

eBook
2025 edition

49

KILLER

Performance Marketing Tips

(that actually work.)



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Want to grow your brand?

Marketing is a critical part of any brand's long-term success. And like all things, marketing constantly changes. If you don't keep up with the latest strategies, you risk falling behind.

At Trio, we see the most success from performance marketing, a strategy driven entirely by results. For our clients and our own brand, we leverage popular channels like Google Ads, SEO and social media to connect with and convert prospects. These marketing channels also influence how we design and build websites, which, for most businesses, serve as the storefronts of their brand.

These days, everyone knows what it takes to convert - but the how... that's where the real challenge lies. In this guide, we've collected some of the most powerful performance marketing tips to help elevate your marketing strategy.

Most of our tips are tried and tested, meaning they've worked for real-life brands. That's what you want, right? No bull, all results.

Just remember, not all of these tips will apply to you. It depends on your long-term goals, the products or services you offer and your target audience.

We've poured our knowledge into these tips, and we can't wait to see what you achieve. Get ready to dig in and put them to the test!

Claire Daniels
CEO, Trio Media

*Ready to learn?
Let's dive in... :)*



All things SEO

1. Have trust in zero-click searches

Nearly 60% of Google searches ended without a click in 2024.

Your SEO strategy needs to adapt to zero-click SERP features like AI Overviews, People Also Ask (PAA) and featured snippets. Showing up here will improve brand awareness, attract high-quality traffic that's likely to convert and help users get more value from your content.

To appear in these SERP features, you'll need to write direct answers that target question-based keywords, along with schema markup (see below) to optimise your content for SERPs.

2. Use schema markup

Also known as structured data, schema markup is a type of code added to your HTML to help search engines understand your content. There are many schema types to choose from, the most popular being FAQ, article, author, product and review schema.

When you use schema markup, you can improve how your content appears on SERPs. This will increase your click-through rate and boost your chances of appearing in places like Google's AI Overview.

3. Repeat trending content

Use Google Analytics to track best-performing blogs and try to update or create similar content to keep the momentum going.

Clustering new content around a trending topic will strengthen topical authority. You'll be able to address semantic keywords and phrases, which helps meet different search intents. This will lead to better search visibility and keyword rankings.



4. Track content performance

While senior management is often concerned about conversions and the bottom line, content marketers are frequently left in the dark, lacking the proper metrics to see how their work is progressing.

To nail your content, delve into the granular data. Review the page views, time on page and keyword ranking improvements from past efforts. This insight will tell you if your SEO strategy is paying off and keep you on the right path.

5. Keep pages connected with internal links

Both your users and search engines rely on internal links to get around your website and find related content. If you don't have internal links, you'll end up with orphaned content that Google's crawlers can't locate or index.

Linking horizontally (links to blogs) and vertically (links to top-level pages like services) will guide your audience where to go next. You should do this across blogs, web pages and in your footer, which is great for building out your internal linking strategy.

6. Include relevant links in blogs

When writing a blog, include up to six related links (either vertical or horizontal) to keep users engaged and on your website for longer. These internal links are crucial for user navigation and help search engines understand your website's structure, which improves your SEO.

Use meaningful anchor text to guide users and avoid over-linking, or you'll dilute their value.

7. Update old blogs

Do you have content from years ago that still performs well today? By now, this blog is well due for an update. Add new information, relevant internal links, strategic CTAs and keywords that align with your current SEO strategy.

E-E-A-T, which stands for Experience, Expertise, Authoritativeness and Trustworthiness, is a set of guidelines Google uses to rank the quality of content. So, if your blogs remain up to date with fresh content, you'll demonstrate to Google that the information is accurate and reliable for users.

8. Do your own research

Adding first-party data to your content will build trust, demonstrate your experience and provide a unique take that no one else has shared.

This data may be from independent research or collected as part of your business processes. Either way, first-party data is essential for fulfilling the E-E-A-T framework and helping your content rank higher in search.

If you use a mix of first and third-party data, place your own data first (e.g., if displayed in a listicle). Prioritising your data is best for visibility and authority, which can increase your chances of appearing in the AI Overview.



