Byron White

Founder

Chief Idea Officer

ideaLaunch.com, Inc.

Mike Roberts

Founder

President and Founder

SpyFu

April 16th, 2010

1 PM EST

Content Marketing and *Competitive Intelligence*

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What is content marketing?

idealaunch™

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

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

Content Assets

➜ Articles

➜ Tips and Advice

➜ Webinars

➜ Workbooks

➜ Widgets

➜ Live Support

idea**launch**™

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

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

Research Tools

→ ideaLaunch.com

→ SpyFu.com

→ Compete.com

→ QuantCast.com

→ SEOMajestic.com

→ Raven-SEO-Tools.com

→ Tools.SEOBook.com

→ SEOToolSet.com

→ GoodKeywords.com

→ KeywordDiscovery.com

→ LinkVendor.com

→ 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

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

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Compare Your Content Asset Portfolio
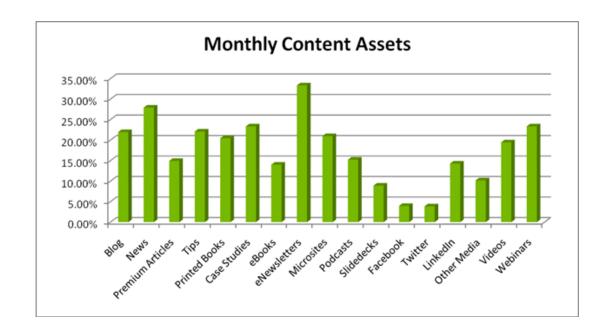
Start by grading competitive performance and assets strength.

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%
Printed Books	**9.09%**	**6.82%**	**20.45%**	**15.91%**	**47.73%**
Case Studies	6.67%	8.33%	23.33%	33.33%	28.33%
eBooks	**4.00%**	**8.00%**	**14.00%**	**22.00%**	**52.00%**
eNewsletters	10.67%	25.33%	33.33%	20.00%	10.67%
Microsites	16.13%	9.68%	20.97%	22.58%	30.65%
Podcasts	**13.04%**	**15.22%**	**15.22%**	**15.22%**	**41.30%**
Slidedecks	**11.11%**	**17.78%**	**8.89%**	**13.33%**	**48.89%**
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

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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

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Compare SEO Performance

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

Custom Sales Books   Sponsored Links
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 Brodkin - 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, ...

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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 **content** and **marketing** in URL
allintitle:content marketing	Pages with exact phrase **content** and **marketing** in the title
site:ideaLaunch.com -site:www.ideaLaunch.com	Pages on ideaLaunch.com that aren't on the www subdomain

GOOGLE HACKS
100 Industrial-Strength Tips & Tools

O'REILLY   Tara Calishain & Rael Dornfest
With a foreword by the Google Engineering Team

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Compare Traffic Stats and Trends

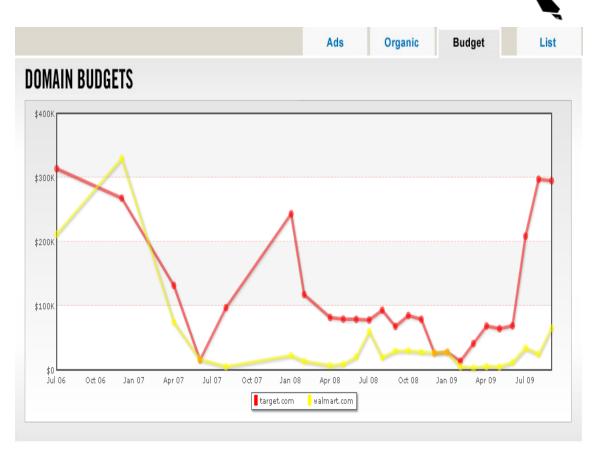Tip: Total up all the key players' traffic to find total market share.

