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Founder

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Founder

President and Founder

SpyFu

April 16th, 2010

1 PM EST

# **Content Marketing and *Competitive Intelligence***

**ideaLaunch**<sup>TM</sup>





**What is  
content  
marketing?**

idea**launch**™



# It's the art of listening to your customers' wants and needs.

## Listen Up

- Search Box
- Social Media
- Web Analytics
- Keyword Popularity
- Customer Service
- Questionnaires



# And the science of delivering it to them in a compelling way.

## Content Assets

- Articles
- Tips and Advice
- Webinars
- Workbooks
- Widgets
- Live Support



# It's using content and knowledge as the new sales pipeline for leads.

## New Sales Pipeline

- ➔ Offer Content
- ➔ Accumulate Leads
- ➔ Score Leads
- ➔ Distribute Leads
- ➔ Induce Trial
- ➔ Score New Activity
- ➔ Measure Success



# And using technology to score leads that are most likely to convert.

## SalesForce Scoring

- ➔ Free Tool Interaction
- ➔ Content Downloads
- ➔ Proposal Downloads
- ➔ Newsletter Sign Ups
- ➔ Widget Interaction
- ➔ Customer Logon



# It's keeping tabs on the competition with intelligence tools.

## Research Tools

- [ideaLaunch.com](http://ideaLaunch.com)
- [SpyFu.com](http://SpyFu.com)
- [Compete.com](http://Compete.com)
- [QuantCast.com](http://QuantCast.com)
- [SEOMajestic.com](http://SEOMajestic.com)
- [Raven-SEO-Tools.com](http://Raven-SEO-Tools.com)
- [Tools.SEOBook.com](http://Tools.SEOBook.com)
- [SEOToolSet.com](http://SEOToolSet.com)
- [GoodKeywords.com](http://GoodKeywords.com)
- [KeywordDiscovery.com](http://KeywordDiscovery.com)
- [LinkVendor.com](http://LinkVendor.com)
- [MarketLeap.com](http://MarketLeap.com)



# It's constantly testing campaigns to learn what works and what doesn't.

## Prediction Testing

- A/B Testing
- Multivariate Testing
- Eye Track Testing
- Segmentation Testing
- Geo Target Testing
- Usability Testing





# And measuring readers' engagement and desire for more.

## Engagement

- ➔Downloads
- ➔Time on Page
- ➔Action on Page
- ➔Repeat Visitation
- ➔Send to Friend
- ➔Social Bookmark
- ➔Tell a Friend





# Competitive Intelligence Tips, Tools and Advice

ideaLaunch™



# Getting Started with Competitive Mapping

## → Determine Who Matters

Focus on about five competitors at one time, or the data will get overwhelming

## → Focus on What Matters

Find the strategies, tactics, drives, goals and performance for each competitor

## → Develop a Process

Use discipline with simple every day task to gather data from the web, emails and more

## → Gather Intelligence

Look to the web to find many of the answers, and look to employees to help the search

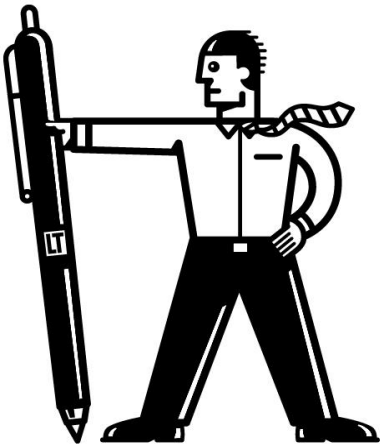
## → Use the Intelligence

Meet weekly, monthly or quarterly to review the data and make decisions from the data



