

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 for Yourself

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/>

RSS Feed Sources

- Blogs: <http://www.google.com/blogsearch>
- News: <http://news.google.com/>
- Facebook search with RSS: <http://search.tifsoft.com/>
- Twitter RSS: 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>
- Find influencers on Twitter: <http://topsy.com/>
- Monitor specific web pages via RSS: <http://page2rss.com/>

Free Web Workshops Hosted by ProWorks

ProWorks' Web Workshops are **noon to 1 PM every fourth Tuesday** in the **Upper Deck Pub at the Corvallis Sports Park**. In an informal group setting we explore web and social media tools that can be applied for business. These workshops are intended for all levels of web and technical experience. "Web novices" are absolutely welcomed. Participation is **free and open to all**. No registration is required. Just drop in!

- Check <http://www.facebook.com/ProWorksCorporation> for upcoming topics
- Coming Up: **Google Adwords and Paid Placement**, February 28
- Coming Up: **Pinterest.com for Business**, March 27

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

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