

The Complete Competitive Research for Your Business “Workshop”

Benefit & Grow at the
Expense of Your Competitors!



About Jimmy Newson

Founder: Jimmy Newson Consulting | Moving Forward Small Business.

Senior Advisor | New York Marketing Association

Jimmy Newson is the founder of the consulting firm that bears his name: a business strategy, online marketing, and sales powerhouse for small and medium enterprises. He has been dubbed the “Profit Producer” for the outstanding results he achieves for his many clients. Jimmy is also the Senior Advisor for the New York Marketing Association, as well as the Founder of *Moving Forward Small Business*, a global effort to leverage the power of marketing, technology, and innovation to reduce startup failure and save 1 million businesses by 2050.



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FB: @jimmylnewson

Certifications





What are the Issues
You Face Today?

Issues We Face

01

Knowing who is the biggest threat to your business today and in the future.

02

Knowing how to take risks and turn them into highly-calculated strategic moves.

03

Knowing how to create a successful growth roadmap in a sea of big data.



The Take-away

A photograph of a wooden desk. In the foreground, a row of eight wooden letter tiles is arranged to spell the word "DISRUPTOR". The tiles are light-colored wood with black letters. To the left of the tiles, a pair of glasses is resting on a dark-colored book. The background is a blurred wooden surface with many more letter tiles scattered around. The lighting is soft and focused on the tiles.

D I S R U P T O R

NETFLIX

Salesforce





Research, Analysis &
Intelligence



Market Research



Market Analysis



A woman with long dark hair, wearing a dark blue business suit over a white collared shirt, is leaning forward. She is holding a large magnifying glass with both hands, focusing intently on the lens. The background is a bright, hazy city skyline with various skyscrapers under a clear sky. The overall tone is professional and focused.

Competitive Research

Marketing Audit





Competitive Research & Analysis

What Is Competitive Research?

Competitive research involves identifying your **competitors**, evaluating their strengths and weaknesses and evaluating the strengths and weaknesses of their products and services

- *Uschamber.com*





It's hard to beat
your competition
when you're
copying them.

- *Neil Patel*

WHAT WE WILL COVER TODAY

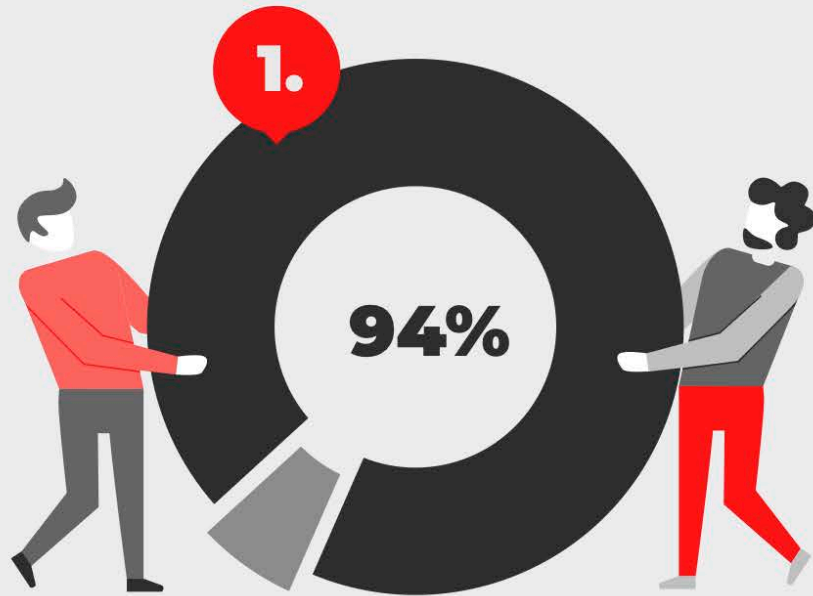
- Research New Markets and Niches
- Establish Co-Marketing and Affiliate Partnerships
- Media Buying Optimization
- Analyzing Your Competitors' Marketing Strategies
- Searching for Gaps and Insights
- Enhancing Your Business Proposal

Polls



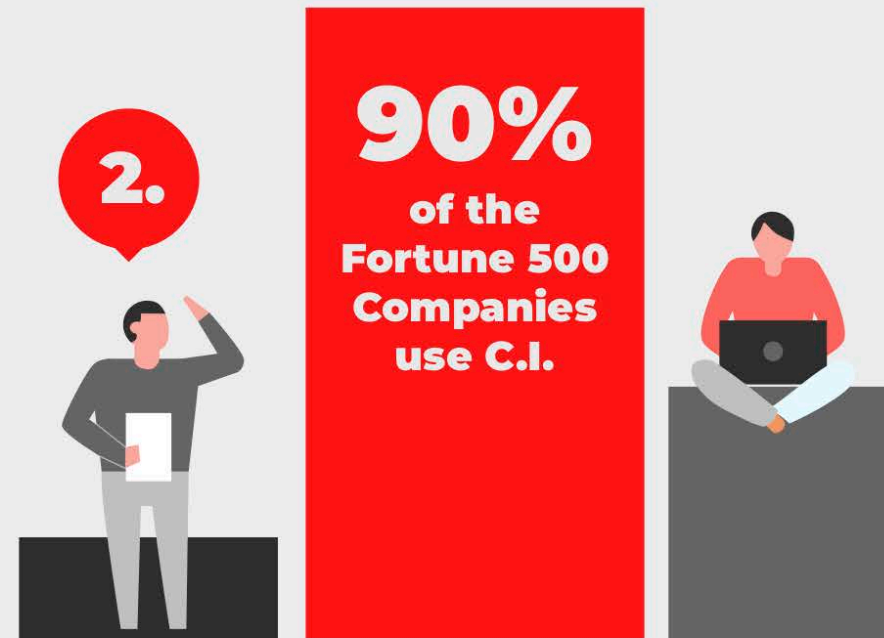
Let's Take A Look At
Some Statistics

Approaching your target market with a clear strategy in mind will allow for smooth sailing of your business through the ups and downs of the economy. The key benefits of market research are, as follows:



According to a 2020 report published by the Crayon, a marketing research company, an astonishing **94%** of businesses are planning to invest in competitive intelligence. With a large-scale number of companies seeking data-based solutions for their business ventures, the only way to stay afloat is to join in.

1. <https://smallbiztrends.com/2020/01/competitive-intelligence-statistics.html><https://www.crayon.co/state-of-competitive-intelligence>



90% of the Fortune 500 Companies already use competitive intelligence as a means to gain competitive advantage.

<https://www.emerald.com/insight/content/doi/10.1108/17515631111106821/full/html>

3.

Large-scale companies regret not implementing intelligence-based solutions sooner. **70%** of them believe that their past campaigns would have been way more successful if they had used competitive intelligence.

