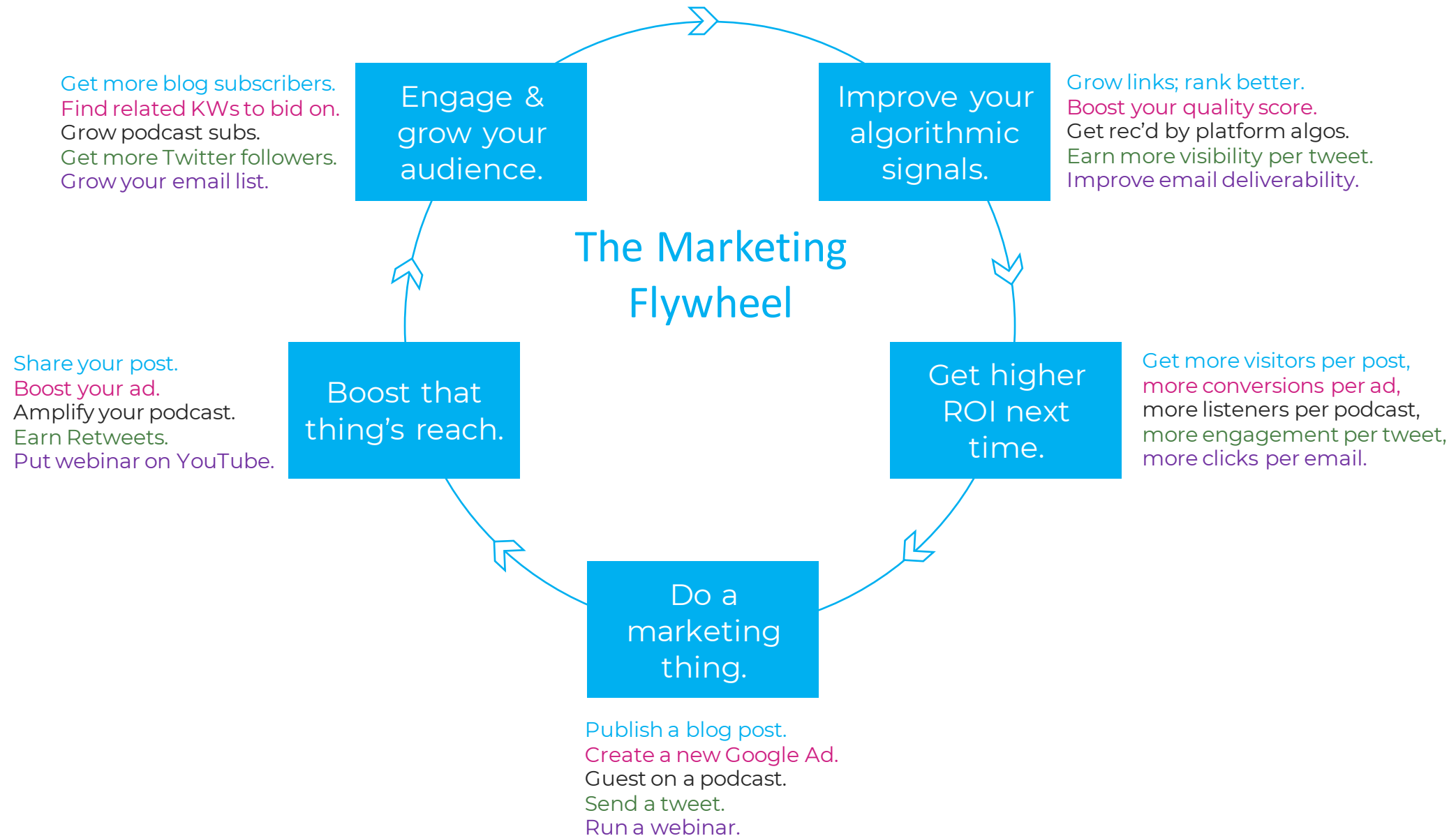
The starting curve is less steep, as competition isn't as fierce, and novelty provides an advantage.

As your brand grows, the friction of outreach decreases, and rate of coverage improves.

Once you're an established player, your audience's sources of influence **love** to cover/feature your work.



