

Using the Web for Market Research



What Can You Expect To Find?

Customers

- Identify customer influencers, champions, leaders, and super-fans.
- What do they like?
- What do they hate?
- Where are my customers (geographical location)?
- What else are my customers interested in?
- Identify popular social networks
- How do they express they need your product or service?
- What language (search terms) do they use?

Partners

- Complimentary products and services
- Find suppliers
- Find distributors
- Identify cross marketing opportunities
- How do they sell and market?

Competitors

- What are their strengths?
- What are their voids or weaknesses?
- Who are their customers?
- How do they sell and market?
- What volume of web traffic do they get?
- What search terms do they perform well for?

Information Sources



Google.com

- Search by location (city, region, state)
- Search by date
- Search news
- Search blogs
- http://www.google.com/advanced_search
- <http://www.google.com/trends>

Google search operators

- <http://www.google.com/intl/en/help/operators.html>
- "exact match"
- ~synonyms
- Site:
- Link:



Search Social Networks

- Search social networks: <http://www.socialmention.com>
- Search Twitter, media and influencers: <http://topsy.com>
- Blog trends: <http://www.blogpulse.com>
- Facebook search: <http://www.facebook.com/search.php>
- Facebook search, no account needed: <http://youopenbook.org>
- Twitter search: <http://twitter.com/#!/search-advanced>
- Search social bookmarks: <http://delicious.com/>

Web Data

- Search term volumes and suggestions: <https://adwords.google.com/select/KeywordToolExternal>
- Visitor volume: <http://www.compete.com/>
- Search competitors: www.semrush.com
- Google rank: <http://tools.seobook.com/firefox/rank-checker/>



Make it Easy

Set up Your Own Automated Research Tool

- Get email alerts: <http://www.google.com/alerts>
- Organize and view RSS feeds: <http://www.google.com/reader/>
- Organize and view RSS feeds: <http://www.netvibes.com/>

RSS Feed Sources

- Facebook search with RSS: <http://search.tifsoft.com/>
- Twitter RSS
 - Corvallis search for exact phrase: <http://search.twitter.com/search.rss?q=%22an%20exact%20phrase%20geocode:44.5645659,-123.2620435,25km>
 - Corvallis search for multiple terms: <http://search.twitter.com/search.rss?q=multiple+terms%20geocode:44.5645659,-123.2620435,25km>
 - Lat/long Finder: <http://itouchmap.com/latlong.html>
- Monitor specific web pages: <http://www.changedetect.com/>
- Monitor specific webpages via RSS: <http://page2rss.com/>

Related SBDC Courses at LBCC

Beginners Facebook for Business, Thurs, Oct 13, 2011; 2-4pm, F-202

Beginners Twitter for Business, Thurs, Oct 20, 2011; 2-4pm , F 202

Maximizing Your Web Presence for Beginners, Thurs, Oct 27, 2011; 2-4 pm, F-202

Small Business Development Center at LBCC, Phone: 541-917-4929, Web: <http://www.linnbenton.edu/go/sbdc>

Find more topics and cheat sheets by ProWorks at <http://www.proworks.com/blog/social-media-for-business>.

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