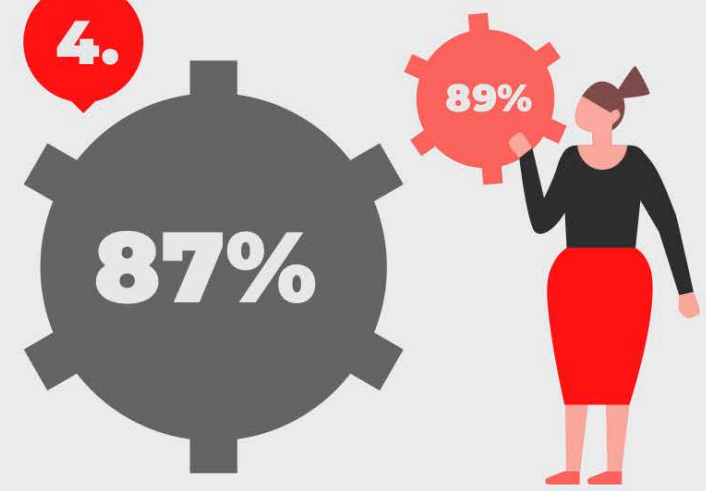
<https://www.forbes.com/sites/louiscolumbus/2014/10/19/84-of-enterprises-see-big-data-analytics-changing-their-industries-competitive-landscapes-in-the-next-year/#61437ce417de>



4.

87% of businesses consider that Big Data analytics will change the competition factor in their niche industries in the next three years. **89%** believe that companies that will not adopt such a strategy risk losing their market position.

http://www.forteconsultancy.com/Ou-rideas/498/Eyes_Wide_Open_Competitor_intelligence_Practices.aspx





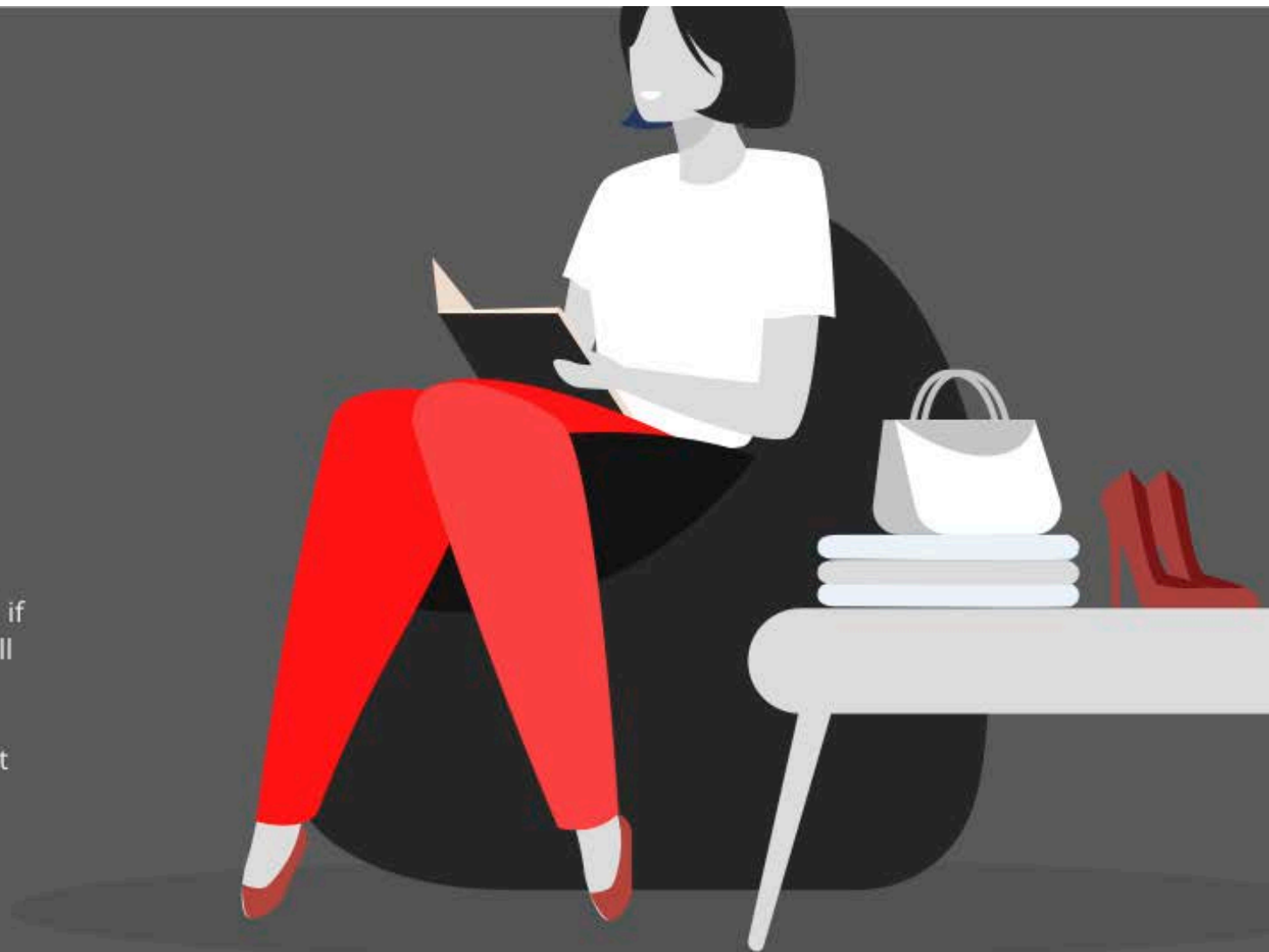
COMPETITOR LANDSCAPE?

1.

Direct Competitors

These are the business competitors that are aiming directly for your target customers and sell the same product or service. For example, if you own a pizzeria, your direct competition will be other pizza places in your residential area.

As a small business owner, the first places that instinctively pop into your mind are probably your direct competitors.



An illustration of a person in a red long-sleeved shirt and black pants, with a black backpack, pointing their right hand towards a group of three grey silhouettes of people. The background is dark grey.

2.

Potential Competitors

Your potential competitors are the ones that again, sell the same product as you do and target the same type of customers, but operate in a different market area and aren't likely to occupy yours. If they sold in your market area, they would become your direct competition. An example of this would be a pizza restaurant in a different city.

3.

Indirect Competitors

Indirect Competitors are active in the same business category as you but sell different or alternative products to yours. They offer a different approach to yours but satisfy the same need. The difference between a pizza restaurant and a burger joint is a clear example of indirect competitors. They offer a different product but ultimately satisfy the same need.





4.

Future Competitors

They are similar to potential competitors, but unlike those, there is a high chance that they will engage in your marketplace. An example of this would be a large pizza chain looking to expand in your local town. You can envision them as a mix of potential and direct competition.

5.

