



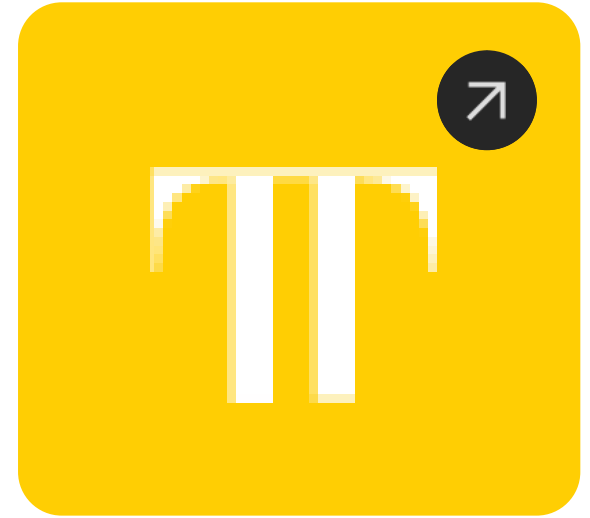
ROAST

The ROAS & Growth Agency



THOUGHT LEADERSHIP

How Social Listening and Content Teams Must Work Together in this New World of Search



1 THE RAPID SHIFT IN ORGANIC SEARCH

2 SOCIAL MEDIA IS POWERING THE EVOLUTION

3 HOW SOCIAL LISTENING AND CONTENT WORK TOGETHER IN A CHANGING SEARCH LANDSCAPE

4 SOCIAL-LISTENING LED CONTENT IDEATION

5 FINAL THOUGHTS



Agenda

Foreword

The coinciding rise of LLMs and social platforms within the search landscape has not only reshaped Organic Search but also amplified the importance of content, both on-site and across Organic social (social media platforms).

We now operate in a highly fragmented media landscape where brands compete fiercely for attention and engagement, while Google continues to redefine what it values for rankings.

As a result, diversified search efforts and audience-centric content that truly resonate with audiences, not just search engines, have become more critical than ever.

Social listening has emerged as a vital tool for brands to not only gain insight into category trends but also understand audience needs from a content perspective, making it invaluable for ideating audience-driven, social-first content for both on-site and social channels.

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The Rapid Shift in Organic Search

01

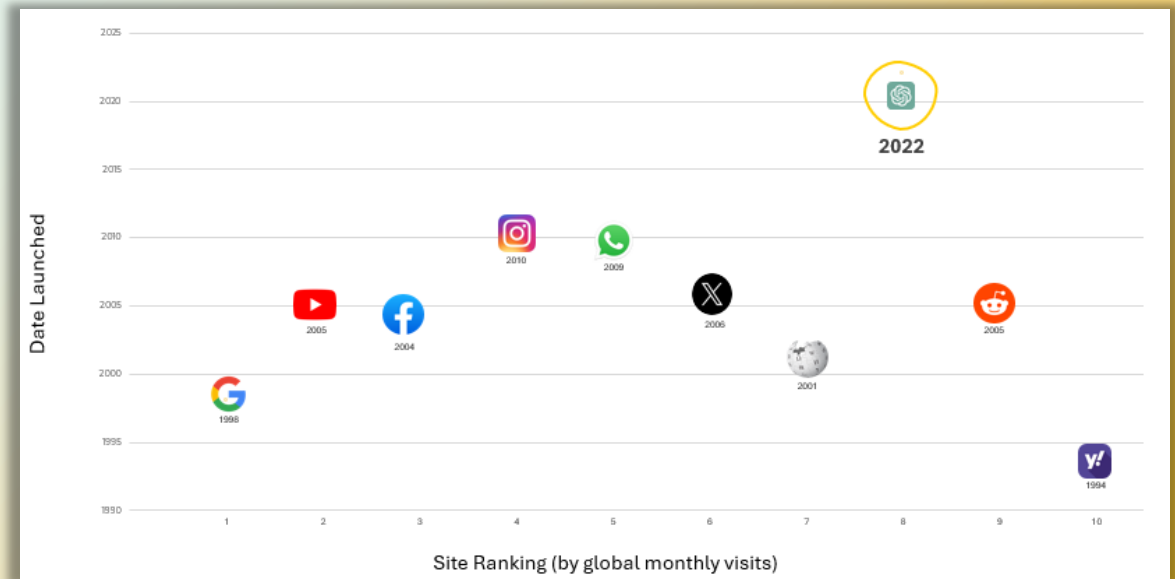


Google's market share is dropping

Before diving into how social listening and content teams must work together in the new world of search, it is important to first understand how the search landscape has changed:

- Over the last 10 years, Google continues to dominate *however*, in more recent months we're starting to see a decline in Google's market share
- Google's global search market was less than 90% for the final 3 months of 2024 (for the first time since 2015) likely in the wake of LLMs like Chat GPT and younger audiences growing preference to use social media to search

Part of this shift in the landscape is down to the role ChatGPT now places in the search landscape. ChatGPT is now the 8th most popular website in the world, and it's 12 years younger than any other site we can see here

