

KNOWLEDGE IS REVENUE:

HOW TO CONDUCT KILLER MARKETING RESEARCH

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“ The only sustainable competitive advantage is an organization's ability to learn faster than the competition.

PETER SENGE

MIT Sloan School of Management

WHY:

KNOW YOUR GOALS AND DESIRED OUTCOMES

- + Business Planning
- + Business Development
- + Project Pursuits
- + New Markets/Offerings
- + Brand Audit
- + Marketing Strategy/Planning
- + Content Marketing
- + Benchmarking

WHAT:

KNOW WHAT INSIGHT YOU NEED TO ACHIEVE YOUR GOALS

The information you seek must align with your goals.

WHERE: KNOW WHERE TO LOOK FOR INFORMATION

- + Existing data and market reports
- + Public channels
- + Your CRM or sales teams
- + Business and financial reporting sites

EXAMPLES OF SECONDARY RESEARCH SOURCES

- + Business Sites (e.g., Dun & Bradstreet, BBB, Buzzfile)
- + McKinsey & Company, Pew Research Center, Gartner, EY, Boston Consulting Group, Think with Google
- + A/E/C Industry Organizations
- + LinkedIn, Glassdoor
- + Google Alerts

HOW:

**KNOW WHAT INFORMATION AND TO LOOK FOR
AND HOW TO FIND IT**

COMPETITIVE RESEARCH: IDENTIFY YOUR COMPETITORS



FIRM SEARCH PROCESS HAS CHANGED

68%

**#1 SOURCE:
ONLINE SEARCH**

71%

**START WITH A GENERIC
SEARCH TERM**
(not a specific firm/name)

12+

**SEARCHES
BEFORE
ENGAGING**



LOW-TECH

**SEE WHAT YOUR
CUSTOMERS SEE**

CRITERIA	YOU	FIRM 1	FIRM 2	FIRM 3
Size/Revenue				
Geography				
Industry/Market Focus				
Specialized Expertise				
Top Clients				
Process/Methodology				
Positioning				
Key Messages				
People/Culture				

OUR CAPABILITIES		COMPETITOR CAPABILITIES					
Assessment	Us/Them	Capability 1	Importance to Our Customers				
			1	2	3	4	5
Unique Capabilities	Us						
	Them						
Best Capabilities	Us						
	Them						
Same Capabilities	Us						
	Them						
Poor Capabilities	Us						
	Them						

CRITERIA	YOU	FIRM 1	FIRM 2	FIRM 3
Positioning				
Differentiators				
Strengths/Weaknesses				
Key Messages				
Clients Say...				
Culture				
Visual and Verbal Identity				
Tone/Style				
Marketing Communications				

COMPETITOR	FORMAT	QUANTITY	FREQUENCY	TOPICS
Company 1	Blog	40	1/Month	(Note Main Categories)
Company 1	YouTube	10	Infrequent	(Ex., Clients/Employees)
Company 1	Whitepapers	12	1/Quarter	(Identify Subject Matter)
Company 1	Webinars	—	—	
Company 2	Blog	200	1/Week	(Note Main Categories)
Company 2	YouTube	60	Random	(Ex., Projects, How-To)
Company 2	Whitepapers	2	Unknown	(Ex., Trends, Research)
Company 2	Webinars	16	1/Month	(Ex., Education, Trends)



HIGH-TECH

GO BEHIND THE SCENES

WHAT YOU SHOULD COMPARE

- + Keyphrases and Rankings
- + Website Traffic
- + Content Performance
- + Website Authority
- + Paid Search, SEM/PPC

#2
 cnn.com



Market Intelligence Solutions to
Win your market

SIMILARWEB PLATFORM

#1
 yahoo.com

#3
 msn.com

#4
 foxnews.com

#5
 accuweather.com



Web



hubspot.com

COMPARE

Nov 2018 - Jan 2019 (3 Months)