Replacement Competitors

Replacement competitors are the ones that offer an alternative to your product or service. If there are more ways in which your product or service can be achieved, then you probably have these types of competitors. For a pizza restaurant, this would be any grocery store that sells pizza ingredients or even frozen pizzas

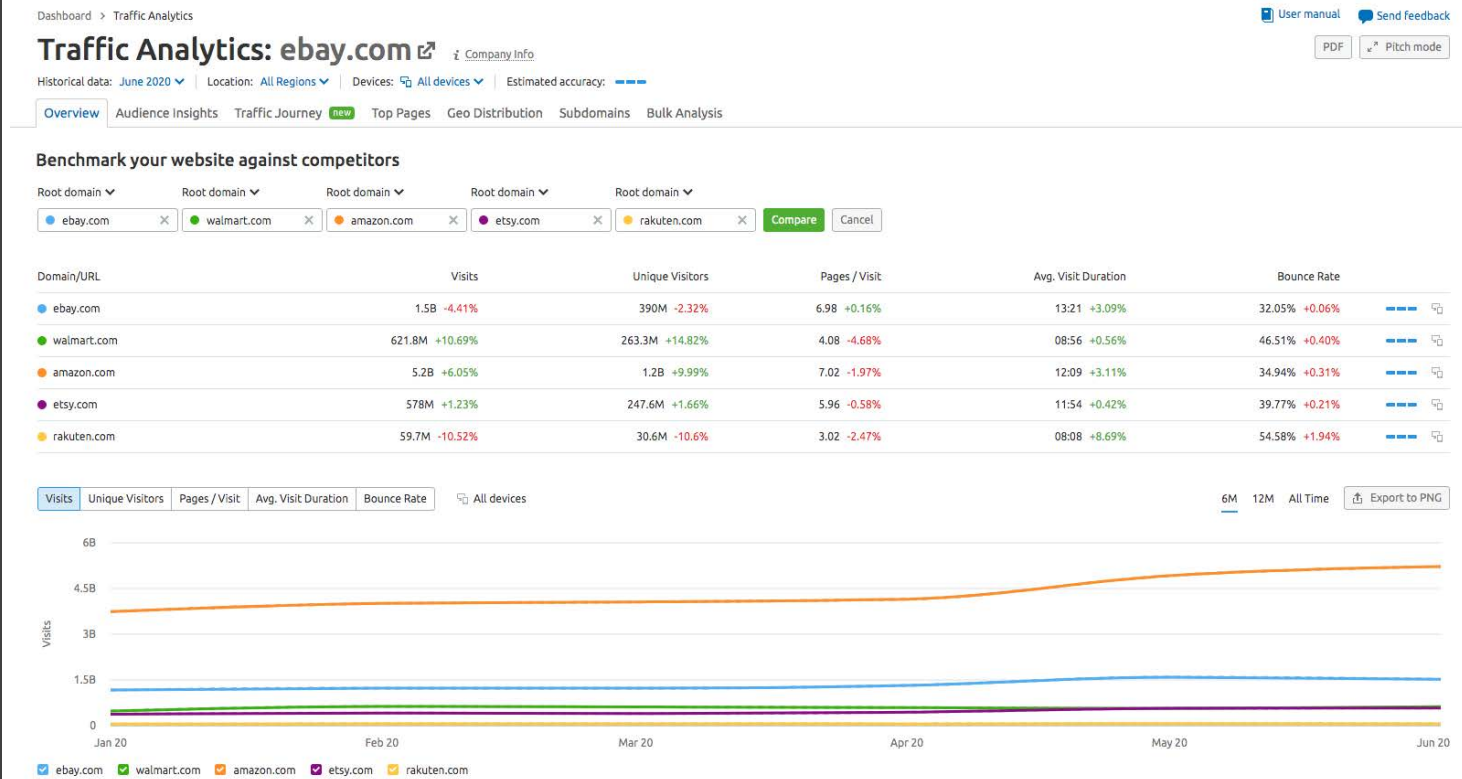




RESEARCHING NEW
MARKETS AND NICHEs

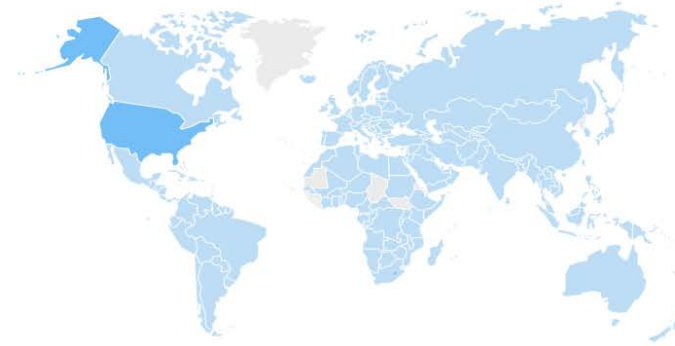
Estimating New Market Potential

- Organic Research
- Advertising Research
- PLA Research (product listing ads)
- Traffic Analytics (benchmarking)



How to Quickly Overview A Niche

Global Traffic Distribution [?](#)



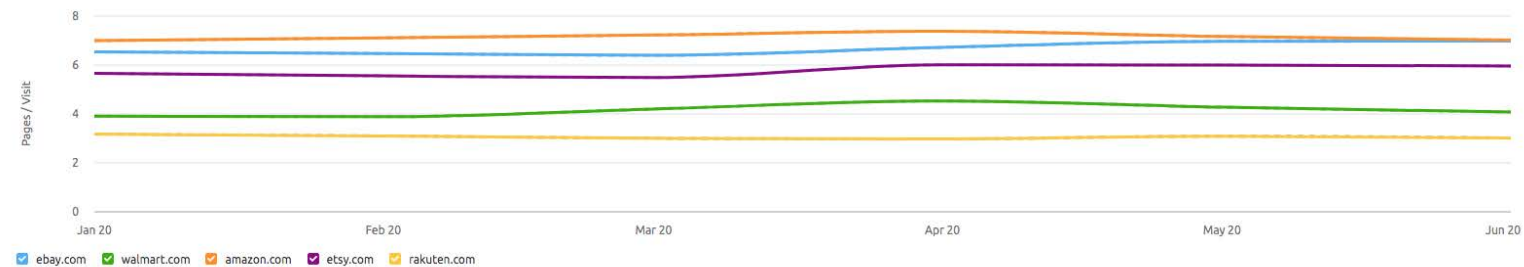
Traffic by Countries 1-50 (192) [?](#)

[Export to CSV](#)

Country	Traffic Share	Traffic	Desktop	Mobile	Pages / Visit	Avg. Visit Duration	Bounce Rate
United States	<div><div style="width: 78.57%;"></div></div> 78.57%	1,195,835,053	48.64%	51.36%	7.41	13:59	29.02%
United Kingdom	<div><div style="width: 3.01%;"></div></div> 3.01%	45,849,499	14.33%	85.67%	2.80	09:40	61.12%
Canada	<div><div style="width: 1.88%;"></div></div> 1.88%	28,675,822	49.64%	50.36%	5.82	15:05	38.60%
Germany	<div><div style="width: 1.50%;"></div></div> 1.50%	22,841,077	12.21%	87.79%	2.02	06:04	67.00%
Mexico	<div><div style="width: 1.13%;"></div></div> 1.13%	17,213,710	29.45%	70.55%	6.08	09:28	35.45%
Australia	<div><div style="width: 0.96%;"></div></div> 0.96%	14,624,089	32.62%	67.38%	4.36	09:22	50.30%

Visits Unique Visitors **Pages / Visit** Avg. Visit Duration Bounce Rate [All devices](#)

6M 12M All Time [Export to PNG](#)





ESTABLISHING CO-MARKETING
AND AFFILIATE PARTNERSHIPS

Things To Consider:

- Is this partnership worth your time and effort?
- Is the company stable
- Can they bring high-quality traffic?
- Will this partnership hurt your reputation (online and offline)?