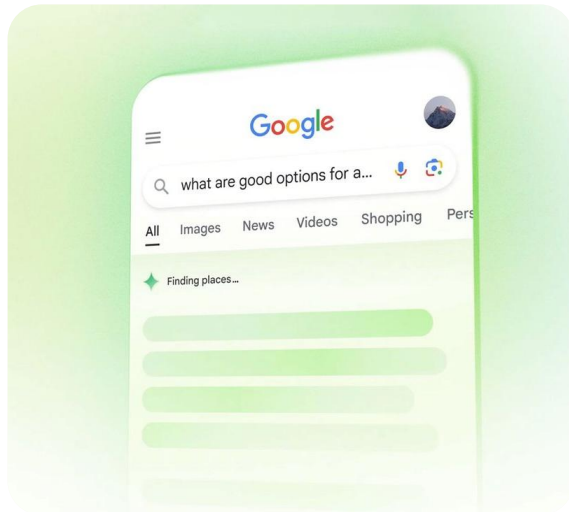


Source: Similarweb Pro

Brands must now *diversify* search efforts through channels like social to rectify Google traffic loss

- Social search isn't necessarily new but what we do know is that audiences are **increasingly using social to search** in the wake of AI and younger audiences' general preference to use platforms like TikTok as their first point of search – up to **41%** of users use TikTok for search now.
- Brands are rapidly becoming aware that Organic clicks are continuing to decline through Google search where **AI Overviews** now **dominate causing Increased zero-click searches**. For example, a study from [Clarity Global](#) found the increasing presence of AI Overviews correlates to a **23%** decrease in clicks (since January) and a substantial CTR drop despite stable ranking positions.

= brands can address this Google traffic loss by taking a content and social listening led approach on social



Social has firmly positioned itself in the search engine landscape

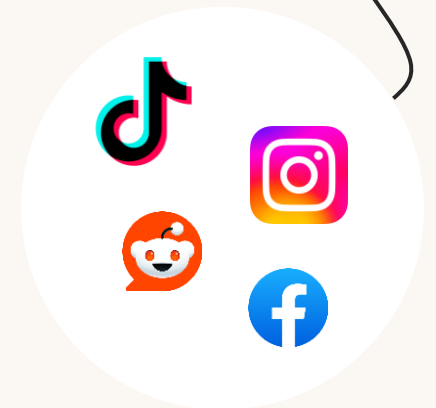
The 'original' search landscape was simple – users went to Google, and less-so Bing, to search for information, find brands and purchase products.



The 'new' search landscape has a lot more players, making what was once a fairly linear search experience into a more complex one.



15% of UK consumers, including 31% of Gen Z say they prefer social media over search engines



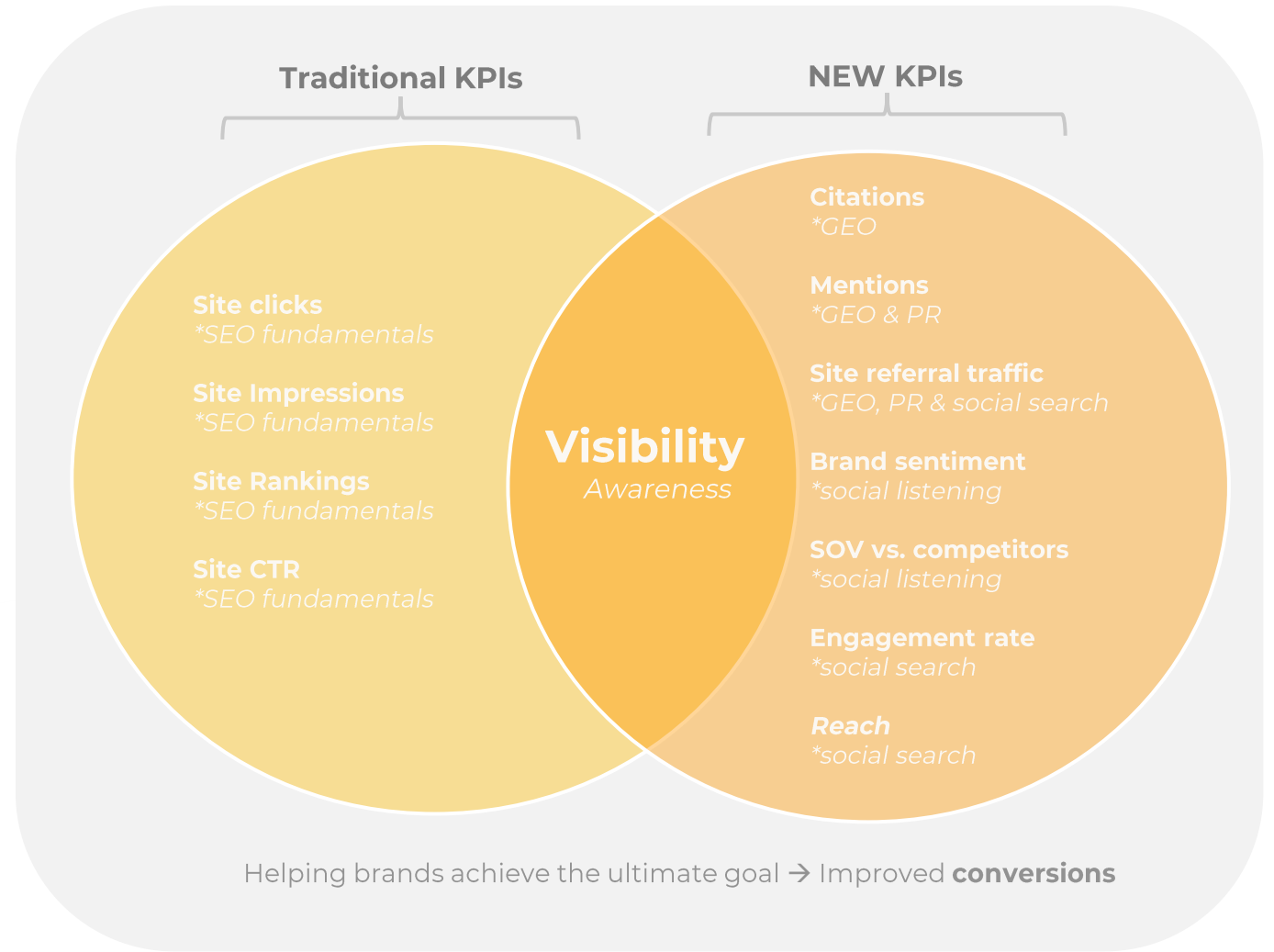
18% of the UK have used ChatGPT in the last month

