

SUMMER WEBINAR SERIES

From Scroll to Search:

*Strengthening Visibility Through
Organic and Paid Social*

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today's agenda



the visibility shift

- How search, social, AI and trust signals shape discovery

the visibility framework

- Clarify, publish, amplify and measure

organic and paid social

- How trust and targeted action work together

content strategy

- What to post, where to post and why it matters

putting it to work

- Practical ways to strengthen your digital visibility

Q&A

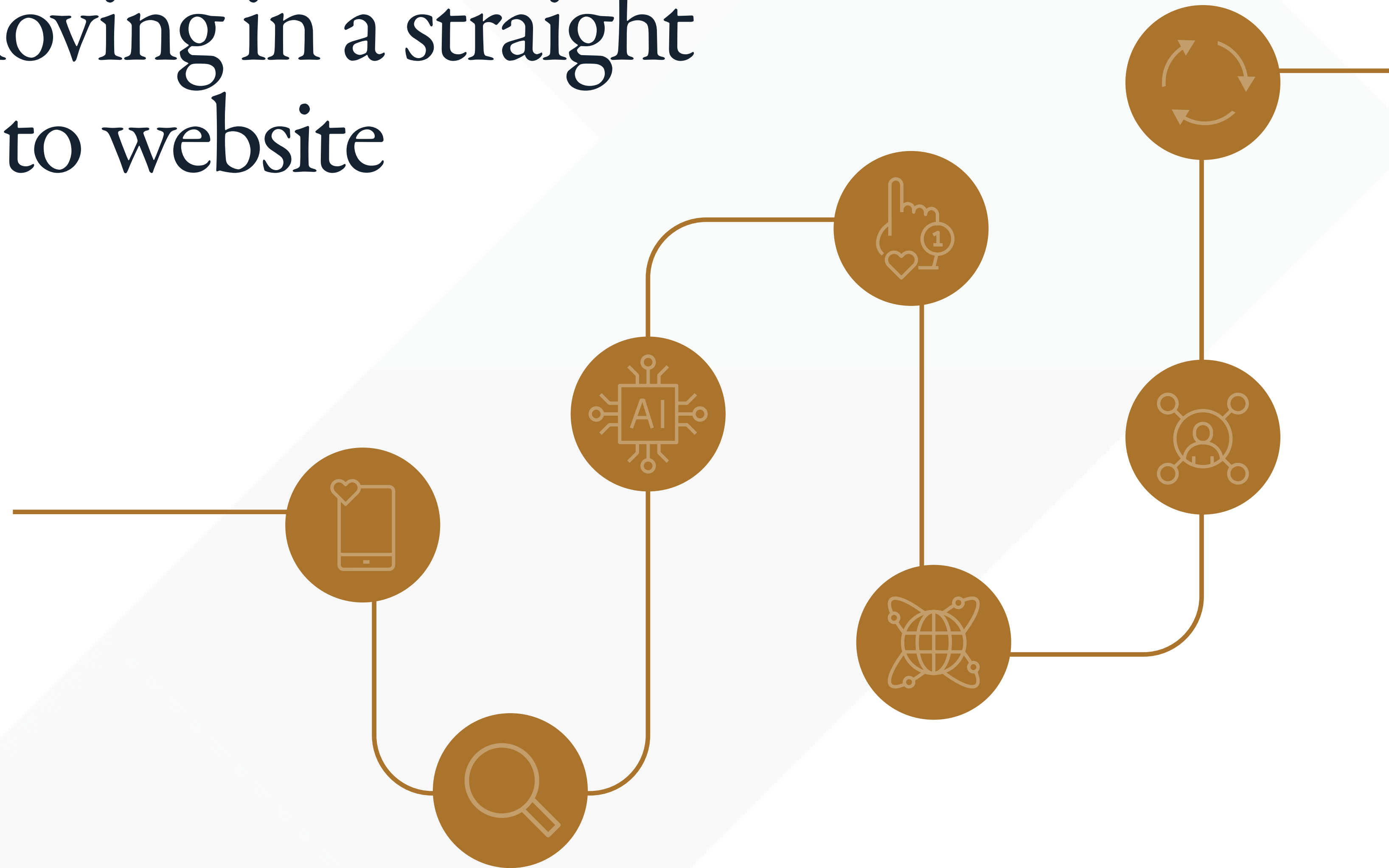
Search isn't the starting point anymore.