Worldwide

All traffic



Overview

Website Performance

Competitive Landscape

Traffic

Audience

Geography

Demographics

Audience Interests

Search Traffic

Overview

Keywords

Keyword Combos

Ads

Competitors

Referral Traffic

Incoming Traffic

Outgoing Traffic

Display Traffic

Overview

Publishers

User Acquisition Networks

Creatives

Videos

Social Traffic

Overview

Content

Subdomains

Website Performance ☆

Download

Website Audience

Total Visits ⓘ

Nov 2018 - Jan 2019, Worldwide

98.70M

↑ 11.41% from last month

Traffic Share ⓘ

Nov 2018 - Jan 2019, Worldwide



Desktop 74.30 %
Mobile Web 25.70 %

Monthly Visits 32.90M

Monthly Unique Visitors **UPGRADE**

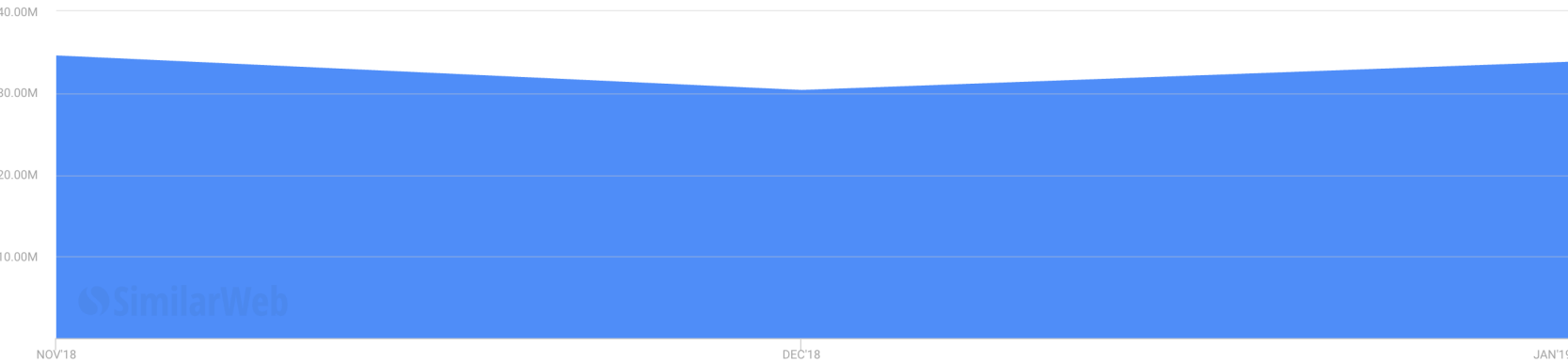
Avg. Visit Duration 00:05:56

Pages / Visit 5.97

Bounce Rate 62.89%

Visits Over Time ⓘ

Nov 2018 - Jan 2019, All Traffic





Web



App



hubspot.com

COMPARE

Nov 2018 - Jan 2019 (3 Months)

Worldwide

ic



Overview

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Videos

Social Traffic

Overview

Content

Competitors & Similar Sites

Sites similar to hubspot.com

Search



All Categories



	Domain (40)	Category	Global Rank		↓ Affinity	AdSense
1	neilpatel.com	Internet and Telecom	#9,428	100%	<div></div>	
2	moz.com	Internet and Telecom > Online Marketing	#12,805	94.77%	<div></div>	
3	marketo.com	Internet and Telecom > Online Marketing	#27,260	92.13%	<div></div>	
4	sproutsocial.com	Internet and Telecom	#18,403	90.18%	<div></div>	
5	analytics.google.c...	Unknown	-	85.29%	<div></div>	
6	Upgrade your Account	Unknown	-	84.05%	<div></div>	
7	Upgrade your Account	Unknown	-	82.99%	<div></div>	
8	Upgrade your Account	Unknown	-	82.95%	<div></div>	
9	Upgrade your Account	Internet and Telecom > Online Marketing	#229,191	82.60%	<div></div>	✓
10	Upgrade your Account	Internet and Telecom > Online Marketing	#37,818	81.68%	<div></div>	
11	Upgrade your Account	Internet and Telecom	#38,978	81.31%	<div></div>	
12	Upgrade your Account	Internet and Telecom > Online Marketing	#72,064	79.29%	<div></div>	
13	Upgrade your Account	Unknown	-	78.72%	<div></div>	
14	Upgrade your Account	Internet and Telecom > Online Marketing	#57,075	77.33%	<div></div>	
15	Upgrade your Account	Internet and Telecom > Online Marketing	#19,511	77.06%	<div></div>	
16	Upgrade your Account	Internet and Telecom > Online Marketing	#2,337,583	77.04%	<div></div>	
17	Upgrade your Account	Internet and Telecom > Online Marketing	#38,132	76.81%	<div></div>	✓
18	Upgrade your Account	Internet and Telecom > Online Marketing	#20,368,793	76.48%	<div></div>	
19	Upgrade your Account	Internet and Telecom > Online Marketing	#5,965	76.33%	<div></div>	



Web



hubspot.com vs. moz.com

COMPARE

Nov 2018 - Jan 2019 (3 Months)