Brands not only need a comprehensive search strategy that incorporates each of these organic touchpoints but a **measurement framework** to understand the role each of these channels has in driving overall Organic traffic (next slide)

Content success redefined

- Whilst AI has changed the format audiences engage in content, it has not changed the overall demand
- Organic traffic hasn't "disappeared", it's just now redistributed through channels like Social and AI. This means it's crucial brands content measurement frameworks now reflect this
- In the world of AI and "click-less" results (like AI Overviews now dominating Google search), brands can no longer rely on previous Organic KPIs: clicks, Impressions, CTR and rankings as the *sole* indicators of Organic success
- Now It's no longer about optimising content for just site traffic KPIs, instead brands must now optimise for Influence and presence, this will ultimately lead to overall Organic visibility Improvements

Organic Content Measurement Framework



Social Media is Powering this Evolution

02



Gen Z has played a key role in redefining the purpose of social



Digitally-native Gen Z has seen the biggest shift in their reasons for using social media.

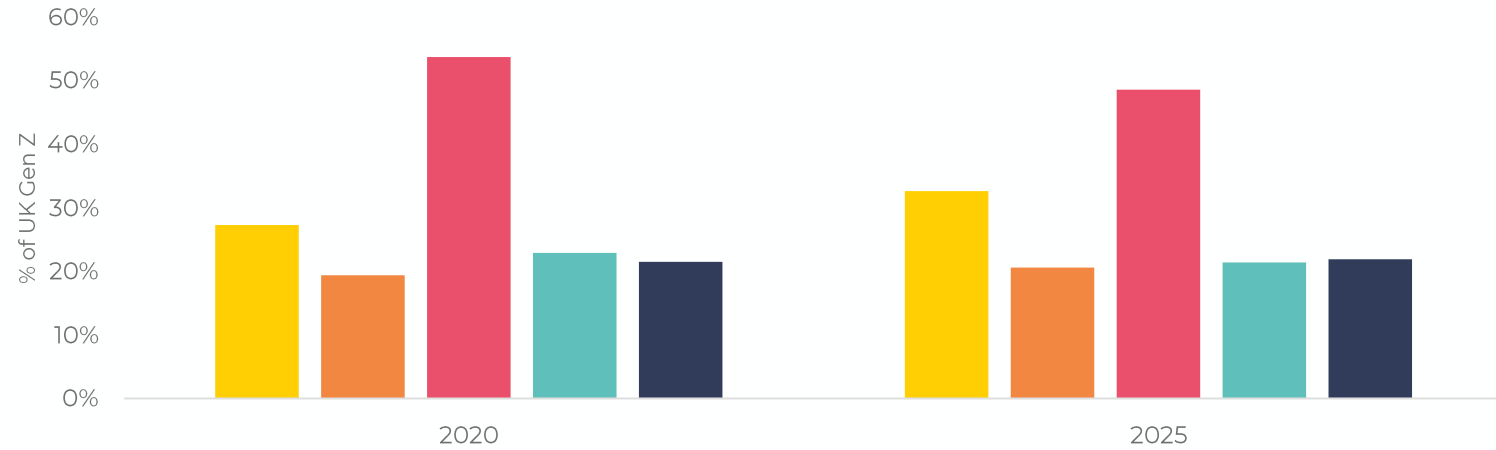
While staying connected with friends and family remains the top motivation for 49%, this is down 9% since 2020.