*Visibility now happens across
search, social, AI and trust signals.*



People are not moving in a straight line from search to website to conversion.

They may see a post, search your name, ask AI for options, read reviews, check your website, visit your social profile and see a retargeting ad before taking action.



Social media is not a magic AI ranking factor.

It is a supporting visibility layer that helps reinforce what your business does, who you serve and why people should trust you.

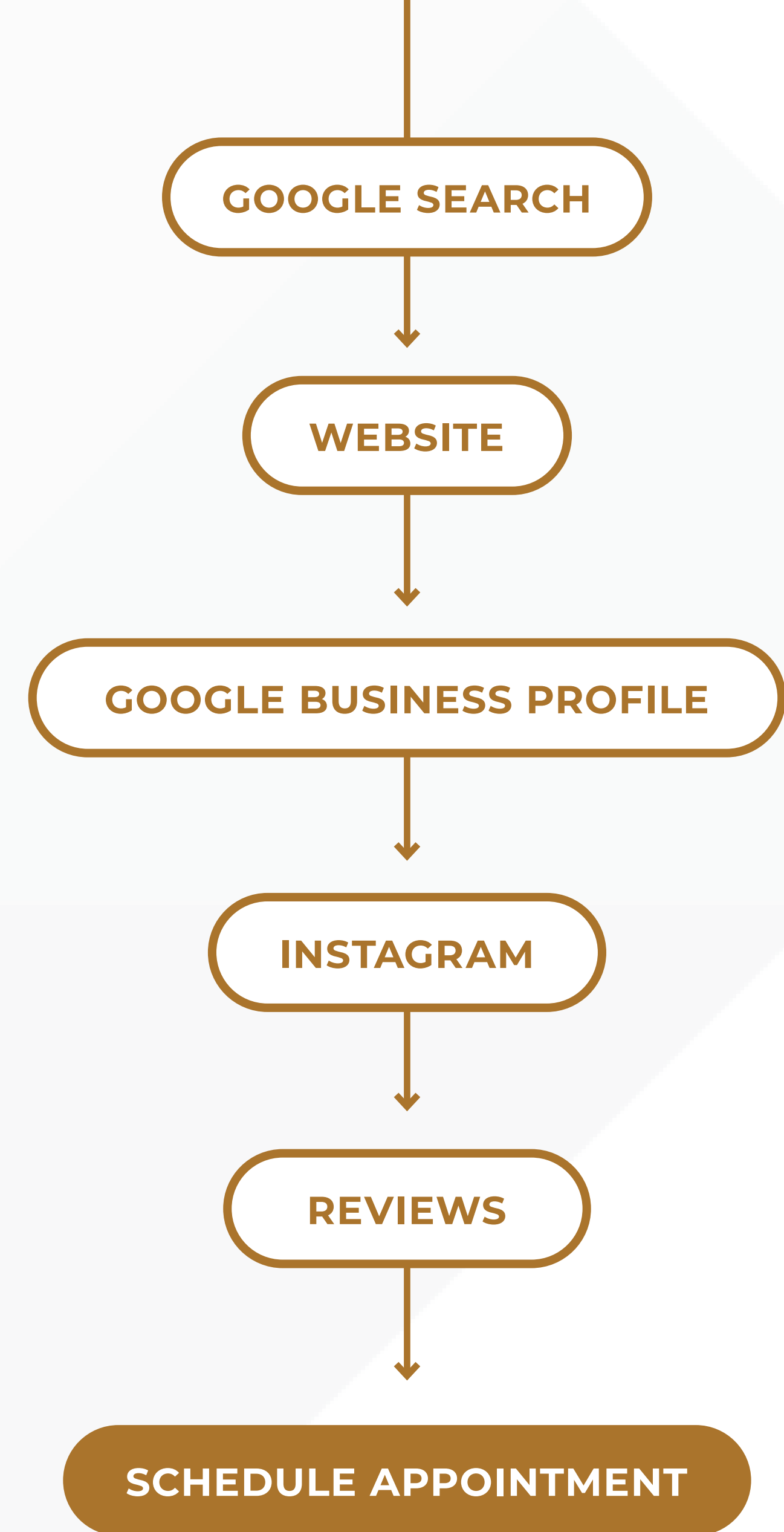
- Supports campaign reach
- Powerful for building and reaching retargeting audiences
- Extends content distribution where people are spending time



Your website is still the source of truth.