Action Steps:



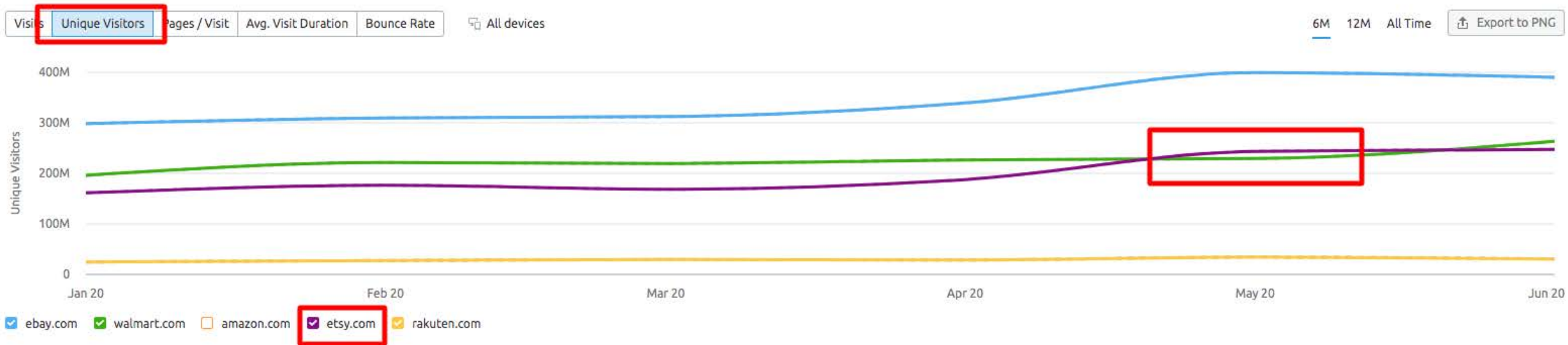
Make a list of potential partners



Research their website traffic



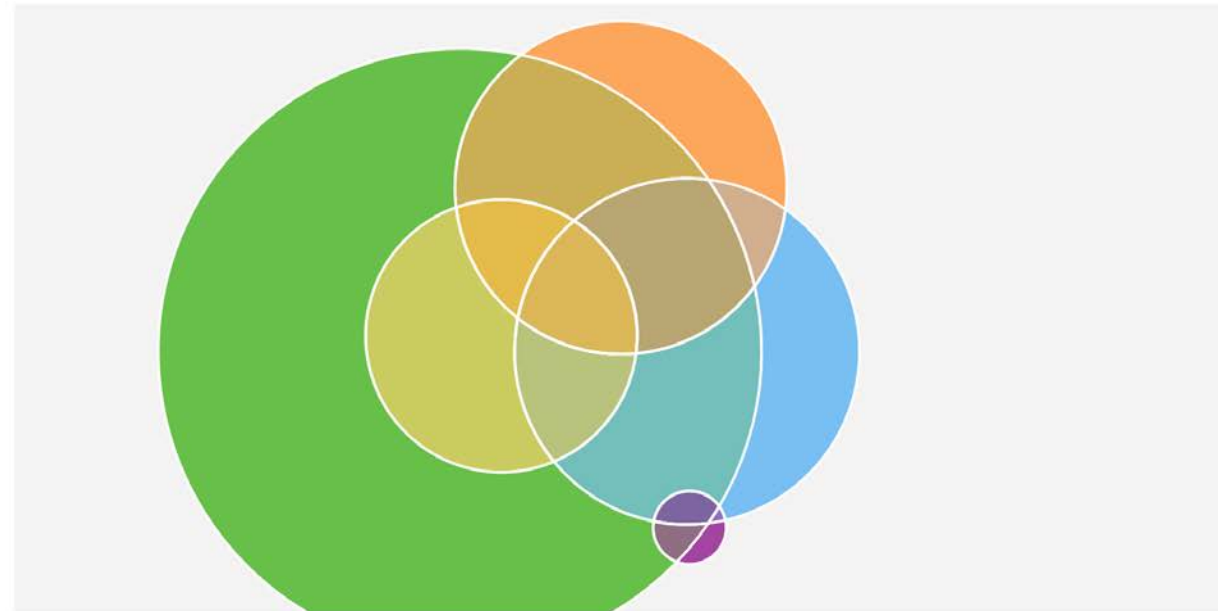
Review their social media and other online assets



Choosing a partner that can bring you the highest conversion?

Choosing a partner that can bring you the highest conversion?

Audience Overlap 
All devices | Jun 2020 | Location: United States



ebay.com	264.1M
amazon.com	808.2M
walmart.com	244.5M
rakuten.com	11.8M
etsy.com	163.7M

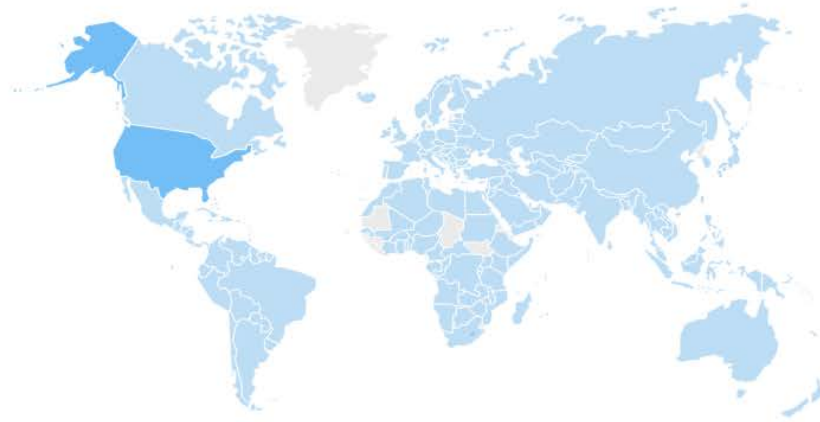
Traffic Analytics: ebay.com [Company Info](#)

Historical data: [June 2020](#) | Location: [United States](#) | Devices: [All devices](#) | Estimated accuracy: ---

[Overview](#) [Audience Insights](#) [Traffic Journey](#) new [Top Pages](#) [Geo Distribution](#) [Subdomains](#) [Bulk Analysis](#)

Traffic from United States [i](#)

78.57%



Traffic by Countries 1-50 (192) [i](#)

Country	Traffic Share	Traffic	Desktop	Mobile	Pages
United States	<div style="width: 78.57%;"><div style="width: 78.57%;"></div></div> 78.57%	1,195,835,053	48.64%	51.36%	
United Kingdom	<div style="width: 3.01%;"><div style="width: 3.01%;"></div></div> 3.01%	45,849,499	14.33%	85.67%	
Canada	<div style="width: 1.88%;"><div style="width: 1.88%;"></div></div> 1.88%	28,675,822	49.64%	50.36%	
Germany	<div style="width: 1.50%;"><div style="width: 1.50%;"></div></div> 1.50%	22,841,077	12.21%	87.79%	

Evaluating the relevance of the future partnership?