The Goal: Find a **Flywheel** that Works for You

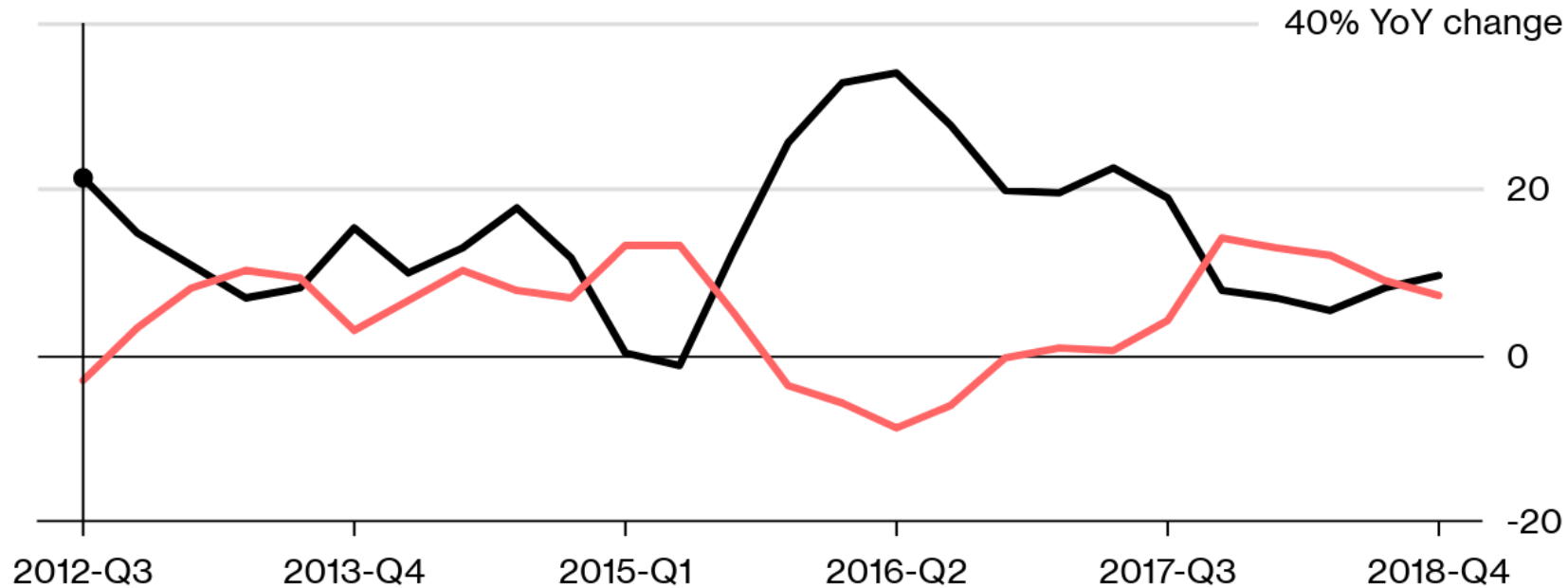


Google & Facebook (Alone) Make This Hard to Do

Google's U.S. Search Dominance Brings Pricing Power

Ad prices rise when company limits growth of inventory, and fall when supply jumps

Number of clicks Cost per click



Data covers U.S. search ads

Source: Merkle client data

Bloomberg

Most Marketers Value Trackable Investments, Rather Than High ROI Ones



🔍 Thing I heard about on that one podcast ✕

Google Search

I'm Feeling Lucky

But **Hard-to-Track** Doesn't Mean **Impossible**.

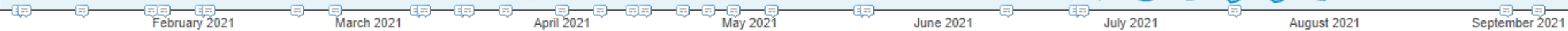
Clicks ▾ vs. [Select a metric](#)