Worldwide

All traffic



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Ads

Competitors

Referral Traffic

Incoming Traffic

Outgoing Traffic

Display Traffic

Overview

Publishers

User Acquisition Networks

Creatives

Videos

Social Traffic

Overview

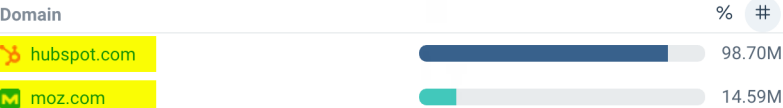
Content

Subdomains

Website Audience

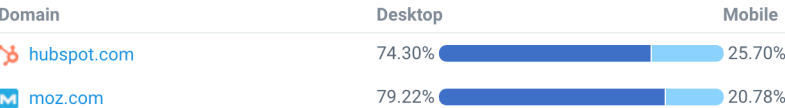
Total Visits

Nov 2018 - Jan 2019, Worldwide



Traffic Share

Nov 2018 - Jan 2019, Worldwide



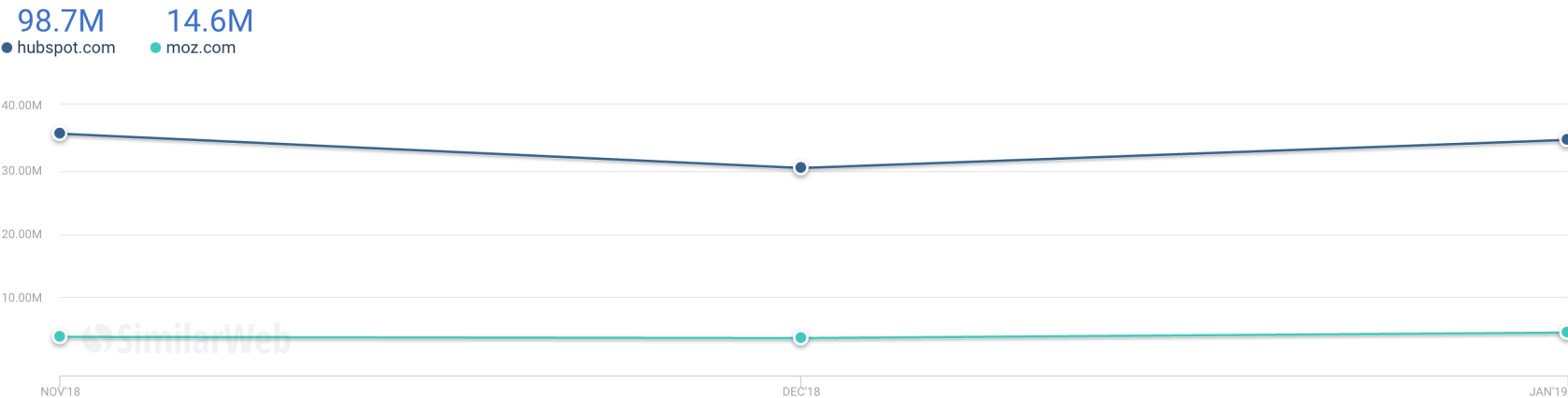
Engagement

Nov 2018 - Jan 2019, Worldwide

Domain	Monthly Visits	Unique Visitors	Visits / Unique Visitors	Avg. Visit Duration	Pages/Visit	Bounce Rate
hubspot.com	32.90M	N/A	N/A	00:05:56	5.97	62.89%
moz.com	4.866M	N/A	N/A	00:03:57	3.39	52.27%

Visits over time

Nov 2018 - Jan 2019, All Traffic



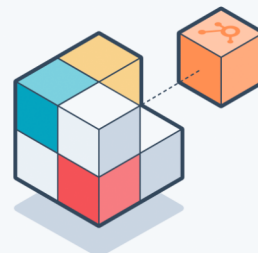


There's a better way to grow.

Marketing, sales, and service software that helps your business grow without compromise. Because "good for the business" should also mean "good for the customer."

Get HubSpot free

Get started with FREE tools, and upgrade as you grow.



