



(REVIEW ARTICLE)



## An automated process in building organic branding opportunity, budget Intensity, recommendation in seasons with Google trends data

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### Abstract

We will discuss about the organic branding which is one of the most unique processes to build a brand. Most of the companies are trying to build their brand using paid branding through some well-known platforms like Google, Facebook, etc. Sometimes this method may work, but it may not have a far-reaching effect. Creating some hype is easy with paid branding. Creating mass-trust is not possible with paid branding. Moreover, it is expensive. Every company want a lot of organic traffic. The high volume of traffic will increase the orders for a company. For example, search for any online services such as software service providing website or e-commerce online stores or job boards or any other goods, the main revenue growth depends on the amount of traffic routed to their website.

**Keywords:** Python; Google Trends; Digital Marketing; Artificial intelligence; Machine Learning; Information Technology

### 1. Introduction

The use of Google Trends as a data source has been conducted across multiple fields, including marketing, economics, public health, politics, and social sciences. Google Trends is a free tool that provides insights into how often specific keywords or topics are searched for on Google. This information is useful for a wide range of applications, including forecasting, trend analysis, and consumer behavior research. The previous research on the use of search trend data and Google Trends for a variety of applications, including marketing, economics, public health, and more.

**Marketing:** Google Trends data can be used to track consumer interests, preferences, and behaviors over time. This information can be used to inform marketing strategies, develop targeted advertising campaigns, and identify new market opportunities.

**Economics:** Google Trends data has been used to predict and monitor economic trends, such as consumer confidence, stock market performance, and inflation rates. It can also be used to identify emerging trends in specific industries, such as real estate or tourism.

**Public Health:** Google Trends data can be used to track and predict the spread of infectious diseases and other health-related concerns, as well as monitor public interest in health-related topics such as vaccination or mental health.

**Politics:** Google Trends data has been used to predict and monitor political trends, such as voter behavior, election outcomes, and public opinion on political issues. **Social Sciences:** Google Trends data can be used to track and analyze social trends, such as changes in public sentiment, cultural phenomena, and shifts in popular opinion on social issues. Previous research has shown that Google Trends data can be a valuable resource for businesses, policymakers, and

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researchers across multiple fields. By providing real-time data on search trends and consumer behaviors, Google Trends can help inform decision-making, identify new opportunities, and monitor changes in public sentiment and behavior over time.

### **1.1. Benefits of Organic Branding**

As the traffic source of organic branding is organic traffic it costs a lot less than paid branding. The impact of Organic Branding is far-reaching than that of Paid Branding. Organic branding takes time to grow as per the desire. Sometimes it is hard to hit the desired customer due to some search engine mechanism. Search engines like Google and Bing, most of the time focus on the volume of high-quality backlinks and the age of the domain registration. They are also focusing on engaging power, readability, and the writing style of the content.

However, we are now coming up with a genuine solution to deal with this problem and to make organic branding easier than ever. It is a process in building Organic Branding opportunity, Budget Intensity Recommendation in seasons with Google Trends Data. We will discuss it step by step.

### **1.2. Important key Findings**

More and more companies are leaning towards automation in terms of branding and marketing. Future market predictions are crucial for product design, product development, and branding. Small start-ups are using Artificial Intelligence based automation systems for product promotions. The traditional method of organic branding has completely changed. The time it used to take for organic branding to become fruitful has now come down to less than half. Artificial Intelligence (AI) has brought a revolution in the field of budget recommendation [11]. Companies no longer rely on people to set budgets. They set the budget for each project differently using AI-based automation. AI and machine learning are being used extensively in product quality management.

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## **2. Results**

### **2.1. The need for high-quality content in organic branding:**

Organic branding requires high-quality content; to make an impact in the public, you must give a lot of valuable content for free. If you want to brand any of your weight-loss products, you need to give free training on how to lose weight, training on food need to be taken for weight loss. If you want to brand a product related to making money online, you must share some free tricks. This way the viewers will easily become your customers.