9. Invest in long-term growth

The fact that 49% of businesses experience the best return on investment (ROI) from organic search shows why SEO is a long-term strategy. Achieving those results generally takes at least 12 months of consistent work.

For your strategy to work, you need to create regular blog posts, stay on top of technical issues and build high-quality backlinks from the media.

10. Build your backlink strategy

A backlink is when an external website links to yours. When you build these links, you'll demonstrate to search engines that your content is worth reading.

Digital PR will help you secure media coverage from websites with high domain authority, which instantly increases your trust and credibility.

11. Optimise for AI

For a long time, keyword research boiled down to short phrases with little context. Large Language Models (LLMs) like ChatGPT and Gemini are changing how we use search, specifically how we ask our queries.

Long-tail, context-based queries are more popular and often trigger Google's AI Overview for a response. Start incorporating these long-tail keywords, along with direct answers, to improve your chances of appearing at the top of SERPs.

12. Follow a content hierarchy

Content hierarchy refers to how you structure and organise your web copy. Header tags (H1-H6) are used to structure content hierarchically on a page, indicating the importance of each section.

These header tags help search engines determine your page's relevance to search queries and guide users to the information they're looking for. They also allow users with screen readers to navigate through your content. A win-win for SEO and UX.

13. Write comparison blog posts

With longer, context-based searches becoming the norm, queries including 'the best...' or 'top...' are on the rise as users look for articles to help compare options. These queries simplify the search experience and help users get a faster answer with fewer searches.

You need to check which terminology (top vs. best) is most suitable for your industry, as one option will work better than the other.

14. Keep your messaging simple

What makes you different from the rest? If you know this, keep your messaging consistent across all your touchpoints so you can appeal to the right people.

You need to speak the way your audience speaks. This doesn't mean it has to be 'idiot proof'. You need to gauge your audience's understanding and tailor content around this.



15. Optimise content for PAA

People Also Ask (PAA) is a SERP feature that displays related questions above the fold. To increase your chances of appearing here, format your questions using header tags and use the FAQ schema to help Google understand your content format.

You need to address PAA questions directly and concisely. Skip any fluff and get straight to the point. Taking this approach could also land you in the AI Overview, which favours answer-generated queries.

16. Follow a hub-and-spoke content model

A hub-and-spoke model organises your content around a primary keyword (hub), which then links to other blogs targeting mid to long-term keywords (spokes).

This systematic approach builds your topical authority and improves internal linking, information architecture and UX.

17. Use plural keywords

Search intent can change depending on whether a word is plural or singular. For example, search terms ending in 'provider' show informational intent. Those that end with 'providers' have commercial intent, suggesting that the user is shopping around.

To verify this, you should look into Search Console and measure CTR on these variations. Once you know more, test them out and see what works best.

18. Give the audience what they want

Your audience doesn't want to hear about how great your company is or how many awards you've won. Rather than focusing on what you want to say, write about what your audience wants to hear.

Create benefit-led copy that's tailored to search intent and optimised with the keywords they're searching for. Be clear on how you'll solve their needs and why you're the best option out of the bunch.

19. Don't over rely on AI content

Google's ranking algorithm rewards high-quality content that demonstrates E-E-A-T. Often, generative AI tools produce generic content that's been covered ten times over.

When you write your own content, you'll grasp your brand's messaging and tone of voice, as well as offering unique, expert-led insights AI can't produce. High-quality content like this will rank higher on SERPs.

20. Author your content

Showing who has written your blogs will demonstrate the experience and expertise behind the information provided.

[Adding an author bio and a dedicated page helps Google identify and verify the author's validity](#), which will boost E-E-A-T and your search visibility.



All things Ads

1. Stick to one call to action

When a user lands on your website, your goal is for them to convert. To achieve this, you need a single call to action (CTA) visible wherever your user goes.

Your CTA should be in the navigation menu and repeated across the page, so users always know where to go next. The copy needs to be clear and stand out from other elements on the page.

2. Repurpose video ad content

To maximise reach and engagement, reuse TikTok videos (under 15 seconds) for YouTube Shorts and Performance Max campaigns.