Benchmark your website against competitors

Root domain ▼

ebay.com

Competitor

Compare

+ Add up to 3 competitors

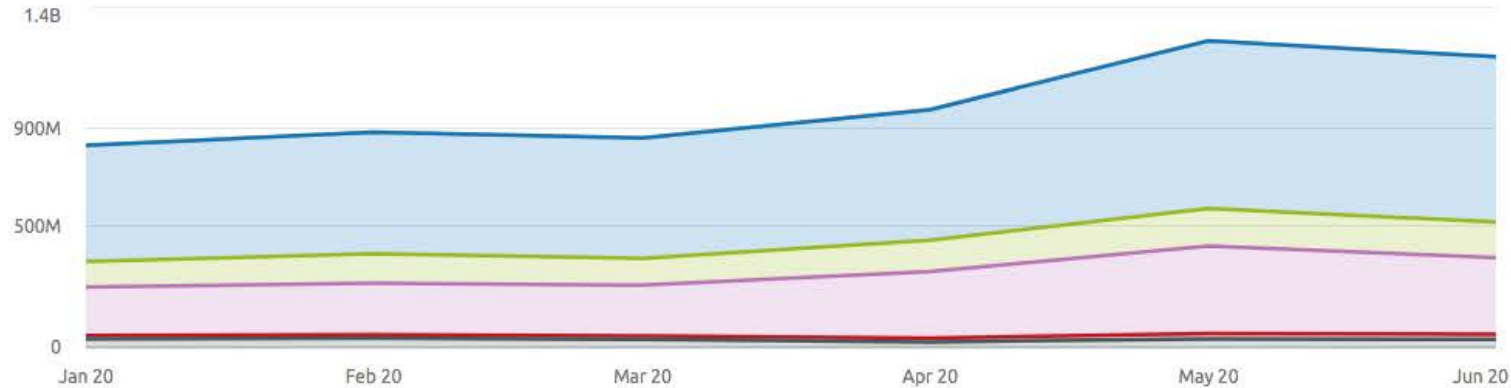
Traffic Sources Overview *i*

Export to PNG

All devices

Visits

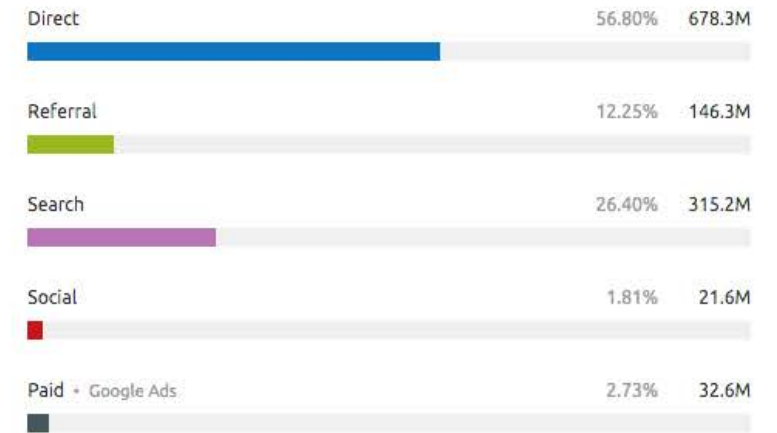
6M 12M All Time



Direct Referral Search Social Paid + Google Ads

1.2B

All devices | Jun 2020

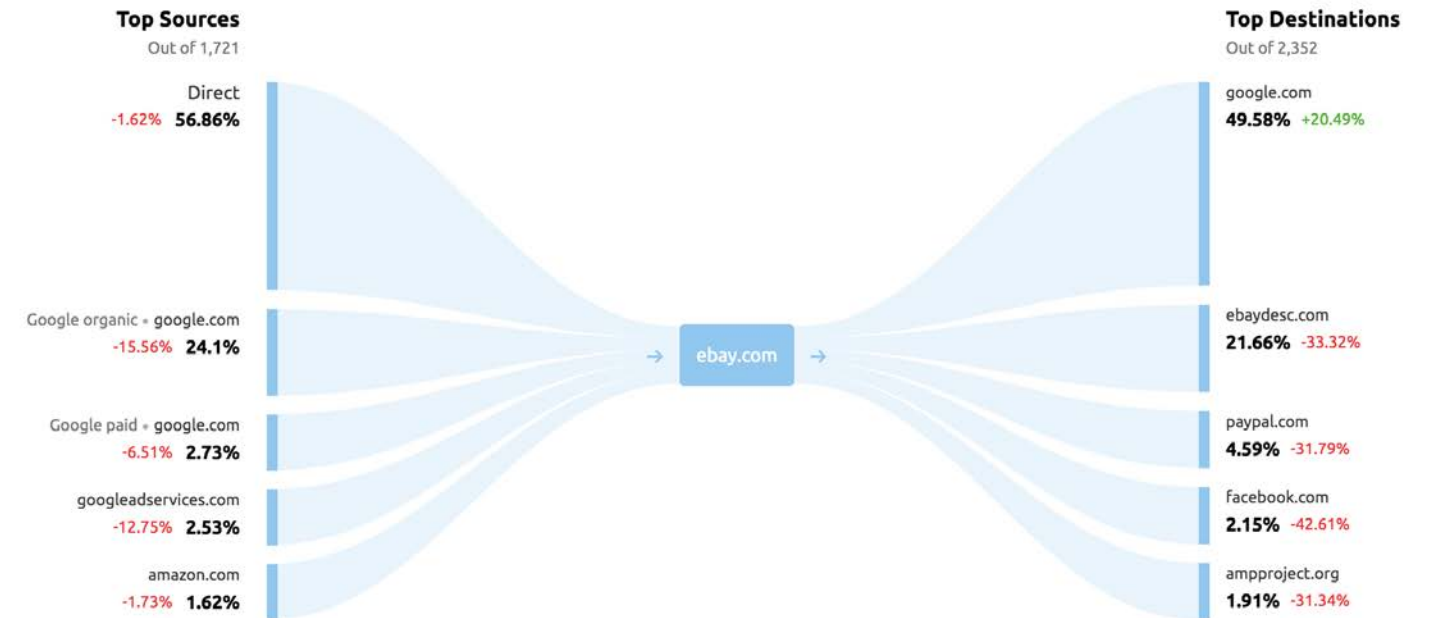


Evaluating the relevance of the
future partnership?

Evaluating the relevance of the future partnership?

Traffic Journey

ebay.com | All devices | Jun 2020 | Location: United States





MEDIA BUYING
OPTIMIZATION

How to choose the best publisher website?

