

# 5 DIFFERENCES BETWEEN



&



## SEARCH

## SOCIAL

Understanding the difference between customer search and social engagement can help you determine the best content types to share on various online platforms. Plus, you'll be able to accurately measure the ROI of your efforts.



### 1 THE AUDIENCE

**They want answers to questions.**  
How can you solve their problems?

**They're browsing the scene.**  
How can you pique their interest?



### 2 THE TOPICS

**Should align with your audience's intent.**  
This is how we'll solve your problem.

**Should align with your audience's interests.**  
These are the trends you need to know.



### 3 THE FORMATS

**Take a deep dive.**  
Blog posts  
Whitepapers  
Case studies  
Pillar pages

**Keep it short and sweet.**  
Videos  
Graphics  
Photos  
GIFs



### 4 THE LONGEVITY

**Takes time to build authority, but the results are long-lasting.**  
Indented search results  
Image packs  
Backlinks

**Content is short-lived, but you can measure results quickly.**  
Likes  
Shares  
Audience growth



### 5 THE CONVERSIONS

**If you've provided answers and solutions, visitors are likely to convert.**

**They may follow your brand, sign up for your newsletter, and share content with friends.**

## SEARCH & SOCIAL SUPPORT EACH OTHER

Quality on-page content can encourage visits to social media sites.

Social profiles can rank in search results.

Social views help increase the number of followers and engagements.

Social media allows you to share quality content.

Engagements can lead to more brand awareness and quality leads.

The content can lead to more organic traffic and conversions.