If you have long-form videos, like product demos, use them in Google's Discovery Ads. They provide the right details for users looking for more information.

3. Create tailored ad campaigns

In Google Ads, tailor your copy around specific long-tail keywords to attract users who are more likely to convert. For example, 'project management level 6 diploma' vs 'project management course'.

Segment your audience based on attributes to ensure your ads reach the right people at the right time in their buying journey. Hyper-focused ads will reduce spend on irrelevant queries, with studies showing up to a 25% increase in ROAS for niche sectors.



4. Segment your audiences

Brands that use GA4's behaviour data for audience segmentation can see up to 40% higher CTRs in localised geo-targeted campaigns.

You can also use Customer Match on Google Ads to target existing and similar customers, along with Conservative Audience Expansion to discover lookalike audiences.

5. Balance cross-channel ad budgets

Smart campaigns automatically relocate funds between Search, Display and YouTube based on real-time performance data. Brands that use this automation can achieve an impression share of 95% or more during peak sales periods without lifting a finger.

With greater efficiency, you'll save time and eventually draw in a higher return on ad spend.

6. Create UGC TikTok ads

User Generated Content (UGC) is all about being real. This style works well as a TikTok ad, as it offers unfiltered, honest reviews of your product or service.

UGC has much more persuasive power than branded content in increasing sales, engagement and reach.

7. Test the algorithm

On TikTok, test your ad creatives as organic posts to see which content works best before allocating ad spend. If it performs well, use this content style in your ad as you're guaranteed a better response and improved return on investment.

8. Use LinkedIn Lead Gen forms

If you're advertising on LinkedIn, stick to native lead generation forms instead of directing users to an external landing page.

Lead Gen Forms pull user information directly from their LinkedIn profiles, which helps save time for both you and the user. These forms have a higher conversion rate and prevent drop-offs.



All things Social

1. Avoid external links

Social media algorithms deprioritise posts with links that drive traffic away from the platform. Without external links, you'll receive more post engagement, profile link clicks and eventually, more followers.

Your social media is essential for brand awareness, so treat it that way. Coupled with native content, your audience will be able to immerse themselves in your brand.

2. Focus on native content

Taking a one-size-fits-all approach to social content won't get you far. Instead, create native content that's designed for one platform, with the aim of being consumed right there and then.

While this type of content limits web traffic, it does improve user experience. At the end of the day, keeping your audience engaged and aware of your brand on multiple platforms means a whole lot more.

3. Don't post and ghost

What do you expect to come out of posting into oblivion? Not much. Posting is easy - the hard work comes with building and maintaining your community.

Social algorithms love engagement, so spend time responding to comments, liking and sharing other posts and following people in your industry. Staying active online pays off!



4. Start posting on Reddit

Google has prioritised content from Reddit on SERPs for years, with users often adding "reddit" to their search queries. Reddit's discussion-based format provides helpful content, making it a valuable platform for ranking on SERPs.

Reddit allows you to tap into trending topics, create content around them and directly engage with your target audience. And if you contribute insightful comments to relevant posts, you can build valuable backlinks.

5. Build a fanbase

Your audience wants real, human interactions with your brand. By using User Generated Content (UGC) to highlight real customer experiences, you can build stronger bonds with them.

Along with this content, use platforms like Substack and WhatsApp for more personalised communication with your audience.

6. Encourage employee-generated content

Employee-generated content (EGC) provides an authentic view of your brand and creates trust, which 81% of consumers consider most important when making a purchasing decision.

No one represents your brand better than your own employees. To boost this advocacy, encourage your team to post on social media, start a podcast and attend panel talks on your brand's behalf.

7. Create short-form content

73% of consumers prefer short videos when exploring a product or service. Not only are they easy to digest, but these videos also get 2.5 times more engagement than longer ones.

You have 10 seconds to grab a user's attention. Keep it short, otherwise you'll lose them.

8. Make fun educational content

In a world of endless scrolling, people crave content that gives them something more. 'Edutainment' is the perfect blend of education and entertainment, making it a sweet spot for engaging and retaining users.