● Clicks

6,000

4,000

2,000



Show: All | Starred

Mar 22, 2021	Blog Post - In 2020, Two Thirds of Google Searches Ended Without a Click
Mar 31, 2021	Email Campaign - Free User Survey Followup
Apr 6, 2021	Blog Post - One Customer Feedback Email Changed Our Startup's Trajectory
Apr 11, 2021	Blog Post - SparkToro Now Has 50% More Podcasts
Apr 13, 2021	Blog Post - When Choosing Marketing Channels, Visualize the Curve
Apr 19, 2021	Blog Post - NEW in SparkToro: Content and Profile Text Insights
Apr 23, 2021	Blog Post - SparkToro's Year One Retrospective
Apr 27, 2021	Email Campaign - Product Update - Text Insights
May 3, 2021	Blog Post - Who Will Amplify This? And Why?
May 17, 2021	Blog Post - The "Marketing is Evil" Problem.
May 18, 2021	Blog Post - There Are Four Kinds of Keyword Research; Make Sure You're Doing the Right One(s)
Jun 9, 2021	Email Campaign - Pricing Update - Starter Plan Legacy
Jun 20, 2021	Blog Post - NEW in SparkToro: Demographics (also, our pricing tiers are changing tomorrow)
Jun 21, 2021	Email Campaign - Product Update - Demographics
Jul 15, 2021	Blog Post - Welcome to SparkToro's Marketing Architect: Amanda Natividad
Aug 27, 2021	Social - TikTok - https://www.tiktok.com/@internetmarketingqueen/video/7001018207402282246
Sep 1, 2021	Onboarding V2 - Launch

Google Analytics annotations help us attribute spikes in branded search and direct traffic to “influence marketing” efforts

My wishlists went up 2500% because of one video coverage!

Hello fellow game devs!

I'm back with some numbers for you to chew on!

My [space survival terraforming game](#) was recently featured on youtube by a famous french streamer and had 27k views.

I wanted to share how this big coverage impacted my wishlists with you guys.

[Check it yourself here.](#)

Yup, from 25 a day, to almost 600 wishlists in one day!

This is how it happend :

- I published a free alpha version of my game on itch.io
- A small streamer picked it up and made a video (500 views)
- Someone saw this and recommended the game to the big streamer.
- Big streamer showcase the game in his "[12 games not to miss in 2020](#)"
- Super Bonus : the streamer linked the Steam page under the video

**Invest Where Others
Don't, And You Can Make
Marketing a **Competitive
Advantage****

How to Make Marketing a Core Strength:

- Invest **where** others don't
- in **ways** they won't
- with **hard-to-attribute** (but increasing) **ROI**
- and you can earn a **competitive advantage**

#3

When you build brand equity **elsewhere,
Google & Facebook become better channels.**

How to Make the Best Pesto

DANIEL GRITZER



We've methodically tested every variable to find the very best method and ingredients to make the ultimate pesto sauce, one that tastes just like it came from the Ligurian hills of Italy.



Brand Impression #1...

Brand Impression #2...



Superior Sources: Marmotecnica & Pesto

[Home](#) » [Browse](#) » [Superior Sources](#) » **Superior Sources: Marmotecnica & Pesto**

In Search of Pesto



Any tourist will tell you that Italy offers innumerable awe-inspiring revelations. It could be the Pietà, it could be pizza. The Bernini sculptures at the Villa Borghese in Rome, or maybe the arrosticini in the mountains of Abruzzo. For my husband, it was Paestum; for me it was pesto. Not just any pesto, but the genuine article ground out in a mortar and pestle.

I have made pesto in a blender since I was first introduced to it by a neighbor. And I thought it was wonderful. Maybe it wasn't ethereal, but it was certainly delicious and easy (not counting the time a spoon got stuck in the blades while the motor was running, and pesto landed on the ceiling). But my husband thought pesto tasted bitter and wore a martyred look when I made it. It was not until I went on product-hunting expeditions in Italy that I experienced what pesto should really taste like. It was a little chunky, but light, aromatic beyond belief and with a flavor that was delightfully fresh without a trace of

bitterness.

The Real Thing

For this miracle to occur, we're not talking about using a teensy mortar with a cute little matching pestle – nice for grinding some salt with garlic and rosemary. Real pesto calls for rather a substantial white marble mortar with a serious wood pestle. We used to import them at La Cuisine from the prized Baudoni family firm [Nuova Marmotecnica](#) in Carrara, Italy. The firm was founded by Giordano Baudoni in 1969 and is still run by him and his son Cristiano. When you visit their website, you'll see that they specialize in mortars, rolling pins, and meat pounders but offer other beautiful marble decorative pieces as well. I have one with lions-head handles carved by Giordano Baudoni himself.