Social works best when your website, Google Business Profile, reviews, listings and social profiles all tell the same story.

Source: Google AI optimization guidance.



AI search shifts the question from “Do we rank?” to *“Are we an authority?”*

Brands need to know whether they are being mentioned, described accurately and associated with the right topics.

76.1% of pages cited in Google AI Overviews also ranked in Google’s top 10 organic results for the same query.

Ranking is still in play, but the shift is from generating clicks to being the referenced source.

Source: Abrefs analysis of 1.9 million citations across 1 million Google AI Overviews

Visibility is built. Not posted.

The strongest brands align every digital touchpoint around one clear story.



Clarify. Publish. *Amplify. Measure.*

Clarify what your brand should be known for.

Publish content that reinforces trust and expertise.

Amplify the right message to the right audience.

Measure visibility, action and accuracy over time.

Trust earns attention. Paid earns action.

Organic and paid work best when they're part of the same strategy.



Organic social helps people see that your business is *active, credible and relevant* before they are ready to buy, book, apply, donate or inquire.

Consistency does not mean filler. It means repeating the right signals over time with content aligned with business goals.

Paid social works best when there is a defined audience, offer and next step.

It can support lead generation, appointment requests, app downloads, bookings, event registrations, recruiting, seasonal campaigns and retargeting.



Organic supports trust. *Paid supports scale.*

When they work together, social becomes more than a posting calendar or a one-off campaign. It becomes a connected path from awareness to action.



Not every brand needs to be everywhere.

The right platform mix depends on the audience, the decision process and the action you want people to take.

BUSINESS GOAL	STRONGER CHANNELS
Local awareness and community trust	Facebook, Instagram, Google Business, Citations, Website
B2B authority and lead generation	LinkedIn, YouTube, Reddit
Recruiting	LinkedIn, Facebook, Instagram
Purchases, appointments and registrations	Paid Facebook and Instagram
Educational or searchable content	YouTube, LinkedIn, website

Every post should have a purpose.

Content works harder when it supports the entire customer journey.



An impactful organic social media strategy should include a mix of content that supports the full marketing funnel from awareness to loyalty.

AWARENESS

ENTERTAINMENT
EDUCATIONAL POSTS
RECRUITMENT
BEHIND-THE-SCENES (BTS)
POLLS AND INTERACTIVE STORIES

CONSIDERATION

SERVICE SPOTLIGHT
FAQS
EVENTS
COMPARISON GUIDES
PROBLEM-SOLUTION BREAKDOWNS

CONVERSION

CASE STUDIES
SALES/PROMOS
PRODUCT DEMOS
TRIAL/RISK-FREE OFFERS

LOYALTY

ADVANCED EDUCATIONAL POSTS
SERVICE UPDATES
ONBOARDING GUIDES
EXCLUSIVE SNEAK PEEKS

ADVOCACY

EMPLOYEE ADVOCACY
TESTIMONIALS AND CASE STUDIES
USER-GENERATED CONTENT (UGC)
REFERRAL PROGRAMS

Kinetic social examples across the funnel.