# Compare Your Content Asset Portfolio

**Start by grading competitive performance and assets strength.**

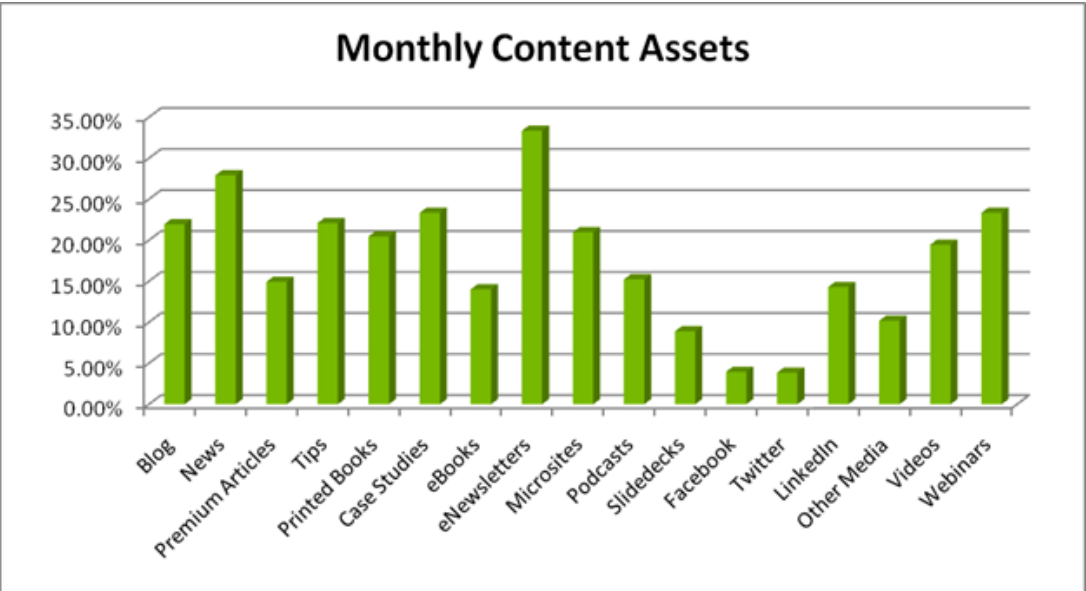


Content Asset	YourSite.com	Competitor.com
Articles: Premium	A	C
Articles: SEO	B	A
Articles: News	B	B
Articles: Tips	C	B
Blog Posts	D	C
Books and eBooks	F	D
Case Studies	F	F
eBooks	A	F
Microsites	B	A
PodCasts	C	B
Slidedecks		C
Videos		C
Widgets	10	5
Webinars	0	0
WhitePapers	0	17
WorkBooks	10	5



# Content Asset Portfolio Survey Results

What content assets are you deploying monthly in 2010?



Source: ideaLaunch 2010 Content Asset Survey Results.



# Content Asset Portfolio Survey Results

What is the frequency of content assets you are deploying in 2010?

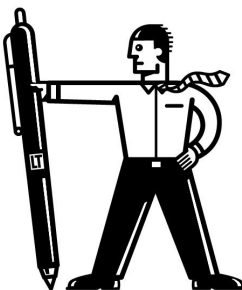
Content Assets	Daily	Weekly	Monthly	Quarterly	Yearly
Blog	20%	29%	21.95%	12.20%	15.85%
News	29.07%	23.26%	27.91%	6.98%	12.79%
Premium Articles	7.46%	22.39%	14.93%	25.37%	29.85%
Tips	12.99%	27.27%	22.08%	11.69%	25.97%
<b>Printed Books</b>	<b>9.09%</b>	<b>6.82%</b>	<b>20.45%</b>	<b>15.91%</b>	<b>47.73%</b>
Case Studies	6.67%	8.33%	23.33%	33.33%	28.33%
<b>eBooks</b>	<b>4.00%</b>	<b>8.00%</b>	<b>14.00%</b>	<b>22.00%</b>	<b>52.00%</b>
eNewsletters	10.67%	25.33%	33.33%	20.00%	10.67%
Microsites	16.13%	9.68%	20.97%	22.58%	30.65%
<b>Podcasts</b>	<b>13.04%</b>	<b>15.22%</b>	<b>15.22%</b>	<b>15.22%</b>	<b>41.30%</b>
<b>Slidedecks</b>	<b>11.11%</b>	<b>17.78%</b>	<b>8.89%</b>	<b>13.33%</b>	<b>48.89%</b>
Facebook	46.05%	30.26%	3.95%	2.63%	17.11%
Twitter	44.87%	28.21%	3.85%	3.85%	19.23%
LinkedIn	32.86%	27.14%	14.29%	10.00%	15.71%
Other Media	25.42%	35.59%	10.17%	5.08%	23.73%
Videos	12.50%	16.67%	19.44%	30.56%	20.83%
Webinars	5.00%	13.33%	23.33%	26.67%	31.67%

Source: ideaLaunch 2010 Content Asset Survey



# Compare your strategy with the Competition

Start by grading competitive performance and assets strength.