Conversely, 'finding inspiration for things' has grown by 19% over the same period.

From a content perspective, this underscores the rising importance of a search-led approach to social, not just Google.

For brands targeting younger audiences like Gen Z, a social-first strategy is more critical than ever.

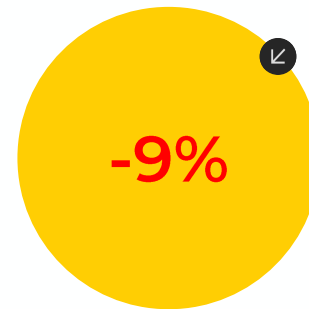
What are your main reasons for using social media? - Gen Z



Key Changes 2020 vs 2025:



Increase in finding inspiration for things



Decrease in staying connected with friends/family

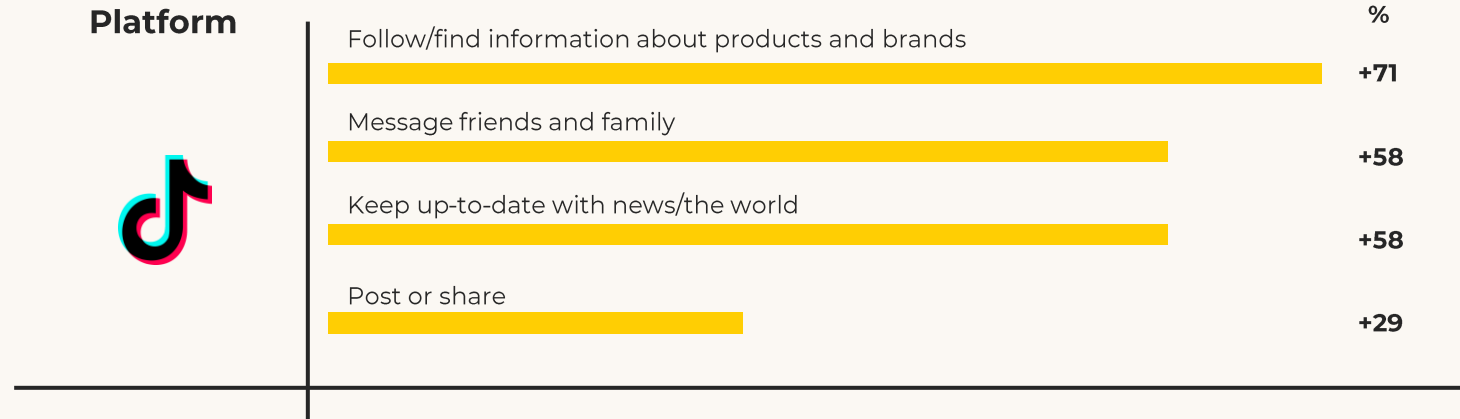
- Finding inspiration for things
- Finding like-minded communities/interest groups
- Staying connected with friends/family
- Posting about your life
- Finding products to purchase

Looking at platform-specific behaviours demonstrates this shift in usage further

Since 2019, the % of UK consumers who discover brands via search engines has declined by **7%** while via social media ads has increased by **8%**



% **growth** since Q4 2021 in the number of each platform's users who say they log onto it for these reasons



Social media and its growing position as a source of **information** and **inspiration** has disrupted the brand discovery landscape which has been dominated by search and traditional media channels.

TikTok, with its addictive algorithm and curated feeds, has become a key player in showing audiences highly personalised content, which in an increasingly fragmented media environment is an important element to engage audiences.

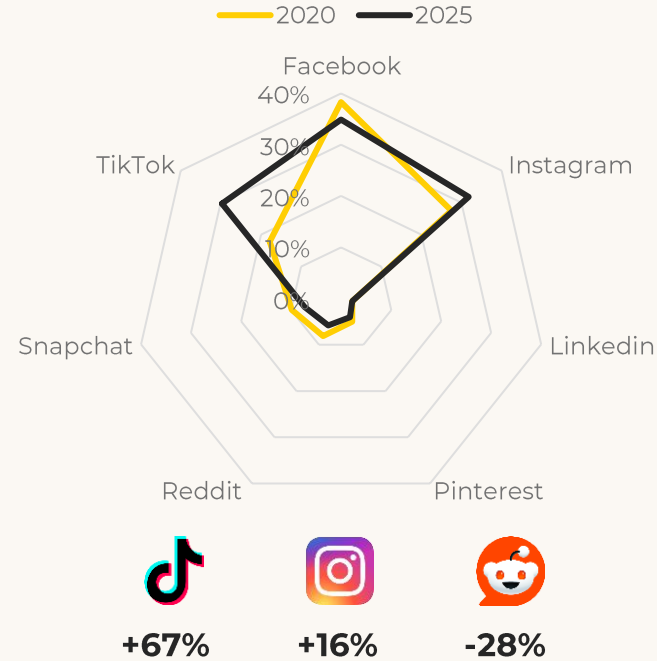
For brands, knowing which social platforms your audiences are spending time on is crucial for reach. But it's also important to get under the skin of your audience and understand the relevant content & conversations that are engaging them.