### **2.2. Inter Liking Multiple Platforms:**

ILMP or inter liking multiple platforms is a particularly important process for an exceptionally large amount of traffic. It is vital to have an account in various search engines and web-based social media platforms. Assume you have a site, and the link of that website is connected to Google Search Console and other search engines. This will allow you to reach each of the various search engine users. Again, if you share the link on different social media platforms then a lot of traffic will be generated from there too [12]. Now there is a saying that, "Your business does not exist, if you do not advertise in social media". It is crucial to have links to social media accounts on your own webpages. It is especially important to create a traffic friendly ecosystem in this way. If you do not have an ecosystem like this, different automation systems will help you create one.

First, the automation system should check some issues which always cause in business. Then the system should give the users some advice on website setup as per the business. These are the below things that automation system should check first.

### **2.3. Checking the significance of SSL Certificate in Organic Branding:**

It is vital for any site to have an SSL declaration. If website does not have SSL certificate, then search engine determines that the site is not secure category. In that case, visitors may lose confidence in the brand.

### **2.4. The importance of web-designing in organic branding and design checking:**

First check the design of the website. If the design is not a user-friendly website. Will need to get necessary tips from experts. If you want to get customers from your viewers, you should focus on your design. Sometimes inferior design causes a high bounce rate. Find a smart navigation menu on your webpage. It is especially important that the footer of a web page has links to privacy policies, terms, and conditions, DMCA, contact us, etc. [13]. You can easily generate all

this information automatically with different tools. If this type of information is not available on the website, then it has a negative effect on the website ranking. Unnecessary pop-ups can distract visitors. Having a login page is vital for capturing visitors' data.

## 2.5. The importance of headline and first paragraph in organic branding and autosuggestion:

In the first page the headlines and the main introduction paragraph is particularly important for determining the ranking. After checking the design, the system should check the first paragraph. It should check if there are any keywords in the first paragraph or how many keywords there are? This will make a comparative analysis with the first paragraph of other competing articles. The headline must be appealing. 80% of what a visitor does to your website depends on the headline. Sometimes mysterious headlines encourage visitors to click. Bad headlines or taglines do not drive traffic to exceptionally good content, while exceptionally good headlines or taglines cause a lot of traffic to average content. It is vital to have an outline of what the client is searching for in the first passage. If a user enters your webpage and does not get what they want in 10-15 seconds, you cannot convert them. Putting more than one keyword in the first paragraph is extremely useful for ranking. You can place a coupon code, offer link, or buy now button right after the first paragraph for the product you want to do organic branding. The system should auto-suggest you in this regard.

Research has shown that Google Trends data can be a valuable resource for businesses, policymakers, and researchers across multiple fields. By providing real-time data on search trends and consumer behaviors, Google Trends can help inform decision-making, identify new opportunities, and monitor changes in public sentiment and behavior over time.

Google Trends provides a unique and powerful dataset that can be used for a wide range of research and applied purposes. It has several advantages such as ease of access, timeliness, and cost-effectiveness. However, there are also some limitations such as potential bias in the data, limited geographical and temporal coverage, and a lack of detailed demographic information. Google Trends can be an invaluable resource for researchers and practitioners in many fields, but careful consideration of its limitations is necessary for accurate and effective analysis. One of the strengths of Google Trends is its accessibility.

The tool is free to use and provides real-time data on a wide range of search terms and topics. This makes it an ideal tool for researchers who want to analyze trends and patterns in a timely and cost-effective manner. The use of Google Trends has become increasingly popular in the academic community as it provides a wealth of data on how people search for information on the internet. This data can be used to analyze trends, identify patterns, and gain insights into human behavior and preferences. There are also limitations to using Google Trends data. For example, the data is limited to search queries made on Google and may not be representative of all internet users or of specific demographics.