Content Asset	YourSite.com	Competitor.com
Traffic	A	C
PPC Spend	B	A
Content Portfolio	B	B
Content Authority	C	B
Publishing Frequency	D	C
Social Reach	F	D
Social Conversations	F	F
Testimonials	A	F
Partnerships	B	A
Internal Links	C	B
Inbound Links	C	C
SEO Strength	A	C
SEO Performance	B	A
Testing Methodology	A	B



# Compare SEO Performance



Search

### Setup

- [Add Keywords](#)
- [Add Tags](#)
- [Add Competitors](#)
- [Add Users](#)
- [Add Chart Data](#)
- [Change Password](#)

### Writer Tools

- [Keyword Cloud](#)
- [Score Content](#)
- [Scored Content](#)
- [META Creator](#)

### SEO Manager Tools

- [All Keywords](#)
- [Competitive Reports](#)
- [Page Strength Reports](#)

## Competitive Report

Competitive Reports display keywords that BOTH your site and the competitor have top 100 listing positions at Google.

[Add Competitors](#) Now. Allow up to 30 days for processing, as we process listing positions monthly.

Competitor:

[Export All Competitors](#)

Phrase	campingworld.com	rvsupplywarehouse.com
12 volt air conditioner	> 100	83
5th wheel rv cover	37	66
5th wheel rv hitches	26	3





# Google News Feeds

Google news content marketing "custom publishing" Search [Advanced news search](#) [Preferences](#)

News Results 1 – 10 of about 23 fo

[Top Stories](#)  
[More sections](#) ▾

› All news  
[Images](#)  
[Blogs](#)  
› Any recent news  
[Past hour](#)  
[Past day](#)  
[Past week](#)  
[Past month](#)  
[2006-2010](#)  
[2004](#)  
[2003](#)  
[2002](#)  
[1999-2001](#)  
[Archives](#)

› Sorted by relevance  
[Sorted by date](#)

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NEBS.com Buy Forms to Keep Track of Your Business at NEBS & Save 20%!  
**Content Marketing**  
www.Junta42.com Find content providers matched to your budget & needs. Sign up now!

[Earthscan Chooses PubFactory to Develop Its EarthLibrary](#) ☆  
Marketwire (press release) - 3 hours ago  
... bringing the benefits of intelligent searching and browsing, **custom publishing**, information sharing and more to Earthscan's authoritative **content**," ...

[Custom sector to launch first readership study](#) ☆  
B&T Marketing & Media (subscription) - Apr 13, 2010  
Australia's **custom publishing** sector is targeting growth through the launch of the industry's first local readership study, set to be conducted from ...

[Talk Back Media Launches Social Media Campaign for Texas Town](#) ☆  
PR-USA.net (press release) - 22 hours ago  
Talk Back Media is a full-service **content marketing** and **custom publishing** company located in Dallas-Fort Worth Metroplex. Providing print and digital ...

[VMware, Salesforce to unveil mystery cloud service](#) ☆  
ITWorld Canada - [Jon Brodtkin](#) - Apr 14, 2010  
The **marketing** site features a picture of Salesforce CEO Marc Benioff and Paul Maritz, the former Microsoft executive who became VMware's CEO almost two ...

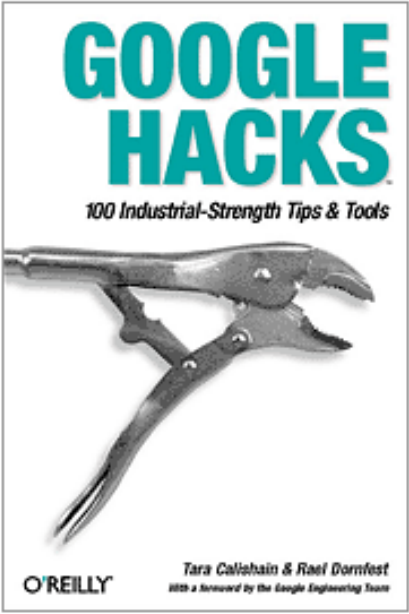
[Post-GFC talent retainment](#) ☆  
Marketing magazine Australia (blog) - [Pau Herrera](#) - Apr 13, 2010  
At marketingmag.com.au, you can have your say on exclusive textual, audio and visual **content** about a diverse range of **marketing** sectors, including direct ...

[ideaLaunch Founder Speaks at SES New York 2010](#) ☆  
PR Web (press release) - Mar 23, 2010  
White is one of the original **content marketing** revolutionaries. In 2000 he founded LifeTips, a **custom publishing** company offering services to writers, ...