The uses for different platforms are changing

Comparing 2021 to 2024, the % of UK internet users using specific social platforms to find **funny and entertaining content** has increased.



% growth since 2020 in the % of UK internet users who say they use the following platforms to find **funny and entertaining** content

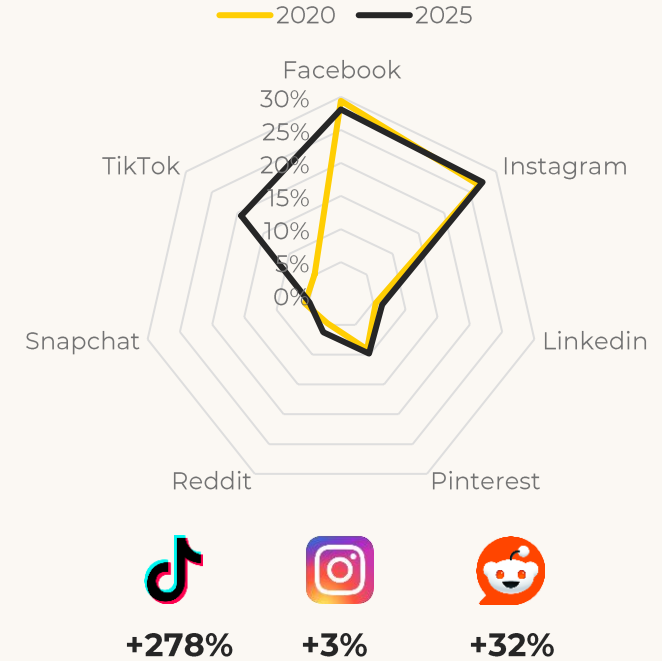


TikTok and Instagram have increasingly become platforms for users to **enjoy entertaining content**. While content creators have become prominent and a key source of this funny and entertaining content, brands can get involved too.

Ryanair's Organic social strategy has become a key differentiator both within the travel sector but also more broadly. Their ability to create simple but funny content across their socials, particularly TikTok and Instagram, has driven strong views across their socials. 'Plane Face' has driven 10 million views, for example.

We can see the **key uses for each social platform are changing**. While the content that TikTok and Instagram offer has garnered popularity, platforms like Reddit have seen a drop in users wanting to use the platform for funny content, but an increase in users looking for more information on products/brands. Reddit has solidified its position as a trusted source of genuine opinions and information.

% growth since 2020 in the % of UK internet users who say they use the following platforms to find **more information on products/brands** content

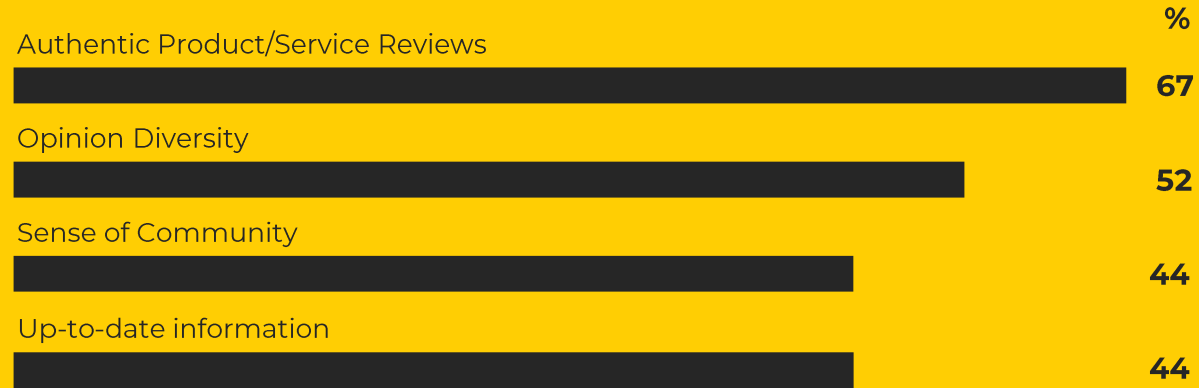


Reddit has become the destination for authentic, user-generated content

92% of those using Reddit as a search engine said the results are trustworthy

95% said they were helpful

Top Reasons for Using Reddit as a Search Engine



While Reddit as a destination for funny or entertaining content may have declined, it has become a key platform for **searching for information**.

Reddit's power comes from its sense of **authenticity** that cannot easily be emulated by search engines or even other social platforms. Authenticity has become a bit of a buzzword in the marketing sphere as brands strive for authenticity to differentiate, but Reddit has managed to be a genuine destination for **user-generated content** and **community-driven discussions**.

Despite Reddit operating as a search engine for many, it can add a **stronger layer of data** than Google with longer posts and conversation which are goldmines for **sentiment** and **audience analysis**. The ability to get in-depth qualitative data provides brands with an extra layer of valuable audience insight and truly understand what their audience are in-market for when they're **searching for information** and considering **brands** and **products for purchase**.