Dashboard > Domain Analytics > Display Advertising

Top 30 Publishers & Advertisers Advertising Toolkit Course

Display Advertising for advertiser searchengineland.com

Location: Worldwide Device: All Period: All Time Publisher: All

Overview Ads Landing Pages Publishers

Ads 299 Publishers 684 Times Seen 7.6K First Seen May 12, 2016 Last Seen Yesterday AdSense Benchmark Tool Try now

Audience Targeting: Gender



Male 83%
Female 17%

Audience Targeting: Age



18-24 16% 45-54 13%
25-34 28% 55-64 8%
35-44 30% 65+ 5%

Top Audience Interests

Interest	Percentage
Technology	43%
Media & Entertainment	42%
News & Politics	28%
Shoppers	23%
Travel	20%

Sample Ads 299

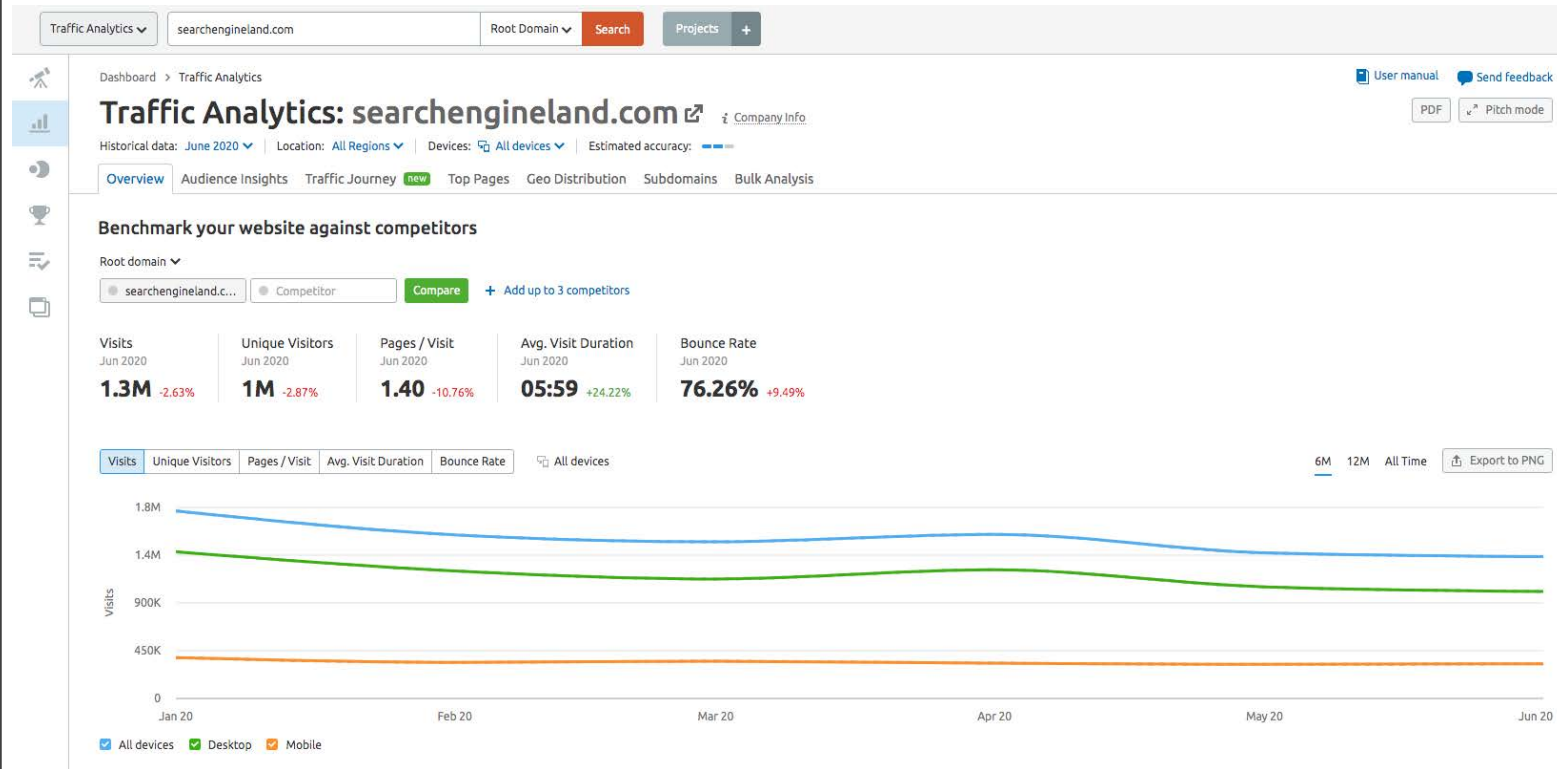
Image 274 HTML 25 Text 0





ANALYZING YOUR
COMPETITORS' MARKETING
STRATEGIES

How to evaluate your competitor's website performance

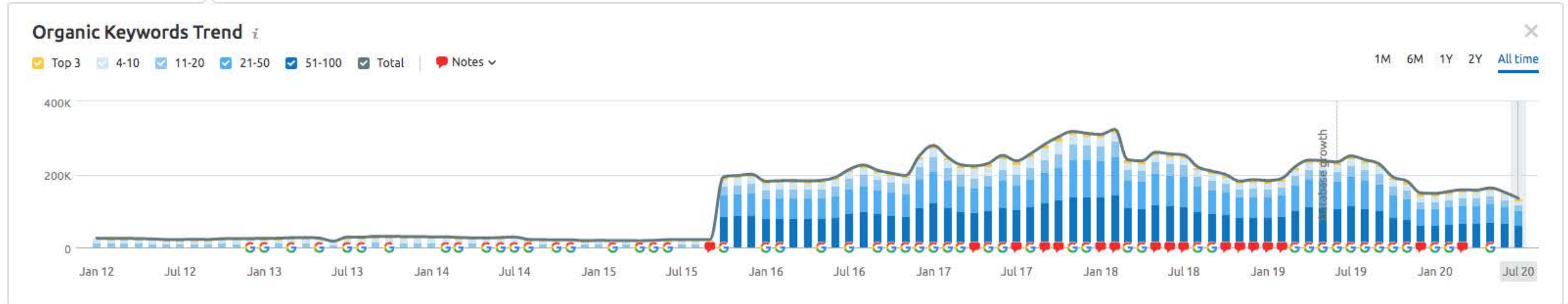


Organic Research: searchengineland.com

PDF

US 134.4K IN 25K UK 23K ... Device: Desktop Date: Jul 28, 2020 Currency: USD

Overview Positions Position Changes Competitors Pages Subdomains



How to outperform rivals in
organic search

This domain has ad campaigns in Display Advertising — Media Ads: 2141, HTML Ads: 2

Advertising Research: stripe.com

[Alerts](#) [PDF](#)

Database: [United States](#) | Device: [Desktop](#) | Date: [Jul 28, 2020](#) | Currency: USD

[Positions](#) [Position Changes](#) [Competitors](#) [Ad Copies](#) [Ad History](#) [Pages](#) [Subdomains](#)

Filter by keyword

Advanced filters

Keywords

2.2K 29.76%

Traffic

49.7K 74.0%

Traffic Cost

\$154.2K 71.68%

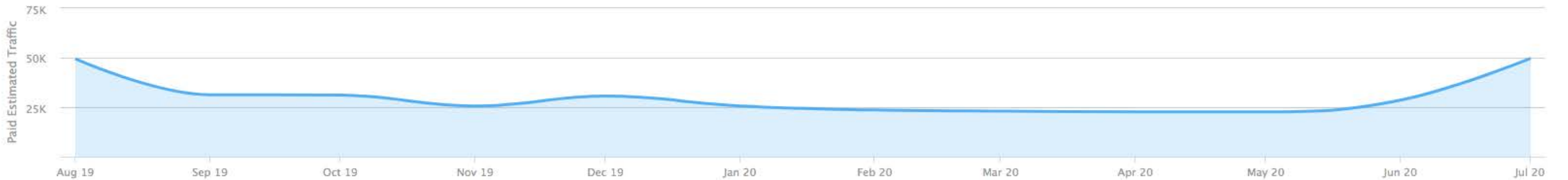
Paid Search Trends

Estimated Traffic

Keywords

Traffic Cost

1M 6M **1Y** 2Y All time



Which paid advertising tactics
work best?