Unlike many mortars and pestles marketed to us, the ones from Nuova Marmotecnica are made from Carrara marble and created in Carrara itself. White Carrara marble rather than a darker stone makes it much easier to see the ingredients you are grinding, but more importantly, it is more compact and absorbs less than other materials. If you put a glass of water in, the next day the water will still be there. In other materials, as much as half the amount of water will be absorbed in 24 hours. In some cases, mortars are finished with an unknown substance to make them look polished, which is never done in the Baudoni workshop. The distinctive form with its four "ears" of the Genovese shape goes back centuries. Apparently, before machine tooling was introduced, the final exam for testing a marble worker's ability was carving a mortar in this shape.





21 September 2017

🇬🇧 English 🇮🇹 Italian

Eventually here it is! This is THE article where you will eventually find out all you must know about Genoese pesto: the right ingredients, the right tools, the original recipe and all the secret tips & tricks of Genoese cooks on how to make pesto. After having read this ultimate guide to pesto sauce, you will be ready to prepare it as local and obtain the very flavour of a real Genoese pesto!

1. THE RIGHT INGREDIENTS



Hello there!

I'm Enrica, the face and soul behind A small kitchen in Genoa.

I'm a Genoese deeply in love with the traditional Italian Riviera cuisine which I cook, share and teach in my home kitchen.

[READ MORE](#)



RECENT POSTS



Cod fritters

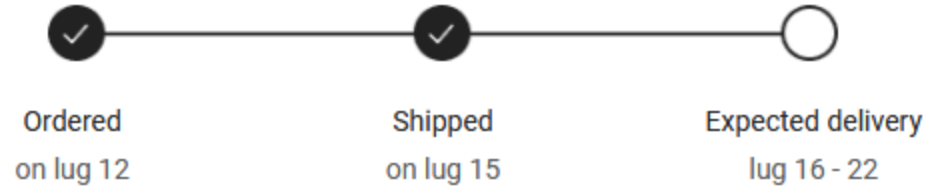
BASIL -Basil first of all. It must be very fresh, preferably with small leaves which gives a gentler taste and not

Brand Impression #16..



Here it comes! Your order has been shipped.

Rand, [NuovaMarmotecnica](#) has shipped your order!



[Track package](#)

Delivery times are estimated. If you're experiencing difficulty with this order, please [contact the seller](#). See [more info](#).

Order details

Confirmation number: [1709836259](#)



[Mortaiο diametro 22 cm \(8.66 inch\) i...](#) **\$219.76**

Transaction ID: 1970288446

Quantity: 1

“Fine! I give up! I WILL BUY YOUR \$220 PESTO ROCK & STICK”



Brands that Build Affinity Get Higher Ad ROI





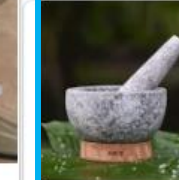


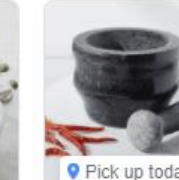


mortar and pestle for pesto




All Shopping Images Videos News More Tools

About 300,000 results (0.71 seconds)

Ads · Shop mortar and pestle for pesto

 <p>Marble Mortar &... \$99.95 Williams-So... ★★★★★ (6)</p>	 <p>French Kitchen... \$36.95 Crate and B... ★★★★★ (162)</p>	 <p>Magnus Design... \$140.00 Food52.com</p>	 <p>Mortar in Carrara Marble with Wood Pestle Original From Italy Mortaio... \$58.49 Etsy No tax</p>	 <p>KROK Thai Granite... \$95.00 Krok Craft</p>	 <p>Food52 Food52... \$79.00 Food52.com</p>	 <p>Williams Sonoma... \$149.95 Williams-So...</p>	 <p>Cole and Mason... \$49.95 Crate and B... ★★★★★ (54)</p>
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Recipes

 <p>The Best Pesto alla Genovese (Classic Basi... Serious Eats 4.0 ★★★★★ (17) 30 min Pine nuts, olive oil, garlic, sea salt, fiore sardo</p>	 <p>Proper Pesto Allrecipes 4.9 ★★★★★ (67) 35 min Pine nuts, olive oil, garlic, fresh basil, parmigiano reggiano</p>	 <p>How to make Mortar and Pestle Pesto Lake Shore Lady No reviews Pine nuts, olive oil, garlic, pecorino romano, parmigiano</p>
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Oh hey... I know this brand. They're recommended on all the Italian recipe websites.