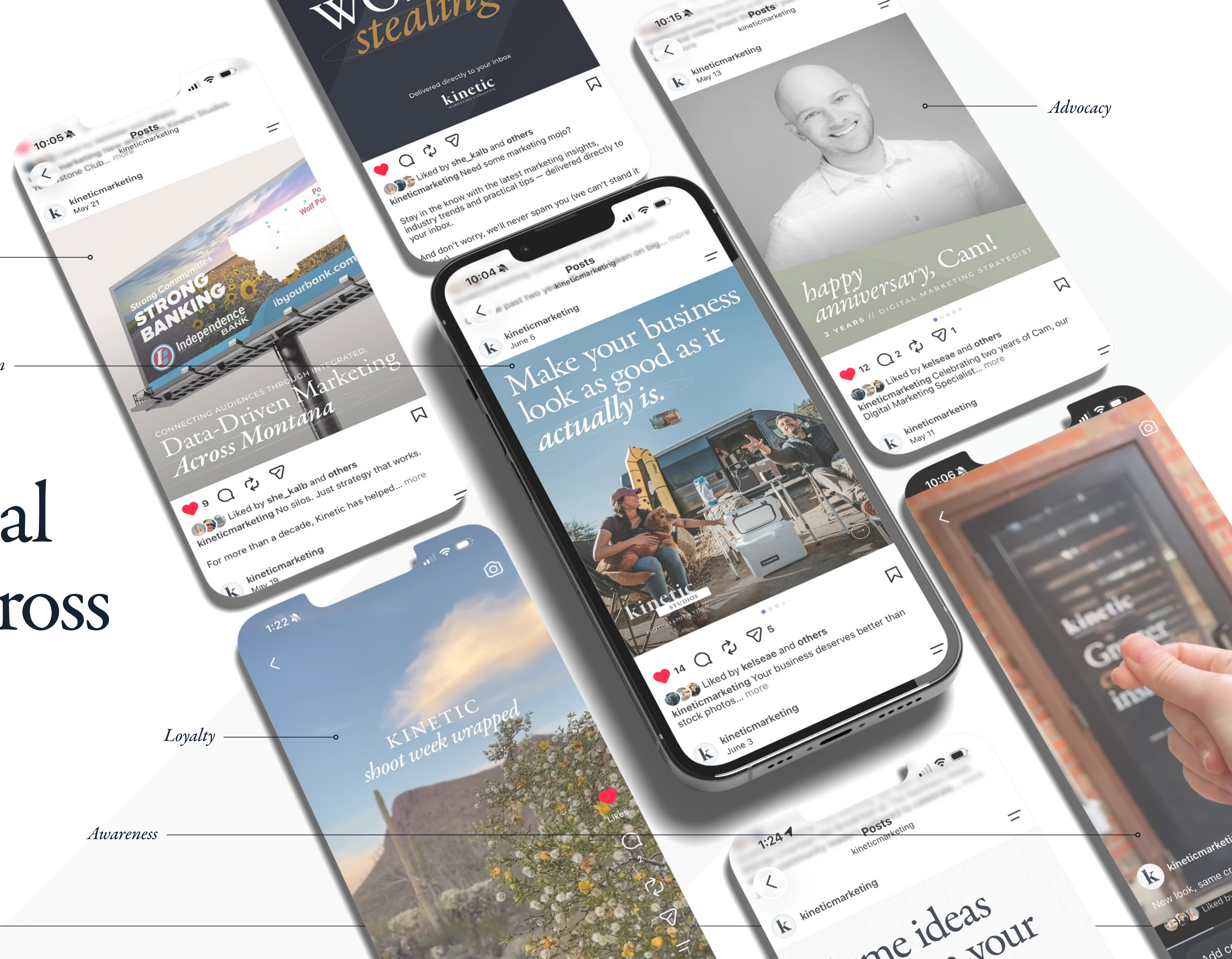
Consideration

Conversion

Loyalty

Awareness

Advocacy



Measure both visibility and action.

Organic social shows what people notice and engage with (focused on follower growth, engagements — saves, shares, likes, etc. — and impressions). Paid social shows what moves people toward a defined action (focused on conversions). AI visibility helps show whether your brand is being found, described and cited accurately.



Visibility isn't about doing more.

*It's about strategically connecting consistent
messaging to the right channels.*



Start with the basics.



Social is not the *whole visibility system.*

But it is a critical layer in how people discover, evaluate and choose brands.

Organic social builds trust and consistency. Paid social drives targeted reach and action.

Together, they help your brand get seen, understood and chosen.

Most businesses do not struggle because they lack channels.

They struggle because the channels are disconnected.

Kinetic helps connect strategy, content, creative, paid media, tracking, SEO, AEO and reporting into one visibility system.

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QUESTIONS?

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Thank You!

We can't wait to hear from you. **Contact us!**

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