Brand Monitoring: Jimmy Newson

Campaign: jimmy newson US | Country: 3 | Keywords: jimmy newson | Last Update: a few seconds ago [Update](#)

Overview Mentions Statistics Resources About tool

Web | Apr 30, 2020 - Jul 29, 2020

Country | Language | Search | in mentions | Link to website | Sentiment | Advanced filters | Save filter view

Actions | Mentions Found: 3

Send to Link Building Tool | Export all

<p><input type="checkbox"/> Live Your Legend Get Found Using Google Social Media and Blogs: Inbound Marketing ↗ Jul 23, 2020 01:02</p> <p>Estimated Reach: 187 no backlink Language: English</p> <p>... provide an example from real life, then end with a numbered list of what you can do to put this stuff right to work. I bet you could even become an inbound consultant of your own after digesting what these guys have to teach. Inbound Marketing is written in such a simple format. The chapters are short, there's ...</p> <p>Negative + Add tag</p>	<p>Domain</p> <p>liveyourlegend.net 🇨🇦 🇺🇸</p> <p>Authority Score: 54/100</p> <p>Traffic: Medium</p> <p>Track domain</p> <p>Block domain</p>
<p><input type="checkbox"/> Why your inbound marketing agency should work directly with your sales team ↗ Jun 26, 2020 04:17</p> <p>Estimated Reach: 3.4K no backlink Language: English</p> <p>... perspective as a marketer. Marc Amigone has experience on both sides of the business aisle, having sat in a content manager role and worked as an inbound consultant for HubSpot. As an account executive here at IMPACT, Marc works with new and existing clients, helping them see the value of partnering with ...</p> <p>Positive + Add tag</p>	<p>Domain</p> <p>www.impactbnd.com 🇨🇦 🇺🇸</p> <p>Authority Score: 61/100</p> <p>Traffic: High</p> <p>Track domain</p> <p>Block domain</p>

How do your rivals approach PR and content marketing

How do your
rivals
approach PR
and content
marketing

Dashboard > Topic Research > Topic Research for your keywords Send feedback

Topic Research: intellectual property Order content writing Export topic to XLSX

[Content Ideas](#) [Favorite Ideas](#)

intellectual property United States Search content on domain Get content ideas Favorite Ideas

[Cards](#) [Explorer](#) [Overview](#) [Mind Map](#) Trending subtopics first Prioritize topics by: Volume

Industrial Design

Volume: 18.1k

- Industrial Designs
- Frequently Asked Questions: Industrial Designs
- Intellectual Property in Industrial Designs

[Show more](#)

Public Domain

Volume: 18.1k

- Public domain
- U.S. Government Works
- Duration of Copyright

[Show more](#)

Trade Secrets

Volume: 6.6k

- Trade Secret Policy
- Trade secrets: the hidden IP right
- Trade Secret Basics FAQ

[Show more](#)

Copyright Office

Volume: 5.4k

- U.S. Copyright Office
- Copyright in General (FAQ)
- Copyright Law of the United States

[Show more](#)

Goods And Services

Volume: 4.4k

- Intellectual property
- Nice Classification
- Nice Agreement Tenth Edition

[Show more](#)

Research And Development

Volume: 4.4k

- Research & Development Intellectual Property Rig...
- Intellectual Property and R&D: A Path to Success
- Center for Intellectual Property Research

[Show more](#)

20 Years

Volume: 3.6k

- What is Intellectual Property
- Intellectual Property Law
- WTO AND THE TRIPS AGREEMENT

[Show more](#)

Patent Law

Volume: 3.6k

- What is Intellectual Property?
- Intellectual property | Wex | US Law
- Overview of Intellectual Property Laws

[Show more](#)



SEARCHING FOR
GAPS AND INSIGHTS

Start with
comparing
competitors
against each
other?

Qualify Qualify your competitors

Check Check your rivals' overlap

Identify Identify strong and weak points in your competitors' marketing strategies

Use Use what your competitors have already proved to work.

Analyze Analyze customer opinions.

Make Make sure you are not missing anything in organic search and paid advertising.

You will want to understand user behavior and get customer insights?