You could create a behind-the-scenes explainer video or a quick 'did you know' reel packed with interesting stats. The content needs to be fun, without being salesy.

9. Treat social like a search engine

46% of Gen Z and 35% of millennials turn to social media over traditional search engines for their informational needs. To draw this traffic, you need to optimise TikTok and Instagram content with short and long-tail keywords, jump on trends and use popular hashtags and sounds.

Optimising your video content will help you rank better on these platforms, as well as Google search, which now has a 'short videos' tab as a search option.



All things Website

1. Redesign your blog page

When it comes to blog posts, large hero images don't work. These images are best kept on landing pages where you're encouraging users to convert, rather than on pages meant for informing.

Keep your images small and your blog title and copy further up the page so users can easily read your content. This slight change will improve time on the site and boost your search rankings.

2. Keep your navigation simple

Wherever a user lands on your website, you need to ensure it takes as few clicks as possible to reach key pages. Use a sticky navigation bar so links are readily available when a user scrolls and include a breadcrumb system so it's easier for users to track their journey.

If you're an e-commerce store, consider using a mega menu and search bar so users can find products without a hassle. Just remember, your menu needs to be mobile-friendly.

3. Streamline the checkout process

A frictionless checkout process is essential for e-commerce websites, especially on mobile. Any point of friction there can put off your potential customers, as 72% of global purchases occur on these devices.

Automate this process by allowing shoppers to autofill details and use multiple payment methods, such as Apple Pay and Google Pay. You should also simplify any checkout forms. Minimise the number of required fields and only cover the necessary details needed for shipping and payment.



4. Include testimonials

71% of consumers agree that a good Trustpilot score makes them more likely to buy from a brand. Trustpilot is a proven lead source - we've seen for ourselves how our clients gain leads through referrals alone from Trustpilot.

From an E-E-A-T perspective, **testimonials also demonstrate your experience**, which builds trust not only with users but also with Google.

5. Personalise the user experience

Personalising your e-commerce experience will keep users engaged and increase conversions. To do this, you need to map the user journey and collect data on a customer's previous purchases and behaviours, as well as their browsing device and location.

You can create personalised landing pages, send follow-up emails for abandoned baskets, provide product recommendations, and display items they've recently viewed.

6. Reward customer loyalty

It's always easier to keep your existing customers than find new ones. E-commerce websites should reward loyalty for repeat purchases and offer tailored discounts to encourage shoppers to return.

For B2B brands, consider other ways to reward loyalty - a thank-you email or a personalised gift.

7. Make contact forms simple

When forms are quick and straightforward, users are more likely to fill them out, meaning a better conversion rate. Short contact forms with minimal fields require little to no scrolling, which is ideal for mobile devices.

8. Follow a typographic hierarchy

Your headings, subheadings and body text are structural and stylistic elements. Each should have different fonts, case, weight, colour and alignment.

Using heading tags (H1-H6) helps structure page content, improves readability, and makes it easier for users and search engines to understand your content.

9. Apply the 'so what' test

When a user lands on your website, their first thought is "What's in it for me?". If your web copy doesn't answer this, don't expect them to stick around.

To get to the point, use **the 'so what' test** to tighten up rambling sentences and uncover the benefits of what you're offering. Once you know this, you can focus better on addressing your audience's pain points.



All things Analytics



1. Rethink attribution

Attribution, the process of assigning performance metrics to marketing activities, has become increasingly difficult with GA4 often marking traffic as 'unassigned'.

While automated attribution can leave gaps, shifting to a more manual process can provide deeper insights. Look for trends across your marketing efforts, brand awareness, engagement and sales.

For instance, a sudden surge in website visits might directly correlate with a recent LinkedIn post from your founder. This hands-on approach connects all your marketing efforts, giving you a clearer picture of what truly drives results.

2. Don't cry over lost traffic

Search engines are working hard to reduce non-human (bot) traffic to websites as these bots can disrupt analytics, launch DDoS attacks and cause click fraud. If you're using GA4, **Google will automatically exclude bot traffic** to ensure your data remains accurate.