Social media also has a key role in the B2B purchase journey

75% of B2B buyers are influenced by social media during their purchase journey, particularly in the research and product discovery stages.

While LinkedIn is the natural hub for B2B engagement, the audience is far from exclusive to it: **60%** of LinkedIn users also use Facebook regularly and **32%** use TikTok.

LinkedIn will remain the anchor for B2B social activity, but the opportunity to engage buyers across other platforms is significant.



% of UK business decision-makers who said these channels were influential and what they typically use them for

	Research General Information	Discover new products/services	Compare prices and features	Decide which product to buy
Blogs	26%	19%	15%	14%
Business/technology podcasts	30%	24%	18%	18%
Conferences/trade shows/events	32%	37%	26%	22%
Online newspapers/magazines/newsletters	29%	21%	16%	14%
Provider/supplier websites	34%	35%	40%	32%
Recommendations from experts in my network	32%	36%	26%	33%
Recommendations from colleagues/friends/contacts	32%	37%	28%	30%
Recommendations from industry analysts	32%	35%	26%	31%
Search engine results	34%	32%	34%	24%
Social Media	31%	24%	17%	13%

B2B audiences also lean on platforms such as Reddit like B2C audiences do – they look for advice, purchase recommendations and share experiences and pain-points

35%

Of tech decision-makers say that finding trustworthy platforms online for peer tech/product reviews is the MOST significant challenge during their process

75%

Of decision makers on Reddit say that Reddit has the most influential perspectives on new business products and solutions

+46%

Redditors are more likely to trust the brand because they advertised on Reddit as opposed to other sites

How Social Listening and Content Work Together in a Changing Search Landscape

03



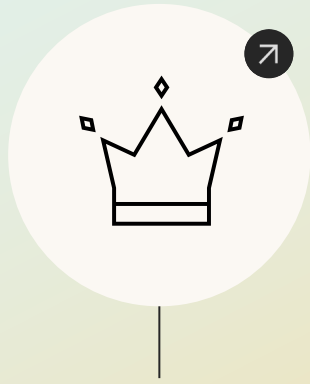
Our Content and Social Listening team work together to create content that resonates with humans (not *just* search platforms) at every Organic touchpoint



It's one thing reaching audiences Organically, but when it comes to engaging them, **the quantitative aspect of social listening deepens audience understanding.** This informs **genuinely audience-centric content.**

This extends beyond on-site and social as to win **across LLMs, audience-first content and brand mentions** are crucial.

Social listening has 4 key roles when it comes to content



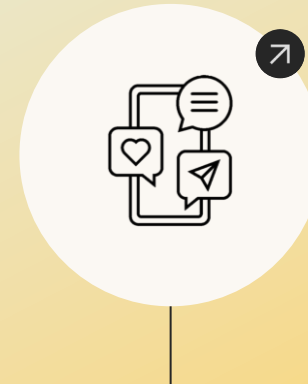
Identify / establish brand expertise

Identify what audiences want from the product and the value your brand can add = thought leader.



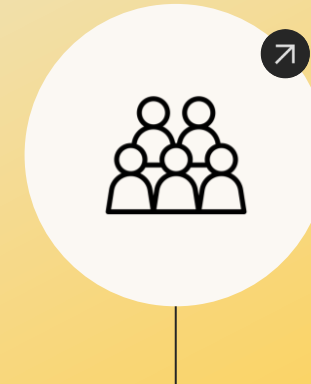
Content Ideation

Conversation analysis can uncover key themes and/or pain-points to inspire audience-centric content.



High-Engagement Content Formats

Understand and track which content themes and formats are resonating and engaging for your audience.



Influencer & Audience Detection

Detect influential voices within a category to inform influencer content and partnerships.

04



Social-Listening Led Content Ideation and Production

UK users turn to Reddit for financial advice

The UK's personal finance subreddit has 1.7 million members. With such a huge number of engaging users looking for help and advice, it creates a huge opportunity for financial services brands financial services to gain a greater understanding of what type of content their audience needs.

Whether it's **younger demographics** looking for advice for first-time buyers or how to get into investing or **older demographics** looking for advice around pensions, sub-Reddits such as r/PersonalFinance enable brands in the financial services sector to understand where they can support their audience.

saving arund 800-1200 per month. The rest goes on food and petrol, etc. At the end of june, ill have around £20k with 10k of this in my LISA, 4k in premium bonds and 6k in my current account liquid. I just dont really know...

↑ 4 ↓ 8 🔔 Share

 **u/NefariousnessEast426** • 3 hr. ago

Better to just keep a Cash ISA?

I'm 26 years old, only just started really looking after my money. I have around £14,000 in my Trading 212 Cash ISA, £2000 in a Vanguard S&S ISA, and £2800 in Crypto for a bit of a gamble. £30,000 annual salary. This makes up my entire savings pretty much, I am putting £1,000 every month into my Cash ISA and £400 a month into Vanguard S&S (VHVG, VFEG, VUAG funds), which is performing pretty badly, though I know it is a long term process and I'll continue to put £400 in each month regardless. In my opinion, I don't see a reason to open a LISA, as it won't be more than a couple of years before I have enough cash in my Trading 212 that I'll be gaining...