SimilarWeb Rank

last 3 months

Global Rank 1,170

In United States 778

Internet and Telecom > Online Marketing 4

Engagement

last month

Estimated Visits 33.8M

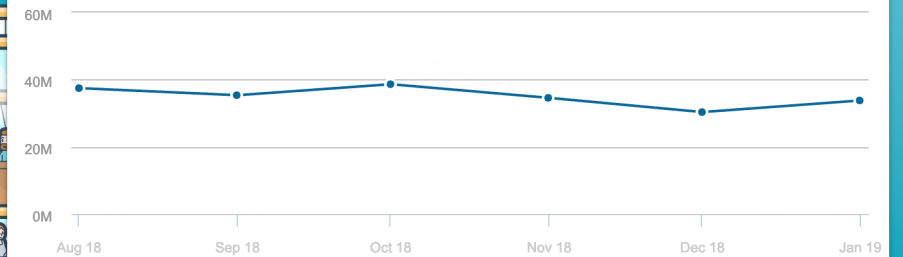
Time On Site 00:06:36

Page Views 6.70

Bounce Rate 60.80%

Monthly Visits

last 6 months



All Tools

Domain Overview

hubspot.com

Search

Projects

+

Upgrade

- Dashboard
- SEO Dashboard
- Domain Analytics
- Overview
- Organic Research
- Backlinks
- Advertising Research
- PLA Research
- Display Advertising
- Traffic Analytics
- Ranks
- Domain vs. Domain
- Charts
- Keyword Analytics
- Projects
- Marketing Insights
- Gap Analysis
- Topic Research
- SEO Content Template
- SEO Writing Assistant
- Lead Generation Tool
- Listing Management
- CPC Map
- My Reports

Domain Overview: hubspot.com

PDF

Database: United States

Device: Desktop

Date: Feb 23, 2019

Currency: USD

ORGANIC SEARCH

3.3M

+10%

TRAFFIC

SEMrush Rank	851
Keywords	1.1M
Traffic Cost	\$11.3M

PAID SEARCH

324K

+8%

TRAFFIC

Keywords	2.3K
Traffic Cost	\$2.4M

BACKLINKS

96.8M

TOTAL BACKLINKS

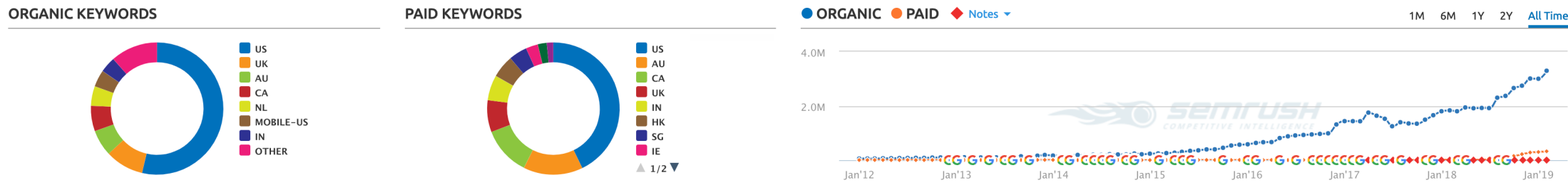
Referring Domains	129K
Referring IPs	126K

DISPLAY ADVERTISING

2.8K

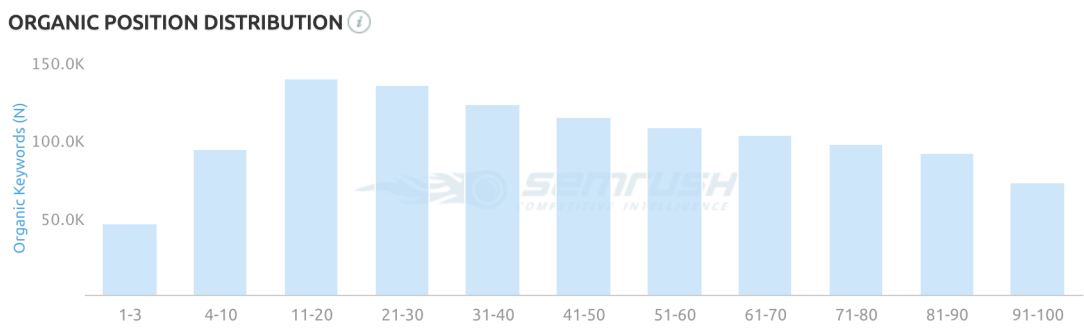
TOTAL ADS

Publishers	9.3K
Advertisers	421



live update TOP ORGANIC KEYWORDS (1,123,765)

Keyword	Pos.	Volume	CPC (USD)	Traffic, %
repost instagram	1 (1)	246,000	0.02	3.51
hubspot	1 (1)	135,000	5.59	3.27
facebook com	11 (11)	7,480,000	0.56	2.13
instagram captions	1 (1)	135,000	2.34	1.92
memo	1 (1)	90,500	0.55	1.29