Your traffic may see a dip as a result, but as long as your conversions or sales remain stable (or increase), you have nothing to worry about. Traffic is just a vanity metric.

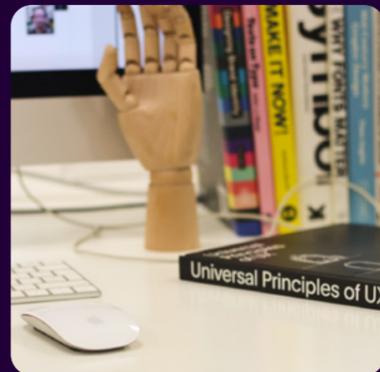
3. Use UTM tracking links

UTM links are one of the best and simplest ways to accurately track campaign performance. Attribution is already complex enough as it is, so using UTMs will give you granularity of campaign, content and platform performance in one.



Trio, your strategic marketing partner

We're a performance marketing agency with a team like no other. Our marketers are skilled in performance marketing and web design, meaning you'll have everything you need to make bigger, better and smarter decisions for your brand.



We're great at a lot of things, so here's a peek into what we do →

Marketing Strategy

Strategy work designed to give you the extra push you need to achieve your business goals. Backed by the latest market research.

[Find out more](#)

SEO

Our on-page, off-page and technical SEO skills will help you rank high on Google and be seen by people who are ready to convert.

[Find out more](#)

Google Ads

As a certified Google marketing partner, we're recognised for our success in Google Search, Display, Shopping and remarketing ads.

[Find out more](#)

Social media ads

Targeted Meta, TikTok and LinkedIn ads that engage, entertain and convert the right people, at the right time.

[Find out more](#)

Content writing

We use words that resonate with your audience and help you rank at the top of SERPs. High-quality content - always.

[Find out more](#)

Branding

We'll define your identity and voice and create a brand that resonates with your audience's values and desires.

[Find out more](#)

Website design

Create amazing user experiences with effective website design, development and maintenance.

[Find out more](#)

WordPress websites

Our web team is skilled in creating WordPress websites that convert. We take a mobile-first approach that prioritises SEO and UX.

[Find out more](#)

Shopify websites

We design and build bespoke Shopify storefronts that help brands stand out and turn browsers into customers.

[Find out more](#)



Helpful resources

Want to learn more? We have a collection of guides and how-tos to help you understand performance marketing.

Our team's top reads:

1. [SEO content writing: How to create content that works for search](#)
2. [Is Google's AI Overview hurting your search traffic?](#)
3. [How to rank in Google's AI Overview](#)
4. [Search engine marketing tips & insights from our SEO specialist](#)
5. [Content marketing tips from our content specialist](#)
6. [How to decide if you need a rebrand or brand refresh](#)
7. [5 common website copy mistakes to avoid](#)
8. [7 ways to improve your website's UX](#)
9. [White space 101: Why it's essential for effective web design](#)
10. [You are what you E-E-A-T \(Part 1: Intro\)](#)
11. [You are what you E-E-A-T \(Part 2: Experience & Expertise\)](#)
12. [You are what you E-E-A-T \(Part 3: Authority & Trustworthiness\)](#)
13. [The battle between aesthetics and functionality in web design](#)
14. [How to prepare for Black Friday & Cyber Monday](#)
15. [Top tips for B2B social media - how to tinkle your audience pink](#)
16. [Top tips for B2B social media - how to build brand awareness](#)
17. [How to write a great marketing strategy](#)
18. [Top 5 factors behind great website design](#)
19. [Is WordPress good for every type of website?](#)
20. [How to write people-first content](#)
21. [The importance of authenticity on social media](#)
22. [How to rank higher on TikTok search](#)
23. [Why you should use social UGC in your ad campaigns](#)
24. [Why web accessibility matters in design & development](#)
25. [What is performance marketing?](#)





*Get in touch -
we're a friendly
bunch :)*

Have a question? Let's talk

Whether you have a wild idea or just fancy chatting about our tips, we'd love to hear from you.



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Want to hear more from Trio?

Follow us on social media for the latest marketing tips and behind-the-scenes insights from our team.