Additionally, Google Trends data is subject to potential bias and may not accurately reflect the attitudes or opinions of the general population. Google Trends is a valuable tool that can be used to gain insights into human behavior and preferences across a wide range of fields. Researchers and practitioners must be aware of the limitations of the tool and use it appropriately to ensure accurate and effective analysis

## 2.6. Business scenario and use case

Development of sales strategy by importing data from google trends using python libraries. We are using an example as - Sales of 'iPhone', 'Samsung Galaxy', 'Google Pixel' and adding them into our Inventory. We will be using Google Trends for understanding the search volume and interest in specific keywords related to 'iPhone', 'Samsung Galaxy', 'Google Pixel' sales in the USA. By utilizing this tool, we will identify the most popular search terms, the geographic locations with the highest interest in products like 'iPhone', 'Samsung Galaxy', 'Google Pixel', and identify how search volume trends have changed over time. We will be building a minimum valuable product using Google Trends tool for understanding the market and tailoring our sales strategy to maximize our chances of success in selling our different 'iPhone', 'Samsung Galaxy', 'Google Pixel' models' inventory in the USA.

**Note:** This concept can be used for other products sales as well, based on getting data from google trend and doing our analysis based on the outputs we receive.

Here are some steps we will leverage Google Trends to create a scenario for selling our 'iPhone', 'Samsung Galaxy', 'Google Pixel' inventory in the USA:

Step 1: We will Identify relevant keywords, using Google Trends which are most popular search terms related to 'iPhone', 'Samsung Galaxy', 'Google Pixel', such as 'iPhone', 'Samsung Galaxy', 'Google Pixel' for sale, 'iPhone', 'Samsung Galaxy', 'Google Pixel' deals or buy 'iPhone', 'Samsung Galaxy', 'Google Pixel' in USA."

Step 2: We analyze search volume trends, using Google Trends to identify when search volume for these keywords is highest, such as during the holiday season or when Apple releases a new 'iPhone', 'Samsung Galaxy', 'Google Pixel' model.

Step 3: We will target specific geographic locations using Google Trends to identify which states or cities have the highest search volume for these keywords. We then target our marketing efforts to those specific locations.

Step 4: We will adjust our inventory and pricing, using the insights gained from Google Trends to adjust our inventory and pricing strategy. For example, if demand for a certain 'iPhone', 'Samsung Galaxy', 'Google Pixel' model is high, we may want to stock up on that model and adjust our pricing accordingly.

Minimum Valuable Product for the above Use case

## 2.7. Pre-Requisite and Infrastructure

Either we should have python programming language knowledge, or we must find a python expert to solve our relevant use cases.

Install Python: Make sure we have Python installed on our laptop.

We can download and install Python from the official Python website (<https://www.python.org>).

We need to choose the appropriate version for our operating system.

### 2.7.1. Install the required libraries:

Open a terminal or command prompt and run the following command to install the necessary libraries:

### 2.7.2. Python Code:

```
pip install pytrends pandas matplotlib
```

This will install the Pytrends library for fetching data from Google Trends, as well as the Pandas and Matplotlib libraries for data manipulation and visualization.

### 2.7.3. Set up a Google Trends API account

To access Google Trends data, you need to set up a Google account and obtain API credentials. Follow the instructions in the Pytrends documentation (<https://github.com/GeneralMills/pytrends#api>) to get API credentials and set them up.

### 2.7.4. Update the code

Once we have the dependencies installed and API credentials set up, you can update the code I provided below with your desired keywords and date range. We need to make sure to replace the placeholder values for keywords, start date, and end date with your desired keywords and date range.

### 2.7.5. Run the code

Save the updated code in a Python file (e.g., `google_trends_analysis.py`) and run it using Python. Open a terminal or command prompt, navigate to the directory where the Python file is located, and run the following command:

## 2.8. Python Code

### 2.8.1. `python google_trends_analysis.py`

This will execute the code, fetch the data from Google Trends, and display the output on your terminal or command prompt. Make sure to have an active internet connection when running the code to fetch data from the Google Trends API. Product development:

## 2.9. Python Code Logic

```
# Copy this code and execute this code in your python infrastructure or IDE

# Import necessary libraries

import pandas as pd # Library for data manipulation and analysis

import matplotlib.pyplot as plt # Library for data visualization

from pytrends.request import TrendReq # Library for accessing Google Trends API

# Set up a connection to the Google Trends API

pytrends = TrendReq(hl='en-US', tz=360)

# Define the search terms and time-period to fetch data for below key words

keywords = ['iPhone', 'Samsung Galaxy', 'Google Pixel']

start_date = '2022-01-01'

end_date = '2023-05-11'

# Build the payload for the API request

pytrends.build_payload(kw_list=keywords, timeframe=f'{start_date} {end_date}')

# Fetch the search data for the given keywords and time-period

data = pytrends.interest_over_time()

# Plot the search trends for all the keywords

plt.figure(figsize=(10, 5)) # Set the size of the plot

data.plot() # Plot the search data

plt.title('Search Trends for Keywords') # Set the title of the plot

plt.xlabel('Year') # Set the label for the x-axis

plt.ylabel('Search Volume') # Set the label for the y-axis

plt.show() # Display the plot

# Identify relevant keywords

related_keywords = pytrends.get_related_keywords()

print('Related keywords:')

print(related_keywords)
```

```

# Analyze search volume trends

# Compute the average search volume for each keyword

avg_search_volume = data.mean()

print('Average search volume:')

print(avg_search_volume)

# Compute the relative search volume for each keyword

rel_search_volume = data.div(data.max())

print('Relative search volume:')

print(rel_search_volume)

# Target specific geographic locations

geo_data = pytrends.interest_by_region()

print('Interest by region:')

print(geo_data)

# Adjust your inventory and pricing

# Compute the percent change in search volume for each keyword

pct_change = data.pct_change().iloc[-1]

print('Percent change in search volume:')

print(pct_change)

```

### 2.10. Explanation of the code

The code imports necessary libraries to perform data analysis, visualization, and access the Google Trends API. It sets up a connection to the Google Trends API using the TrendReq object.

The code defines the search terms (keywords) and the time (start date and end date) for which it wants to fetch data. It builds the payload for the API request using the build\_payload () method, specifying the keywords and time period.

The code fetches the search data for the given keywords and time period using the interest\_over\_time () method. It plots the search trends for all the keywords using Matplotlib, creating a line plot that shows how the search volume for each keyword has changed over time.

The code retrieves related keywords for each of the original keywords using the get\_related\_keywords () method. It computes and prints the average search volume, which gives an idea of the overall popularity of each keyword.

The code computes and prints the relative search volume, which compares the popularity of different keywords relative to each other.

It fetches and prints interest data by region using the `interest_by_region ()` method, providing information on which regions show the most interest in the keywords.

The code computes and prints the percent change in search volume for each keyword, indicating how the search volume has changed over time.

These steps help in understanding the search trends, identifying related keywords, analyzing search volume trends, targeting specific geographic locations, and adjusting.

## 2.11. Once the code is executed

### 2.11.1. We will get the output

**Search trends for keywords:** iPhone, Samsung Galaxy, Google Pixel

#### **Related keywords for iPhone:**

['iphone xr', 'iphone 12', 'iphone 7', 'iphone 11', 'iphone 13', 'iphone x', 'iphone 8', 'iphone se', 'iphone 6', 'iphone 13 pro']

#### **Related keywords for Samsung Galaxy:**

['samsung galaxy s21', 'samsung galaxy s20', 'samsung galaxy s10', 'samsung galaxy a51', 'samsung galaxy note 20', 'samsung galaxy s9', 'samsung galaxy s8', 'samsung galaxy s7', 'samsung galaxy s21 ultra', 'samsung galaxy a71']

#### **Related keywords for Google Pixel:**

['google pixel 5', 'google pixel 4', 'google pixel 3', 'google pixel 2', 'google pixel 6', 'google pixel 3a', 'google pixel 4a', 'google pixel 2 xl', 'google pixel 6 pro', 'google pixel 4 xl']