BRANDED SEARCH

200K

0%

TRAFFIC

Keywords

688

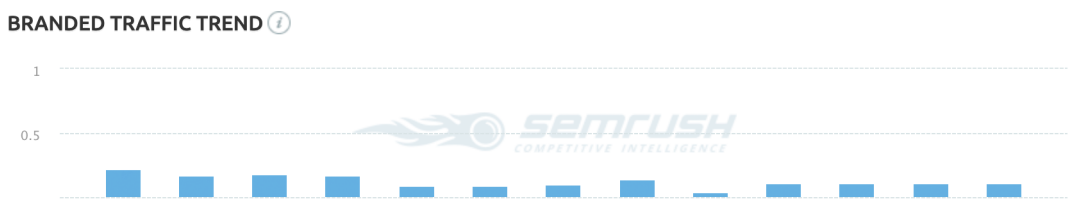
BRANDED VS. NON-BRANDED

6.07%

Branded Traffic

93.93%

Non-Branded Traffic



All Tools▼

Dashboard

SEO Dashboard BETA

Domain Analytics▼

Keyword Analytics▼

Projects▼

Marketing Insights▲

Traffic Analytics

Traffic Rank

Gap Analysis▼

Topic Research NEW

SEO Content Template

SEO Writing Assistant BETA

Lead Generation Tool

Listing Management NEW

CPC Map BETA

My Reports▼

MANAGEMENT


My Reports +


Projects


Lead Generation Tool


Marketing Calendar


Notes


 Online demo

 SEOquake for your browser

 Online demo

 SEOquake for your browser

 Join our Affiliate Program

 Order custom database or report

Traffic Analytics▼

hubspot.com

×

Search

Traffic Analytics: hubspot.com 

Historical data: January 2019▼ | Location: All Regions▼ | Devices:  All devices▼ | Estimated accuracy: — — —

Traffic Overview

Traffic Sources

Geo Distribution

Destination Sites

Subdomains

+ Add 4 competitors

Visits

Unique Visitors

Pages / Visit

Avg. Visit Duration

Bounce Rate

Traffic Rank

Jan 2019

Jan 2019

Jan 2019

Jan 2019

Jan 2019

Jan 2019

18M

9M

5.47

08:57

58.38%

3,197

+20.02%

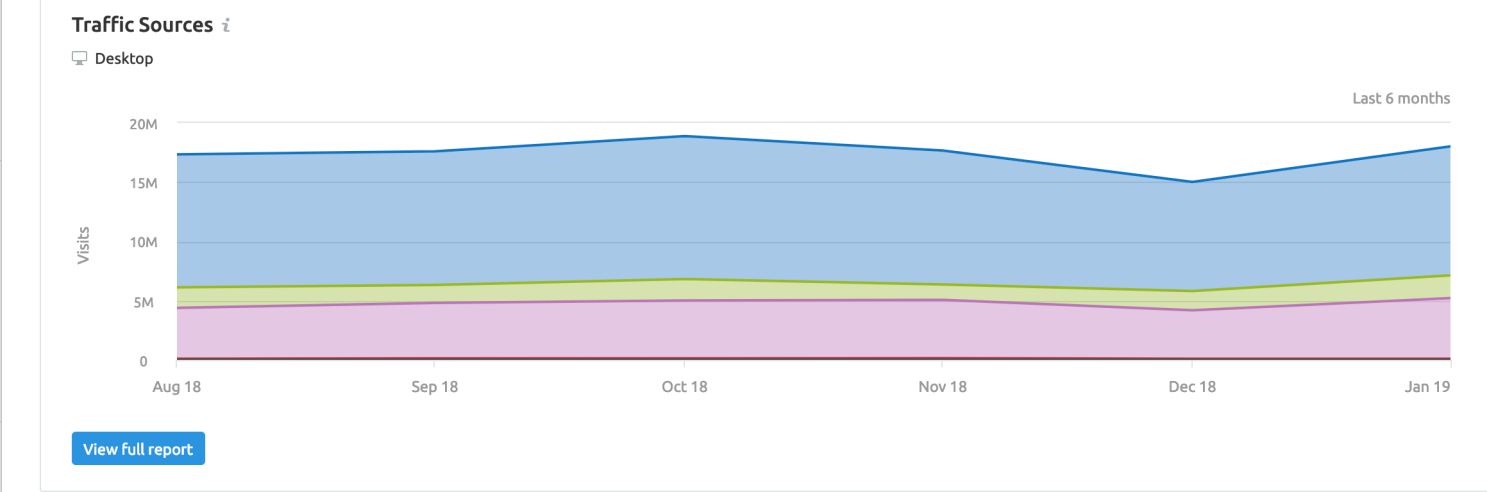
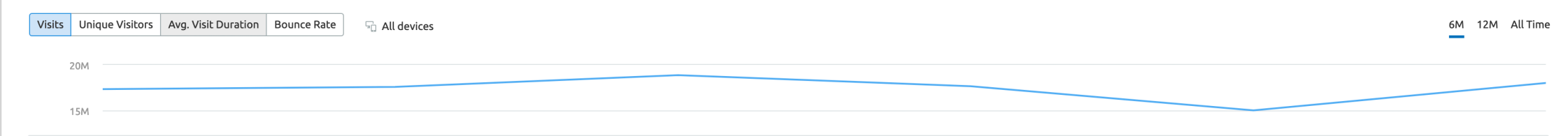
+17.68%