↑ 3 ↓ 18 🔔 Share

 **u/DebtCompetitive5507** 1 • 28 min. ago

Open ISA or keep savings account

I have got about 20k savings in my bank. I have got a SIPR account which about 25k is there. I been saving into

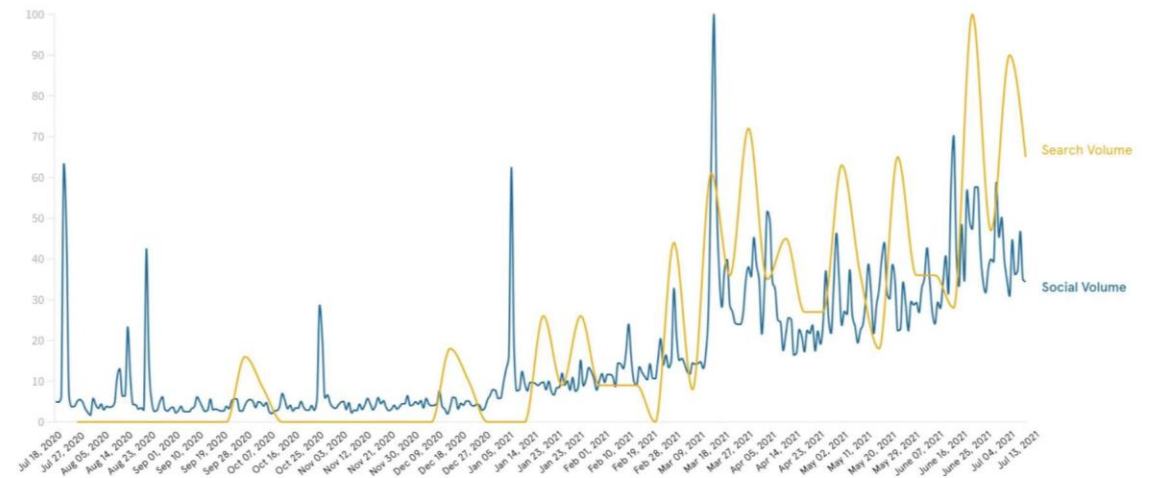
- On-site and organic social content are where brands can take this audience insight and **connect** with their audience, **boost generic visibility** as well as **drive brand awareness**.
- However, brands need to be **strategic** when it comes to deciding what themes or pain-points to focus on and from **quantifying and tracking themes** to **audience analysis**, this is where social listening really demonstrates its value.

RETAIL

Social listening enables brands to analyse real-time conversational data to stay on the pulse as trends emerge on socials



BookTok emerges into the wider cultural consciousness



Mentions of BookTok on Twitter Jun 2020-June 2021, source: Pulsar TRENDS. Plus, search volume around BookTok over the same period, source: Google Trends.



BookTok is a prime example of how trends and communities often start on social platforms, like in this instance, TikTok, before breaking into mainstream awareness.

By using social listening to track these early conversations, particularly spotting **high-volume themes** and **discussion points** and **analysing demographics** of those discussing the topic, brands can also shape organic content ahead of the curve.

Perhaps most importantly in our fragmented media landscape, it can also give brands an edge by capturing attention before these social-first trends spill over into search engines and thereby create content that can reach users at **all organic touchpoints**.

Social listening can inspire audience-centric content that we know is crucial in B2B buying

64% of tech decision-makers feel that ads don't always demonstrate a good understanding of my problems

62% feel that B2B advertising is too vague to be relevant to my interests

- o There's a consensus amongst B2B decision-makers that messaging and content is **too vague and irrelevant**. In a highly competitive purchase journey, this is a problem.
- o Having insight into the demographics of your audience is vital but, the value of **quantitative data which includes the pain-points, genuine thoughts and feelings that your audience** is experiencing in the workplace is unmatched.
- o Through social listening, we can dig into **authentic conversations as users turn to platforms like Reddit** to share their thoughts on products, difficulties at work and ask questions as if they are asking Google. This data, working alongside social media search volume data as a key role in content ideation and inspiration.

Influencers can pave the way for authentic B2B content

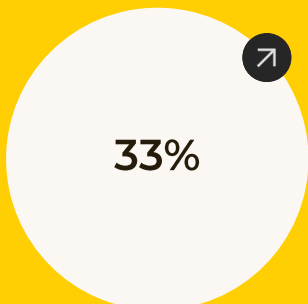
Brands are looking to cut through competitive category landscapes with authentic content that's both reflective of their brand and offering but as brands are trying different strategies, it's getting harder to differentiate.

With a micro-influencer content strategy (which works), brands can demonstrate their authenticity and with algorithms consistently ranking creator over brand content, it enables content at scale.