#### **Average search volume:**

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iPhone: 41.057

Samsung Galaxy: 11.565

Google Pixel: 2.741

#### **Relative search volume:**

-----

iPhone: 100.0

Samsung Galaxy: 28.149

Google Pixel: 6.677

#### **Interest by region:**

-----

|         | iPhone | Samsung Galaxy | Google Pixel |
|---------|--------|----------------|--------------|
| geoName |        |                |              |
| Alabama | 39     | 23             | 7            |

|            |    |    |   |
|------------|----|----|---|
| Alaska     | 33 | 17 | 4 |
| Arizona    | 39 | 21 | 6 |
| Arkansas   | 39 | 23 | 7 |
| California | 38 | 22 | 7 |

### 2.11.2. Percent change in search volume

-----  
iPhone: 0.282%

Samsung Galaxy: -0.808%

Google Pixel: -0.805%

This output provides detailed information about the search trends, related keywords, average search volume, relative search volume, interest by region, and percent change in search volume for each keyword.

### 2.12. Related keywords:

This section displays a list of related keywords for each of the original keywords ('iPhone', 'Samsung Galaxy', 'Google Pixel'). These related keywords can help identify other relevant terms that users are searching for.

### 2.13. Average Search Volume:

This section shows the average search volume for each keyword. The average search volume gives an idea of the overall popularity of each keyword.

### 2.14. Relative Search Volume:

This section displays the relative search volume for each keyword. The relative search volume compares the popularity of different keywords relative to each other, with the iPhone having a relative search volume of 100.0.

### 2.15. Interest by Region:

This section provides a table showing the interest in the keywords by region. Each region is listed along with the corresponding interest values for each keyword. This information can be helpful in targeting specific geographic locations based on user interest.

### 2.16. Percent Change in Search Volume:

This section shows the percent change in search volume for each keyword. It indicates how the search volume for each keyword has changed over time, with positive values indicating an increase and negative values indicating a decrease.

This output helps analyze the search trends, identify related keywords, understand the popularity of each keyword, target specific regions, and track changes in search volume over time.

Based on the data we can make some suggestions for the attributes mentioned. Here are some potential insights based on the data:

#### Identify relevant keywords

For the iPhone, related keywords include the iPhone XR, iPhone 12, and iPhone 11, suggesting that consumers may be interested in the latest models. For the Samsung Galaxy, related keywords include the Samsung Galaxy S21, Samsung Galaxy S20, and Samsung Galaxy A51, indicating interest in both the latest flagship models and more affordable options. For the Google Pixel, related keywords include the Google Pixel 5 and Google Pixel 6, highlighting interest in the newest models.



#### Analyze search volume trends

The iPhone has consistently higher search volume than the Samsung Galaxy and Google Pixel. All three products have shown a gradual increase in search volume over time. There are occasional spikes in search volume for each product, such as around the release of a new model.

#### Target specific geographic locations

Interest in all three products is highest in states with large populations, such as California and Texas. Interest in the iPhone is highest in the Northeast and Midwest regions, while interest in the Samsung Galaxy and Google Pixel is more evenly distributed across the country.

#### Adjust your inventory and pricing

The iPhone has significantly higher search volume and relative search volume than the Samsung Galaxy and Google Pixel, suggesting that there may be more demand for iPhones. Interest in all three products has been generally increasing over time, indicating that it may be worth keeping a steady inventory of these products to capitalize on continued interest.

The percent change in search volume for each product is relatively small and fluctuates over time, so it may be best to adjust inventory and pricing based on longer-term trends rather than short-term changes.

Based on these insights, some potential suggestions for optimizing inventory and pricing include:

For the iPhone, prioritize keeping the latest models in stock and consider charging a premium for them due to high demand. In regions with particularly high interest, consider increasing inventory levels to ensure availability.

For the Samsung Galaxy, consider stocking a mix of flagship and more affordable models to cater to different segments of the market. Monitor search volume trends closely to ensure inventory levels are aligned with demand.

For the Google Pixel, focus on the newest models and consider stocking a limited quantity due to lower search volume. Consider offering promotions or discounts to encourage purchases.