-0.33%

-1.29%


-1.38%

↑451



Desktop | Jan 2019

Direct	60.44%	10.9M
Referral	10.65%	1.9M
Search	28.41%	5.1M
Social	0.42%	75K
Paid • Google Ads	0.08%	14.9K

Traffic by Countries 


Jan 2019


Country

All devices

Desktop

Mobile

 United States	44.35%	8M	75.25%	24.75%
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All Tools

Traffic Analytics

hubspot.com

Search

- Dashboard
- SEO Dashboard BETA
- Domain Analytics

Overview NEW

Organic Research NEW

Backlinks

Advertising Research NEW

PLA Research NEW

Display Advertising

Traffic Analytics
- Ranks

Domain vs. Domain NEW

Charts
- Keyword Analytics
- Projects
- Marketing Insights
- Gap Analysis
- Topic Research NEW
- SEO Content Template
- SEO Writing Assistant BETA
- Lead Generation Tool
- Listing Management NEW
- CPC Map BETA
- My Reports
- MANAGEMENT

My Reports

Projects

Backlinks: hubspot.com

Report Scope: [Root Domain](#)

Last Update: Feb 14, 2019

Data: Fresh

- Overview
- Backlinks
- Anchors
- Referring Domains
- Referring IPs
- Indexed Pages
- Competitors
- More

Data for hubspot.com

+ Add competitors

Total Backlinks

96.8M

+11M

-22.4M

Referring Domains

129K

Referring IPs

126K

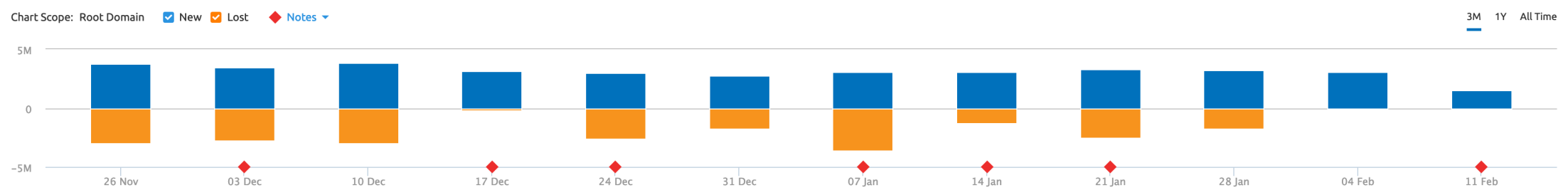
Authority Score

82

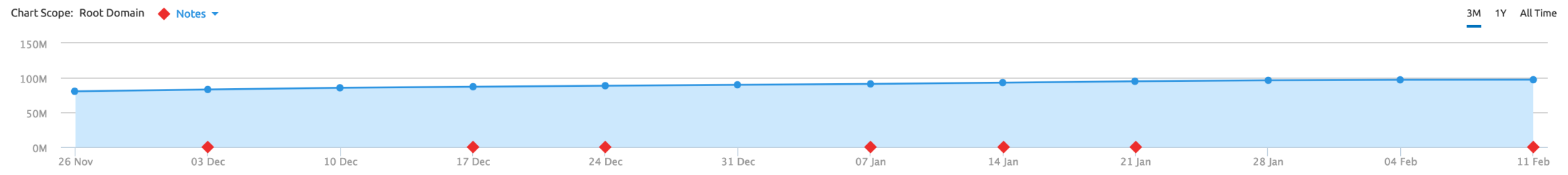
no changes

View Authority Score Trend

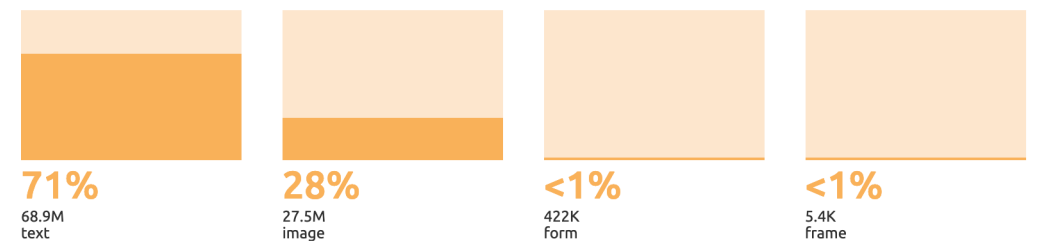
New & Lost Backlinks



Total Backlinks



Backlink Types



Follow vs Nofollow



All Tools

Dashboard

SEO Dashboard

Domain Analytics

Keyword Analytics

Projects

Marketing Insights

Gap Analysis

Topic Research

SEO Content Template

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MANAGEMENT

My Reports

Projects

Lead Generation Tool

Marketing Calendar

Notes

Online demo

SEOquake for your browser

Join our Affiliate Program

Order custom database or report

Have you seen our new customizable API format?