Decision-makers are influenced by their peers, industry experts and analysts – individuals who have authentic and unbiased opinions. It is these elements that can be translated into organic social content and form part of the wider organic content strategy.

Business decision-makers are influenced by authentic and trusted voices when they're purchasing

Audience % who say the following are influential when they are deciding which product to buy



33%

Recommendations from experts in my network



30%

Recommendations from colleagues/friends/contacts



31%

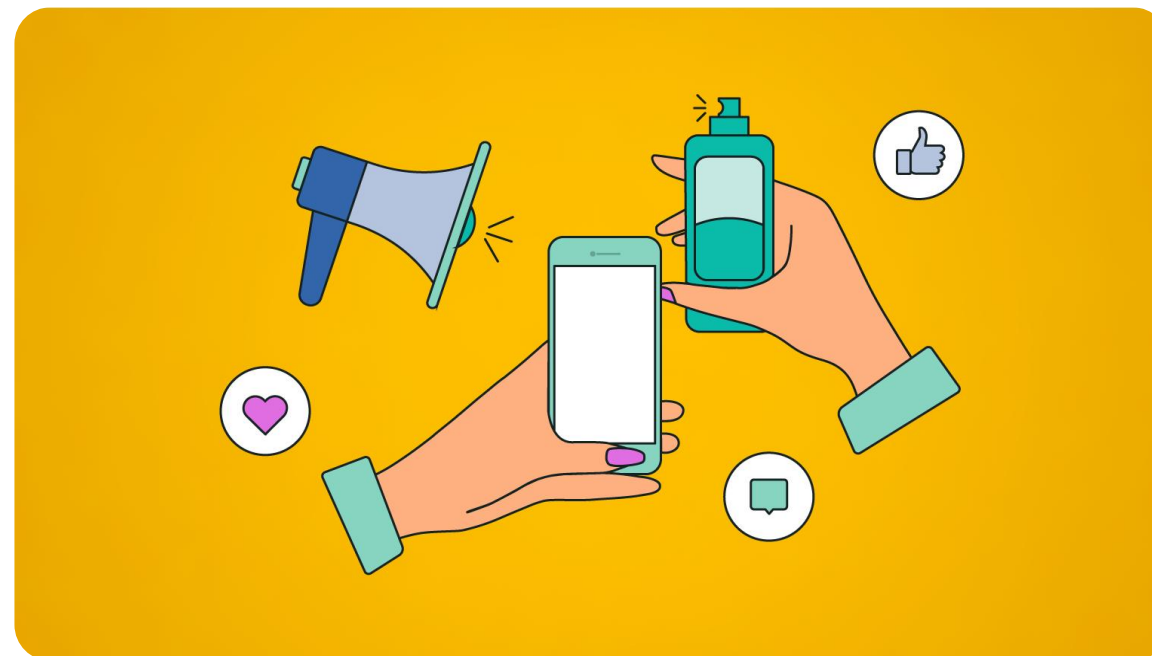
Recommendations from industry analysts

Social listening can identify influencers & influential voices within a sector

% increase since 2021 in Gen Z and Millennials discovering new brands/products via celebrities or influencers

+34%

+13%



Influencer marketing has become a core strategy for brands looking to connect with their audience who are looking for **genuine and trusted opinions that UGC delivers (thought leaders)** – we can see some similarities with the power of Reddit.

Whether it is within the financial services sector or FMCG, influencers and content creators that align with your brand can tap into a range of communities and audience and **drive full-funnel impact**.

Through our social listening partner Pulsar, we can **identify brand-aligning influencers and micro-influencers**, who are driving relevant conversation and engagement within the category. With the meteoric rise of AI meaning human-generated content is becoming more and more valuable, this can strengthen content strategies beyond brand and on-site content but also help foster a stronger relationship with your audience.



05

Final thoughts

Key Insights



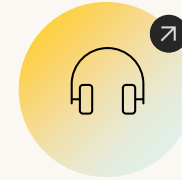
THE "NEW" ORGANIC SEARCH

- Google's global search market was less than 90% for the final 3 months of 2024 (for the first time since 2015)
- Likely in the wake of LLMs like Chat GPT and younger audiences growing preference to use social media to search



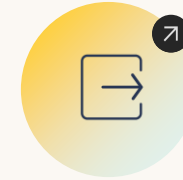
IMPORTANCE OF SOCIAL

- Organic clicks are continuing to decline via Google search where AI Overviews now dominate causing increased zero-click searches
- Brands can address this Google traffic loss by taking a content and social listening led approach on social



CONTENT & SOCIAL LISTENING

- It's one thing reaching audiences organically, but when it comes to engaging them, the quantitative aspect of social listening deepens audience understanding
- By leveraging social listening, we can create genuinely audience-centric content, across on-site, social and LLMs



EXAMPLE OUTPUTS

- Social listening can inform both content ideation and production across a variety of sectors including:
 - B2B
 - Finance
 - Retail
- Whilst also contributing to Influencer Marketing strategies through influencer detection



ROAST



**Let's work
together.**

Hello@weareroast.com