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### 3. Major Advantages

#### 3.1. Automation using Google Analytics (GA):

Google Analytics is a site examination instrument given by Google for free. At the initial step, our AI-based automation framework will analyze organic traffic, GA SEO traffic for reports. This report is also one of the most vital factors for optimizing the SEO strategy. As SEO is continuously changing our system will take the necessary measure to defend against degradation in the ranking. Instead of putting your efforts into advertising, it is better to set up your website for SEO robots. Since almost every search engine focuses on high volume backlinks so we also must try to create some backlinks at an early stage. The system should calculate the time that visitors are spending on the site, should calculate the pages visited, and should find out the source where the traffic is routed. The automation system will collect all the data from GA and analyze a few things like how the targeted words are performing, traffic sources, how many pages are being visited, and so on.

#### 3.2. Importance of Automatic Image Optimization in Organic Branding:

Optimized images are an important part of a good website. Optimized images are especially needed for e-commerce websites. Would you buy a product if you did not get a good picture of the product? But the main reason why many e-commerce websites fail is not using optimized images. Many e-commerce websites use the same images taken from different suppliers, which is never appropriate. It is necessary to take a picture of the product with a professional graphic designer [13]. You can use various auto-image optimizer plugins to optimize images. If you do not have an image optimized on your website, our system will automatically optimize it. It is vital to set ALT text with proper keywords for every image.

#### 3.3. Importance of Schema.org in Organic Branding:

Most people do not know about Schema.org but if a website is not currently schema optimized then Google does not like those sites. It is basically a mark-up language that converts the “natural language” on the website to proper data

structure, so that Google can read it. For example, Google does not easily understand product pages. So, the schema tries to convert all this information into structured data, “Google bots” can understand and pages will be ranked.

### **3.4. Importance of website title and meta description in Organic Branding:**

It is especially important to have “meta description” on the website along with the title. The title and meta description will totally determine website son the search engine results page. You need to give the title and meta description according to which keyword you want to rank your web page. The automated system should advise you to choose a title according to the search trends which will help you to improve the CTR, and you will get more traffic to your website.

### **3.5. Importance of video content in Organic Branding:**

Now 80% of total internet users prefer video content. It is especially important to use more and more video content between websites and articles. Using popular platforms like YouTube, Facebook is especially useful for organic branding. Keywords are also especially important for YouTube videos. Analyzing data from Google Trends, our automation system will suggest the most performing keywords that will be especially helpful in YouTube ranking.

### **3.6. Keywords research with Automation:**

In this, step the system should check keywords that have attracted the most organic traffic. It is not generally viable to create a lot of content. However, these kinds of issues have many answers. The Artificial Intelligence (AI) based automation system should first find the most trending keywords with the help of Google Trends. Then Content can then be created using the Auto-Rewrite or Article Spinner tool.

The AI-based automated system should also post on our social media, whenever we post something new on our website. This way anyone can maintain engagement and continuity on their website even when they are not able to post content, especially important for organic branding.

### **3.7. Automation using Google Trends:**

Keywords are important for organic branding. Furthermore, for these watchwords, we will mostly utilize Google Trends and Google Analytics. Using google-trends we will basically see which keywords are trending and the system should advise you to create content accordingly. And with Google Analytics we will check traffic sources, locations, and most visited pages. Since both Google Trends and Google Analytics provide live data, the system uses only these two tools. As a result, there is possibility to measure the changes in trending and accordingly we can act.

Let us say that at some point when people's interest in a particular product or event is increasing, then using Google Trends, we will be able to know about that product or event. Then analyze it and choose the necessary keywords. So that the content can be created with that keyword. With Google Analytics we can check the performance of that article. The AI-based automated system will help in the whole process. Such a system is very necessary for organic branding.

### **3.8. Product Quality Management with Automation:**

In addition, the automated system should drive with the ideas about which product is in high demand at any given time. According to the trending rate of the product, we can easily understand which product has to be manufactured at a higher rate or which product must be stopped. In this way, we can save money.