Brands that Only Invest in Ads Get the Lowest ROI



mortar and pestle for pesto

All Shopping Images Videos News More Tools

About 300,000 results (0.71 seconds)

Ads · Shop mortar and pestle for pesto

<p>Marble Mortar &... \$99.95 Williams-So... ★★★★★ (6)</p>	<p>French Kitchen... \$36.95 Crate and B... ★★★★★ (162)</p>	<p>Magnus Design... \$140.00 Food52.com</p>	<p>Mortar in Carrara Marble with Wood Pestle Original From Italy Mortaio... \$58.49 Etsy No tax</p>	<p>KROK Thai Granite... \$95.00 Krok Craft</p>	<p>Food52 Food52... \$79.00 Food52.com</p>	<p>Williams Sonoma... \$149.95 Williams-So...</p>	<p>Cole and Mason... \$49.95 Crate and B... ★★★★★ (54)</p>
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Uhh... Sorry. Never heard of you.

The more you build **brand awareness**
with the right audience, **the better**
every channel performs

Publications, people, podcasts, video creators, social accounts, events, etc. that match these **criteria:**

- Familiar** to your audience
- Liked** by your audience
- Trusted** by your audience
- Perceived as impartial** by your audience
- Easily available** to your audience

...are **the best marketing opportunities, full stop.**

Criteria I don't much care about:

- ❌ Number of social media **followers**
- ❌ 3rd party estimates of **traffic** to their website
- ❌ **Domain Authority** (I know I created it, but still)
- ❌ Where they **rank** in Google's results

Sorry friends, but IDGAF*.

***I Don't Gamble Against Fallacious metrics**

Uncover Sources of Influence **Beyond** Facebook & Google:

Overview

SparkToro's database has found **12,845** people who use the hashtag **#Packaging**

Here's what this audience follows, visits, and engages-with

Social Accounts They Follow Most

19.2% engage with  [Packaging World](#)

19.0% engage with  [Creative Review](#)

18.2% engage with  [Print magazine](#)

[See all social results](#)

And Some High Engagement, Hidden Gems¹

12.9% engage with  [Inside Packaging](#)

12.0% engage with  [Packaging Europe](#)


11.8% engage with  [Packaging Strategies](#)

[See all hidden gems](#)

Websites They Visit Most

8.8% engage with  [Creativeblog.com](#)

8.4% engage with  [Designtaxi.com](#)

7.4% engage with  [Behance.net](#)

[See all websites](#)

And Some Niche, Hidden Gems¹

3.0% engage with  [Labelsandlabeling.com](#)

2.7% engage with  [Printweek.com](#)

2.7% engage with  [Whattheythink.com](#)

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An editorial endorsement from publications that reach your audience is, IMO, the most valuable marketing you can get

Social

6,205 people who follow @PackagingEurope engage most with these accounts.