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
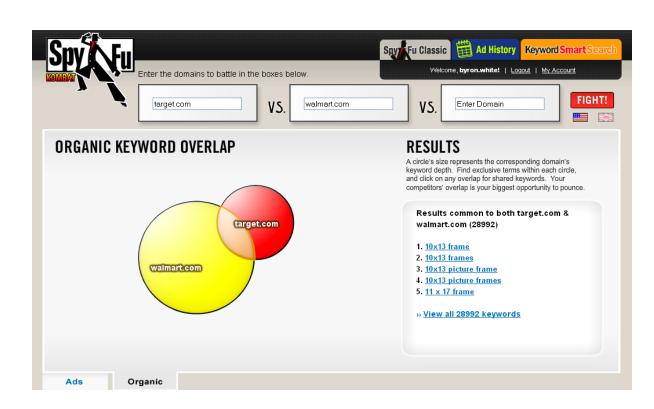
→ Online Courses

→ Informational Guides

→ Press Releases

Compare Listing Positions

Listing Position

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

Compare Publishing Frequency

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

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

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Compare Conversations and Social Trends

Social Research Tools
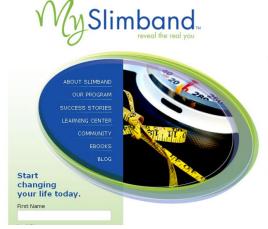
➜ Search.Twitter.com

➜ Facebook.com/lexicon/

➜ ThunderThimble.com

➜ TechRigy.com

➜ BlogSearch.Google.com

➜ BlogPulse.com

➜ IceRocket.com

➜ TweetDeck.com

Compare Testimonial Power

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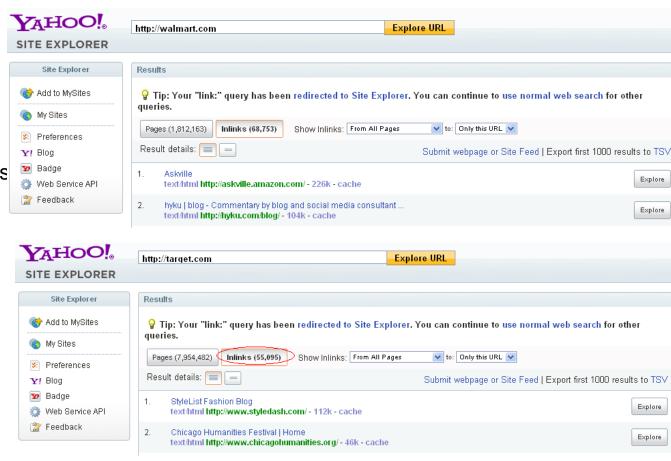
Compare Inbound Links

Inbound Link Tips

➔Engaging Content

➔Content Widgets

➔Press Releases

➔Directory Submissions

➔Article Submissions

➔Social Media Posts
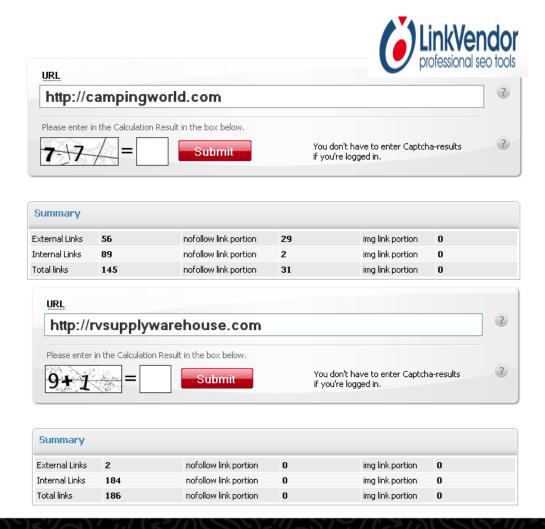
➔Blog Comments

➔Partner Sites

➔.Org Links

➔.EDU Links

Compare Internal Links

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

Listing Position

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LinkVendor
professional seo tools

URL
http://campingworld.com

Please enter in the Calculation Result in the box below.

7 - 7 = [ ]   Submit

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
http://rvsupplywarehouse.com

Please enter in the Calculation Result in the box below.

9+1 = [ ]   Submit

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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Mike Roberts, SpyFu

President and Founder

Mike[at]Spyfu.com

"Competitive intelligence has value when you us it to make better decisions."

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