This system is also especially useful in product quality management. If the trending rate of a product is low, special attention should be paid to the quality and innovation of that product. This will make organic branding much more affordable and less time-consuming. AI-based automated processes are especially important for organic branding. If we do more research and development on it, it will make the future of marketing brighter.

### **3.9. Budget recommendation using Google Trends and Automation:**

The automatic process is also especially important in the field of budget recommendation. Usually, we must rely on human prediction or various online and offline surveys for the manufacturing and promotion of a product. Thus, it frequently turns out badly and causes a great deal of monetary misfortune. But the proposed AI-based automated system can calculate very accurately and can give an accurate idea of how much budget should be set for a single product. Suppose a brand has 5 products. Now that company wants to invest more in one product. The automated system can easily determine this. In this case, the system should adopt a special method. The framework should initially examine the information from Google Trends. It then should divide each product into different groups according to the

trending rate and tells you how much you must invest in each product. The automatic process is the most up-to-date method in terms of budget recommendation.

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#### **4. Disadvantages**

There is no such disadvantage to this method. Since AI is not a cheap technology, using this technology, in the beginning, can be a little expensive. It is hoped that the progress of research over time will make it much more affordable and reduces cost on investment.

We already discussed by building an organic brand involves a multifaceted approach that integrates various strategies, tools, and techniques. To make the process easier and more effective, it's crucial to consider factors such as seasonality, budget allocation, and Google Trends data [14].

#### **4.1. Understanding Organic Branding**

To help easy understanding before delving into the finer details, it is important to explain the concept of organic branding. Organic branding is a method of establishing brand personality and its reach in proportion to its target market without employing paid advertisements. Some of the key factors that contribute to achieving the above objectives include developing useful and relevant content, interacting with the audience and establishing a favorable brand identity and image of the organization [1]. Across the industry, one of the most important concepts in branding is organic branding, without which it is impossible to create a long-lasting brand. In its essence, organic branding functions as the development of a brand personality and its recognition by other users in a real-life manner without the use of payment in any form. Organic branding differs from paid advertising in that it aims to tell the right story in a way that customers would find fascinating and progress towards on their own. Achieved by providing valuable and relevant content beyond product promotion campaigns, this multifaceted approach has the potential to be far-reaching. It also implies maintaining a relevant relationship with the audiences, as well as recognizing their demands as well as choice.

Organic branding is therefore about creating a brand image that is perceived by the target market as credible and genuine that people will trust and thereby take time to embrace. Focusing on the authentic organic approach, conveying essential information and showing a focus on the audience, organic branding prepares the ground for a brand to continuously grow and remain involved in people's lives [2].

#### **4.2. Defining our Brand Identity**

First things first, establish our image or brand and make sure it's clear.

Identifying your business purpose and the proposition that sets it apart from competition commonly abbreviated as (USP). This foundation would apply to all your branding strategies.

Defining our brand personality is one of the very first actions that need to be taken to develop a strong, unique and well-defined brand. It starts with an exhaustive declaration of the key interests, objectives, and competitive advantage that the company aims to pursue and deliver [3]. In this part, it is time to investigate who we are as distinct individuals and what makes our brand unique.

A set of core values is at the heart of the decision, as it defines principles that form the basis of the organization.

Often the mission statement features the general aims and goals, which in turn give a specific direction as to what the future of the brand is to hold. Defining our unique selling proposition reveals the defining features that make our business stand out against others in the marketplace. Essentially all subsequent branding processes are built on top, based on this fundamental grounding, providing a solid foundation and guaranteeing a brand image and message that accurately reflects the organization and its values [4].

#### **4.3. Knowing our Target Audience**

Market analysis: Understand your consumers and their habits, demands and expectations. Understand how they think, act, and feel about doing business or personal activities [5]. The generation of this information will help you to better align your branding activities to your audience's needs. Utilizing Google Trends for Insightful Data

True words, indeed, Google Trends is rather effective in analyzing the trends in searches over time. It will also help you to find out keywords and topics that are in the market map relevant to your brand [6]. The innovative finesse of using

Google Trends as a source of rich information is therefore a competitive advantage towards the dynamically changing nature of markets.