# Google Hacks

Search Command	Result
Link:www.YourSite.com	Pages that link to your site
Site:www.YourSite.com	Indexed pages in your site
Cache:www.YourSite.com	Google's cache of your site
Related:www.YourSite.com	Pages similar to your site
Info:www.YourSite.com	Provides info about your site
"tips" site:.edu	Pages on .edu sites that contain the term "tips"
allinurl:content marketing	Pages with <b>content</b> and <b>marketing</b> in URL
allintitle:content marketing	Pages with exact phrase <b>content</b> and <b>marketing</b> in the title
site:ideaLaunch.com -site:www.ideaLaunch.com	Pages on ideaLaunch.com that aren't on the www subdomain



# Compare Traffic Stats and Trends

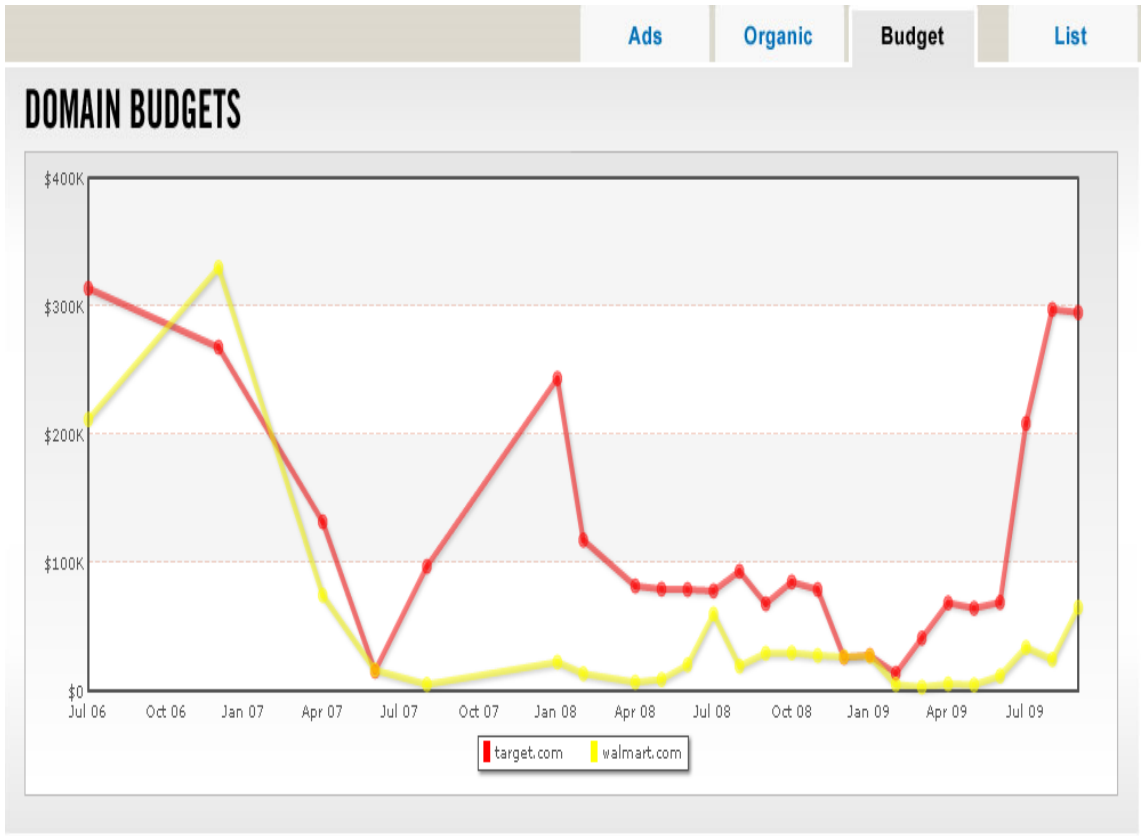
Tip: Total up all the key players' traffic to find total market share.



# Compare PPC Keywords and Spend



Tip: Correlate ad spend with overall traffic to help estimate organic traffic volume.



# Compare Authority Status

## Authority Assets

- ➔ Speaking Events
- ➔ White Papers
- ➔ Webinars
- ➔ Podcasts
- ➔ Books
- ➔ Online Courses
- ➔ Informational Guides
- ➔ Press Releases



# Compare Listing Positions



Tip: Monitor monthly listing positions of your site and your competition.