Filters

Export .csv
















Add to List

Select All

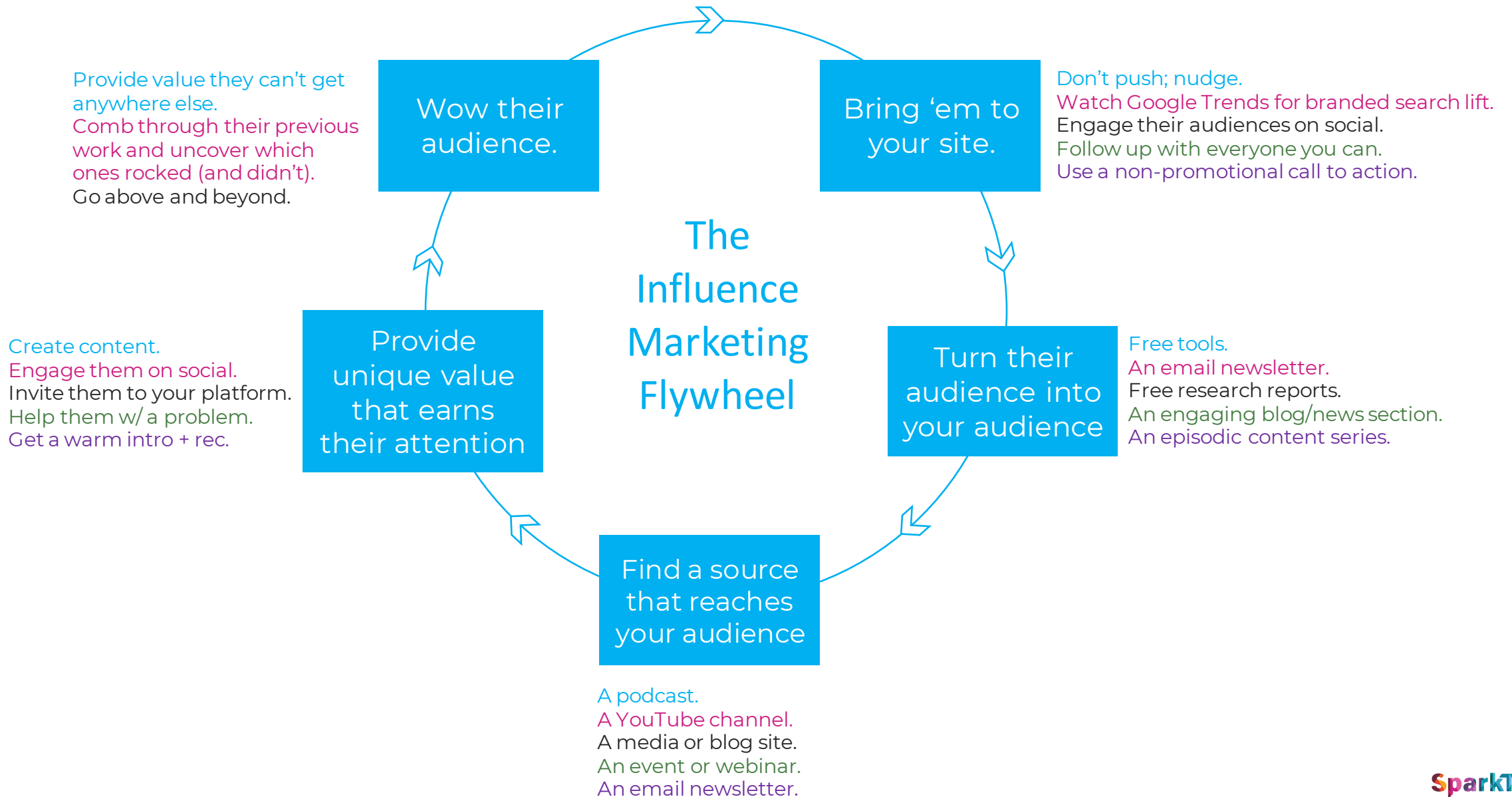
Percent of Audience

SparkScore

Social Followers

<input type="checkbox"/>	 Packaging World www.packworld.com Packaging World is the most trusted source of #packaging information in the world. Covering the...    Analyze Social Audience	63%	36/100	41,186
<input type="checkbox"/>	 Packaging Digest www.packagingdigest.com Since 1963, Packaging Digest has been the packaging industry's best known, most trusted and mos...    Analyze Social Audience	58%	35/100	36,759
<input type="checkbox"/>	 PackagingNews www.packagingnews.co.uk Packaging News is the leading industry magazine and website for packaging buyers, specifiers, d...    Analyze Social Audience	56%	30/100	18,683
<input type="checkbox"/>	 PackagingInnovations The event where the packaging community comes together! Join us 1 & 2 December 2021 for Packagi...  Analyze Social Audience	55%	30/100	16,246
<input type="checkbox"/>	 Inside Packaging Free digital packaging industry magazine also featuring news from sister website Packaging Gate...	53%	28/100	14,346

A Flywheel Like This Might Work For You:



Thank You!

These slides & links will be available soon.

Try SparkToro free [here](#).