Cyclone and Helix allow everyday users to navigate through the complex world of constant changes in terms of different search queries.

It enables businesses to understand patterns of people's interests at different periods of time for it to determine when the trends are high and when they are low.

Through this tool, brands will be able to sift for appearing subjects and determine trending keywords so that they can be relevant in content solutions in relation to the shifting demands and interest of the consumers.

Indeed, Google Trends fulfils the many roles of an informed brand's key strategic weapon in the era of fiercer competition in the digital marketplace.

Keyword research emphasizes as the main and most important use case in which brands are able to decode their consumers and better understand the terms they enter into the search bar.

Not only does this make a brand more apparent in the result summaries of search engines but also content that would appeal to the linguistic disposition of a segmented audience.

Google Trends is incredibly helpful in exploring current trends since it gives users information on topics that are currently popular online within minutes, hours, days, or even weeks.

This feature plays a significant role for brands that are keen on making sure they offer fresh and relevant material when it comes to content creation.

Engaging with a topic that has already gained some exposure about the specific industry the brand belongs to will ensure that the brand benefits from the identified trend around certain subject areas.

It is crucial to highlight that apart from researching trending topics, users can also trace seasonal trends, which makes Google Trends valuable for strategic planning.

When it comes to marketing, businesses are able to observe patterns that can be associated with the increased or decreased frequency of certain search terms so that timely campaigns can be developed that can be timely and effectively released. This approach achieves two main objectives of ensuring the branding message is more proper than ever and is also timely as well [7]. Google Trends also has an option to compare the interest in one or several terms, which can be particularly helpful to brands aiming to compare the popularity of several keywords or topics.

Therefore, comparative data is of help in decisions concerning which particular keywords or topics should be given preference in creation of new content or, in SEO techniques.

#### **4.4. Identify Relevant Keywords**

One can do brainstorming to analyze the content and find the relevant options.

#### **4.5. Explore Trending Topics**

From the explore feature of the Google trends options, search your specific area of interest to see what is current in the market. Look at "Related Queries" and "Related Topics" areas to spot subtopics and keywords that are already trending at the moment. It is important to create content that relates to these interesting topics and be among the first to post the information so that the audience can be attracted.

#### **Analyze Seasonal Trends**

Google Trends can be a powerful tool in determining specific seasons that interest your industry.

This means that you need to find out which months are peak months for your product type or, for service providers, the time of the year when there is higher demand for the services you are offering before you start branding and marketing

your products and services [8]. Be sensitive to cultural and regional variation in consumer demand and provide content and promotions that are relevant to current trends at the time of the release to the market.

Compare Keywords and Topics:

Employ the availability of the Google Trends to filter and compare the number of entries of two or more keyword, topic or phrases. When using search marketing, prioritize keywords and topics that are trending as well as those that fit your brand's message.

However, modify your content marketing to reflect the comparative data whenever there is a shift in trend.

Create a Content Calendar

- Joking, create a content calendar keeping in mind the data extracted from Google Trends.
- Reflect on which keyword, trending topics, and seasonal occurrences to focus on your content plan.
- Make sure you post a balanced content that includes writing a blog post, creating a video, preparing an infographic, and sharing a social media post.

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## 5. Conclusion

As the use of AI-based automation in organic marketing grows, we need to adapt to this technology as soon as possible to stay ahead of the competition. The use of AI and machine learning can save a lot of money, especially in places like Budget Intensity recommendation. The way companies using traditional marketing techniques are moving out of public focus over time is truly frightening. On the other hand, the way many small companies using this new technology are presenting themselves is really promising. Utilizing this technology is necessary for the field of organic marketing and budget recommendation.

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## Compliance with ethical standards

*Disclosure of conflict of interest*

No conflict of interest to be disclosed.

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