A screenshot of the SpyFu website interface. At the top, there's a navigation bar with 'SpyFu Classic', 'Ad History', and 'Keyword Smart Search'. Below that, a search area prompts the user to 'Enter the domains to battle in the boxes below.' Three input boxes are shown: 'target.com', 'walmart.com', and 'Enter Domain'. A 'FIGHT!' button is to the right. The main content area is titled 'ORGANIC KEYWORD OVERLAP' and features a Venn diagram with two overlapping circles: a large yellow circle for 'walmart.com' and a smaller red circle for 'target.com'. To the right, a 'RESULTS' section explains that circle size represents keyword depth and lists five common keywords: '10x13 frame', '10x13 frames', '10x13 picture frame', '10x13 picture frames', and '11 x 17 frame'. A link to 'View all 28992 keywords' is provided. At the bottom, there are tabs for 'Ads' and 'Organic', with 'Organic' selected.



# Compare Publishing Frequency

Tip: Track growth of site maps pages and total pages indexed in the search engines.





The Content Marketing Revolution

How Junta42 Works Find a Vendor Blog Community About Us Top 42

SEPTEMBER 25, 2009

## How can I get more people to my website?

Somewhat interesting [Bloomberg video from Ad legend Jerry Della Femina](#) on the future of advertising and ad agencies.

The key points:

- The advertising industry is not run by creative anymore, but the bean counters.
- The 'good-old days' for advertising is over - where they used to make 15 cents on every dollar spent, now it's more like seven or even five cents.
- According to Jerry, every meeting with marketing executives starts out with "How can I get more people to my website?"

Everyone wants viral

The discussion in the video then revolved around niche, viral campaigns as a way to drive website traffic. That's fine, but it's concerning that so many marketers focus on "the viral" believing that one brilliant idea that people want to spread will make all the difference.

The formula for success, according to [David Meerman Scott](#), includes: *a combination of some great—and free—Web content (a video, blog*



617.227.8800

About Blog Create Demo Events Jobs Press Services Team Tips Video Contact Log Out

### ideaLaunch Blog

Recent Posts

#### The Write Stuff: What to Look for in a Freelance Writer



We've just talked about [hiring a web content company](#). What if you have the strategies and team already in place and just need that [solid online writer](#) to carry things out? Besides being ridiculously good looking (ahem), what other traits does a good writer have?

**Portfolio's In Place**  
Ideally, a freelance writer has an online (or easily e-mailed) collection of fantastic writing. Experience in writing about the industry you're in is also obviously ideal (and check out [LifeTips.com](#) for [subject matter experts](#)) but shouldn't always be a deal breaker.

Some companies hire writers for their distinct voice or style. Will that work? If you look at the writer's portfolio and see that they've written for a number of different industries and audiences seemingly effortlessly, they'll likely be able to research and write for yours.

**Communication Pro**  
You've made an inquiry – how long does it take the writer to e-mail you back? And when they do e-mail you, what's it like? Professional? Friendly? Clear and concise? You should expect great writing, but you should also expect great client service right from the get-go.

**Time Is On Their Side**  
Some freelance writers have full-time day jobs but do freelance on the side. Chances are, you're going to need to get in touch with them and deal with deadlines during regular working hours. A full-time freelancer will be better able to handle your work, jump on last-minute projects that come up and chat with you when it better suits your schedule.

**References Offered**  
Past client experience is important and hopefully your writer has such thrilled ones that he or she will offer you the opportunity to speak to them yourself. Take them up on this offer (and if it isn't offered – ask for it) and get the scoop straight from the client's mouth.

**The Right Questions**  
An experienced writer won't accept a job as is. They'll ask about things that perhaps you never thought of. Questions around copyright ownership, bylines or ghostwriting, deadlines, and the feedback or editing process are just a few matters that need to be discussed before an experienced writer will sign on to a project.



# Compare Social Media Reach

## Social Media Platforms

- Twitter
- Facebook
- LinkedIn
- YouTube
- Plaxo
- Flickr
- Technorati
- del.icio.us

**Name** ideaLaunch  
**Location** Boston, MA  
**Web** <http://www.ideala...>  
**Bio** Let's talk content marketing. @LifeTipsLady, @ByronWhite and @Alphabetty lead the conversation.

**1,975**   **1,607**  
following   followers

**Tweets** **320**

**Name** Junta42  
**Location** Cleveland, OH  
**Web** <http://www.junta4...>  
**Bio** The independent authority for content marketing. Find custom content experts - FREE. Get updated content via @Junta42. Also follow CEO Joe Pulizzi @juntajoe

**1,007**   **942**  
following   followers

**Tweets** **224**





# Compare Conversations and Social Trends

## Social Research Tools

- Search.Twitter.com
- Facebook.com/lexicon/
- ThunderThimble.com
- TechRigy.com
- BlogSearch.Google.com
- BlogPulse.com
- IceRocket.com
- TweetDeck.com



# Compare Testimonial Power

My Slimband™  
reveal the real you

- ABOUT SLIMBAND
- OUR PROGRAM
- SUCCESS STORIES
- LEARNING CENTER
- COMMUNITY
- EBOOKS
- BLOG

Start changing your life today.