Sensor

SEO Content Template: recent recommendations

SEO Recommendations

Real-time Content Check

Google Search targeting: United States (Desktop)

SEO recommendations for your content

Export to DOC

Our analysis is based on your Google top 10 rivals

- digital marketing
1. <https://blog.hubspot.com/marketing/what-is-digital-marketing>

2. <https://www.marketo.com/digital-marketing/>

3. <https://neilpatel.com/what-is-digital-marketing/>

4. https://en.wikipedia.org/wiki/Digital_marketing

Key recommendations (based on your Google top 10 rivals)

Semantically related words	<div>Enrich your text with the following semantically related words:</div> <div>products or servicesemail marketingsearch enginesmarketing campaignsocial networksdigital marketing strategycase studiesmarketing messageuser experiencedigital advertisingmarketing channelscontent marketerdigital mediaonline marketingmobile devicesdigital adsmobile marketingreal timemobile appdigital channels</div>
Backlinks	<div>Try to acquire backlinks from the following domains:</div> <div>rapichat.commarketingindustrynews.comenetation.co.ukcolgate.eduhomebusinessmag.comsys-con.comprimegatecity.comzohosites.comemarketer.comglints.combostoncommons.netsuomiblog.comstrategydriven.comlimswiki.orgsixthmanmarketing.comrefind.comhtmlprimer.cominsightsforprofessionals.comdropshiplifestyle.comcompletecontroller.com</div>
Readability	<div>Average readability score of top 10 URLs: 50</div>
Text length	<div>Recommended text length: 1617 words</div>

See how your competitors use your target keywords

- digital marketing
1. What Is Digital Marketing?
<https://blog.hubspot.com/marketing/what-is-digital-marketing>

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and their websites to connect with current and prospective customers. It is. In fact, "constant" internet usage among adults increased by 5% in just the last three years, according to Pew Research . And although we say it a lot, the way people shop and buy really has changed along with it -- meaning offline marketing isn't as effective as it used to be.
[Show more \(171 occurrences\)](#)

2. What is Digital Marketing? Overview & Resources
<https://www.marketo.com/digital-marketing/>

Filter by Date ⓘ

- ☐ 24 Hours
- ☐ Past Week
- ☐ Past Month
- ☐ Past 6 Months
- ☒ Past Year
- ☐ Past 2 Years
- ☐ Past 5 Years
- ☐ Specific Range

☒ Only B2B Publishers

Country (TLD) ⓘ



Language ⓘ



Filter Domains ⓘ



Include only these domains:

hubspot.com

Or exclude these domains:

E.g spam.com,junk.con

☐ One Result Per Domain

Content Type ⓘ



Word Count ⓘ



Publisher Size ⓘ



Apply Filters

Reset Filters

Content Analyzer

Search

Analysis

hubspot.com

Search

Save Search

Export

Total Results: 3,326

How to run an Advanced Search ▼

Sort by

Total Engagements ▼

Facebook Engagements

Twitter Shares

Pinterest Shares

Reddit Engagements

Number of Links

Evergreen Score

Total Engagements ↓

Grow Better with Customer Feedback | Webinar with HubSpot & Hotjar

By Hubspot – Jan 17, 2019
hubspot.com

Save
View Backlinks
View Sharers
Share

5.3K

5

0

0

0

3

5.4K

Visual Storytelling 101 + Free Case Study Templates

By Hubspot – Aug 11, 2018
hubspot.com

Save
View Backlinks
View Sharers
Share

4.7K

2

0

0

2

0

4.7K

Como usar o Excel para marketing

By Hubspot – Mar 15, 2019
hubspot.com

Save
View Backlinks
View Sharers
Share

4.5K

5

0

0

0

1

4.5K

Marketing in 2020

By Hubspot – Sep 14, 2018
hubspot.com

Save
View Backlinks
View Sharers
Share

2.6K

65

2

0

9

5

2.6K

Bing PPC Ads: How They Work (and Compare to Google Ads) – Trending Now

By Clint Fontanella
hubspot.com

View on Trending

Save
View Backlinks
View Sharers
Share

35

83

2

0

0

-

120

Make My Persona

By Hubspot – Aug 14, 2018
hubspot.com

Save
View Backlinks
View Sharers
Share

2.1K

358

101

0

232

27

2.6K

When Is the Best Time to Post on Instagram in 2019? [Cheat Sheet]

By Clifford Chi – Aug 15, 2018
hubspot.com

Save
View Backlinks
View Sharers
Share

1.8K

663

52

1

37

18

2




BuzzSumo



built With



Tag/Location	Content	# of Characters
URL	https://www.hubspot.com/	24
Page Title	HubSpot Inbound Marketing, Sales, and Service Software • There's a better way to grow.	88
Meta Description	HubSpot offers a full platform of marketing, sales, customer service, and CRM software — plus the methodology, resources, and support — to help businesses grow better. Get started with free tools, and upgrade as you grow.	221
H1	There's a better way to grow.	29
H2	Powerful alone. Better together. • Learn and grow with award-winning support and a thriving community behind you. Learn and Grow With the Inbound Community • 150 • 4.5M • 165K • 21K • 200 • 6 • 2.6M • 5K • 56,500 • Start Growing With HubSpot Today	247
Alt Text	HubSpot Logo • Garage Stage Illustration • Startup Stage Illustration • Enterprise Stage Illustration • HubSpot Growth Stack • CRM Illustration • Marketing Illustration • Sales Illustration • Service Illustration • homepage_community_agency.svg • homepage_community_agency.svg • homepage_community_agency.svg • homepage_community_agency.svg • homepage_community_agency.svg • homepage_community_agency.svg • homepage_community_agency.svg • homepage_community_agency.svg • shopify.png • usabilia.png • iAdvize • Scrive • mention.png • Care.com • Randstad • HubSpot Logo	567




Software ▼PricingResources ▼Partners ▼About ▼

There's a better way to grow.

Marketing, sales, and service software that helps your business grow without compromise. Because “good for the business” should also mean “good for the customer.”

Get HubSpot free

Get started with FREE tools, and





CUSTOMER RESEARCH:

**GET INTO YOUR CUSTOMER'S
HEAD**

“ Get closer to your customers than ever.
So close that you can tell them what they
need before they realize it themselves.

STEVE JOBS

Co-Founder, Apple

“ Analytics show **what** is happening,
qualitative research aims to determine
the **why**.

MELISSA EGGLESTON

Director of UX, Teamworks

WHAT IS THE PURPOSE OF YOUR STUDY?

- + Brand Research
- + Customer Insights
- + Customer Segmentation
- + Customer Satisfaction/Service
- + Product or Service Development

HOW WOULD YOU OBTAIN INFORMATION?

- + Public Profiles (People and Companies), CRM
- + Observation and Listening Tools, Analytics
- + Surveys, Focus Groups
- + One-On-One Interviews

WHO HAS THE INSIGHT YOU NEED?

YOU WANT TO UNCOVER:

Current perceptions

Industry Trends

How to Attract New Customers

Blue Ocean Strategies

End User Needs

TALK TO:

Current and past customers and prospects

Change makers and those responsible for setting the future vision

Non-customers using your services in your industry

Non-customers using your services in industries related to yours

People who use your services (if different from primary decision makers or direct customers)

HOW MANY INTERVIEWEES DOES IT TAKE TO GET INSIGHT?

Your ideal number of interviews **x 2** = the number of asks you'll need to make to hit your target number within a reasonable timeframe.

THE IDEAL INTERVIEWEE

- + Willing, interested and eager to talk
- + Love telling stories and sharing examples
- + Represent the **ideal** customers
- + Forward thinking and open
- + Familiar with your types of services and how those are identified and selected

THE IDEAL INTERVIEWER

- + Fully understands your research goal, knows how data will be used and an expert in the area of your research
- + Unafraid to go off script and ask follow-up questions that lead to deeper insight
- + Is endlessly curious and loves picking people's brains
- + Is a great listener

ASKING THE RIGHT QUESTIONS

- + Open-ended
- + Short and simple
- + Non-leading
- + Asked using customer's language
- + Focused on your customer

NOW WHAT?

TURNING DATA INTO INSIGHT



DATA



INFORMATION



INSIGHT

WHAT'S NEXT?

FROM INSIGHT TO ACTION

Knowledge without action does not equal result.

QUESTIONS?

IDA CHEINMAN, PRINCIPAL/CREATIVE DIRECTOR

IDA@SUBSTANCE151.COM

WWW.SUBSTANCE151.COM/BLOG