First Name

Tip: Test location of promotions including off-site. And try podcast and video testimonials to get ahead of the competition.

Home | FAQ | Diabetes | Events | Contact Us

### Slimband Weight Loss Success Stories

The success of our patients is often a great source of inspiration and motivation for people who are still considering their weight loss options. We've created this space for our patients to share their weight loss stories in their own words.

**Rosanne**  
I felt invincible during my early childhood. By the age of four, I was active in competitive sports like dancing and swimming. I don't recall being consumed with thoughts of food. My parents described me as an easy going eater, always ready to try various...

[read more](#)



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and™  
| the real you

Home | FAQ | Diabetes | Events | Contact Us

SUCCESS STORIES | LEARNING CENTER | COMMUNITY | EBOOKS | BLOG

Start changing your life today.

First Name

Last Name

Email

Phone

House Number & Street

Postal or Zip Code

Height  Weight

feet inch lbs

How did you hear about us?



# Compare Inbound Links

## Inbound Link Tips

- Engaging Content
- Content Widgets
- Press Releases
- Directory Submissions
- Article Submissions
- Social Media Posts
- Blog Comments
- Partner Sites
- .Org Links
- .EDU Links

**YAHOO!**  [Explore URL](#)

**SITE EXPLORER**

Site Explorer

- Add to MySites
- My Sites
- Preferences
- Blog
- Badge
- Web Service API
- Feedback

**Results**

Tip: Your "link:" query has been redirected to Site Explorer. You can continue to use normal web search for other queries.

Pages (1,812,163) **Inlinks (68,753)** Show Inlinks: From All Pages to: Only this URL

Result details: [Menu] [Minus]

[Submit webpage or Site Feed](#) | [Export first 1000 results to TSV](#)

1. [Askville](#)  
text.html <http://askville.amazon.com/> - 226k - cache [Explore](#)
2. [hyku | blog - Commentary by blog and social media consultant ...](#)  
text.html <http://hyku.com/blog/> - 104k - cache [Explore](#)

**YAHOO!**  [Explore URL](#)

**SITE EXPLORER**

Site Explorer

- Add to MySites
- My Sites
- Preferences
- Blog
- Badge
- Web Service API
- Feedback

**Results**

Tip: Your "link:" query has been redirected to Site Explorer. You can continue to use normal web search for other queries.

Pages (7,954,482) **Inlinks (55,095)** Show Inlinks: From All Pages to: Only this URL

Result details: [Menu] [Minus]

[Submit webpage or Site Feed](#) | [Export first 1000 results to TSV](#)

1. [StyleList Fashion Blog](#)  
text.html <http://www.styledash.com/> - 112k - cache [Explore](#)
2. [Chicago Humanities Festival | Home](#)  
text.html <http://www.chicagohumanities.org/> - 46k - cache [Explore](#)



# Compare Internal Links



Tip: Building internal links is fast and easy and can have big SEO impact.



URL

Please enter in the Calculation Result in the box below.

=

You don't have to enter Captcha-results if you're logged in.

Summary

External Links	56	nofollow link portion	29	img link portion	0
Internal Links	89	nofollow link portion	2	img link portion	0
Total links	145	nofollow link portion	31	img link portion	0

URL

Please enter in the Calculation Result in the box below.

=

You don't have to enter Captcha-results if you're logged in.

Summary

External Links	2	nofollow link portion	0	img link portion	0
Internal Links	184	nofollow link portion	0	img link portion	0
Total links	186	nofollow link portion	0	img link portion	0



# Confirm Testing Methodology and Practice



# Competitive Intelligence Business Models

## → **SWOT: Strengths, Weaknesses, Opportunities and Threats**

Develop a grid to compare your company with a competitor using these four quadrants and the data you research

## → **Strategic Group Map**

Plot your company and your competitors on a grid based on two variables that define success such as pricing and product quality to define the open space and opportunity

## → **Content Battlefield**

Compare your traffic growth by keyword silo and determine if your competitors are adding content to their website for those keyword silos and trying to compete with you for top listings.



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**President and Founder**

Mike[at]Spyfu.com

**“Competitive  
intelligence has  
value when you use it  
to make better  
decisions.”**

**ideaLaunch™**