Discover

When: discover seasonal trends

Check

Where: check the websites your audience visits

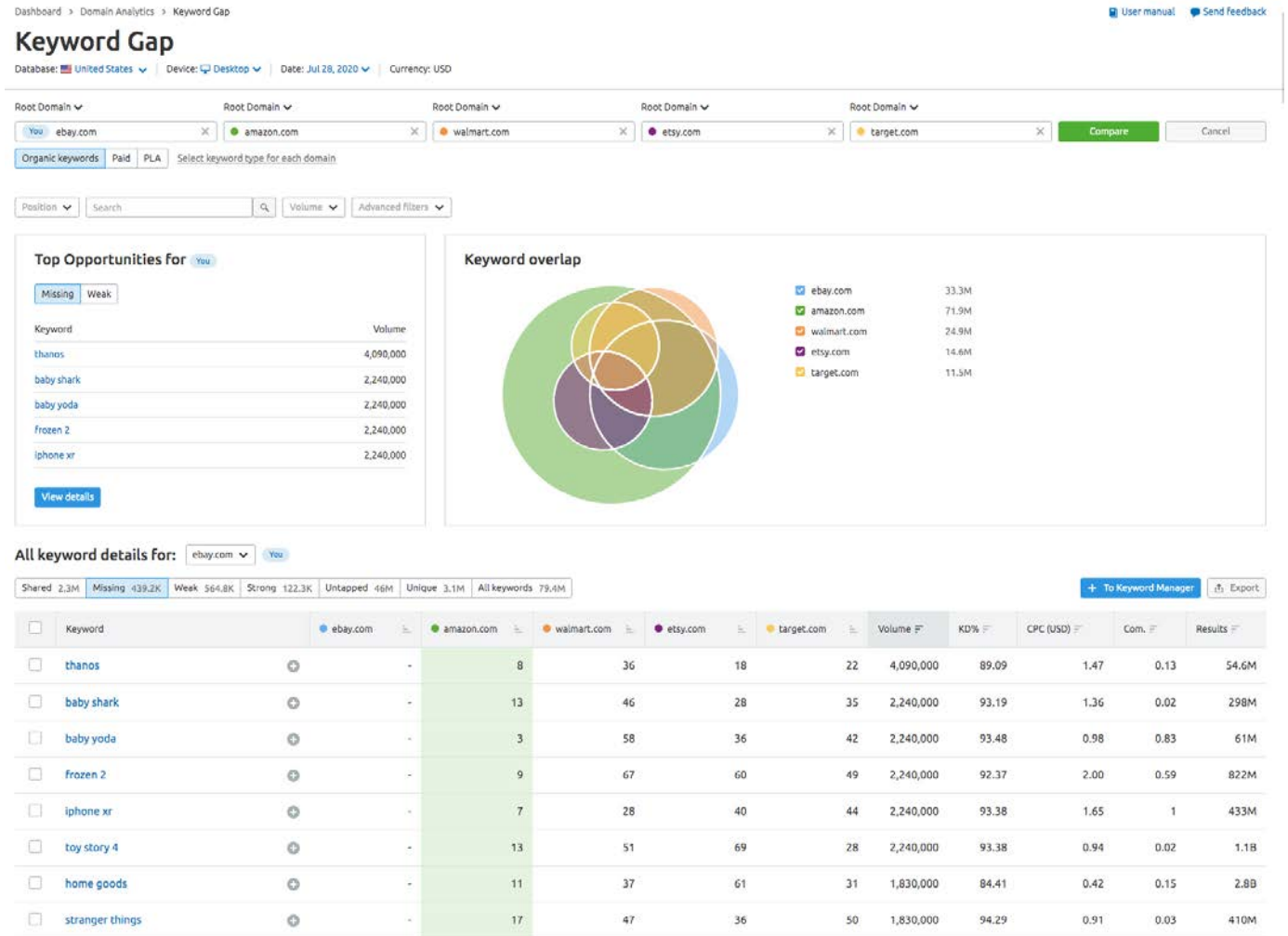
Consider

Who: consider users' geo and a need for localization

Study

How: study user experience on specific channels

How to enhance your strategy using undeveloped gaps in your rivals' coverage?





ENHANCING YOUR
BUSINESS PROPOSAL

What data do you need for a highly convincing proposal?



You have to identify your prospects' strengths and weaknesses



Benchmark their strengths and weaknesses against their competitors



You need to include objective statistics to sound rational and promote the right decision



This will work with negotiating with a potential sponsor



This will work with communicating your value to a lead or a prospect if you sell services



Vending Business
Client

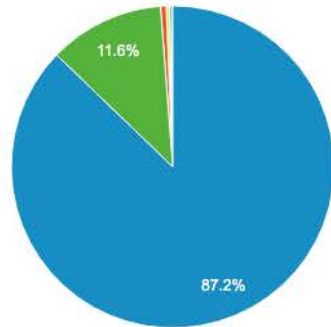
Last 28 Days

Site Overview

Last 28 days ▾

All Traffic

How people found your site.



Source: Analytics

- Organic Search
- Direct
- Social
- Referral
- Paid Search
- Other

1. Organic Search	87.22%
2. Direct	11.57%
3. Social	0.56%
4. Referral	0.32%
5. Paid Search	0.25%
6. Email	0.08%

Search Funnel

How your site appeared in Search results and how many visitors you got from Search.

Impressions

478K



↓ 6.4%

Source: Search Console

Clicks

14K



↓ 5.2%

Source: Search Console

Unique Visitors from Search

14K



↓ 4.4%

Source: Analytics

Goals Completed

21



↑ 133.3%

Source: Analytics

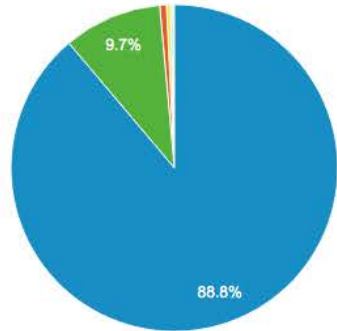
Last 90 Days

Site Overview

Last 90 days ▾

All Traffic

How people found your site.



Source: Analytics

- Organic Search
- Direct
- Social
- Referral
- Paid Search
- Email

1. Organic Search	88.83%	
2. Direct	9.73%	
3. Social	0.66%	
4. Referral	0.39%	
5. Paid Search	0.21%	
6. Email	0.17%	

Search Funnel

How your site appeared in Search results and how many visitors you got from Search.

Impressions

1.6M



↑ 32.9%

Source: Search Console

Clicks

46K



↑ 26.6%

Source: Search Console

Unique Visitors from Search

43K



↑ 21.5%

Source: Analytics

Goals Completed

65



↑ 14%

Source: Analytics



Plastic Surgeon Client

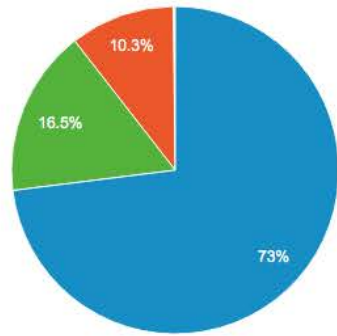
Last 7 Days

Site Overview

Last 7 days ▾

All Traffic

How people found your site.



- Organic Search
- Social
- Direct
- Referral

1. Organic Search

73.01%



2. Social

16.46%



3. Direct

10.33%



4. Referral

0.19%



Source: Analytics

Search Funnel

How your site appeared in Search results and how many visitors you got from Search.

Impressions

30K



↑ 1.5%

Source: Search Console

Clicks

543



↑ 1.5%

Source: Search Console

Unique Visitors from Search

1.0K



↓ 1.2%

Source: Analytics

Use goals to measure success.

Goals measure how well your site or app fulfills your target objectives.

CREATE A NEW GOAL ↗

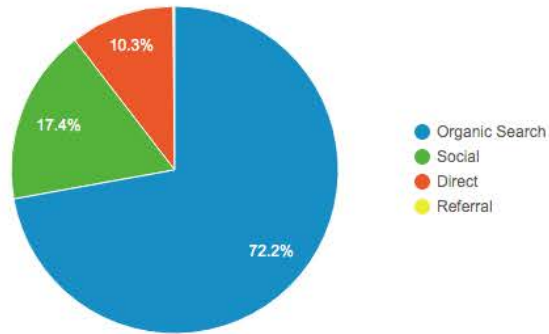
Last 28 Days

Site Overview

Last 28 days ▾

All Traffic

How people found your site.



Source: Analytics

1. Organic Search	72.16%
2. Social	17.39%
3. Direct	10.28%
4. Referral	0.17%

Search Funnel

How your site appeared in Search results and how many visitors you got from Search.

Impressions

113K



↑ 24.1%

Source: Search Console

Clicks

2.1K



↑ 30.9%

Source: Search Console

Unique Visitors from Search

4.0K



↑ 3.7%

Source: Analytics

Use goals to measure success.

Goals measure how well your site or app fulfills your target objectives.

CREATE A NEW GOAL ↻

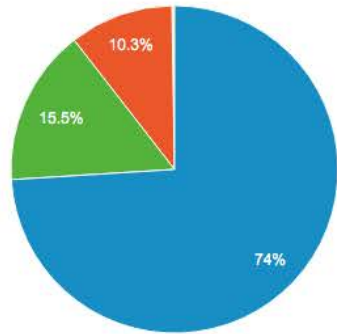
Last 90 Days

Site Overview

Last 90 days ▾

All Traffic

How people found your site.



- Organic Search
- Social
- Direct
- Referral

1. Organic Search

74.00%



2. Social

15.49%



3. Direct

10.26%



4. Referral

0.26%



Source: Analytics

Search Funnel

How your site appeared in Search results and how many visitors you got from Search.

Impressions

128K



↑ 31.3%

Source: Search Console

Clicks

2.5K



↑ 49.9%

Source: Search Console

Unique Visitors from Search

12K



↑ 2,713.3%

Source: Analytics

Use goals to measure success.

Goals measure how well your site or app fulfills your target objectives.

CREATE A NEW GOAL ➔



Myself – I'm a client

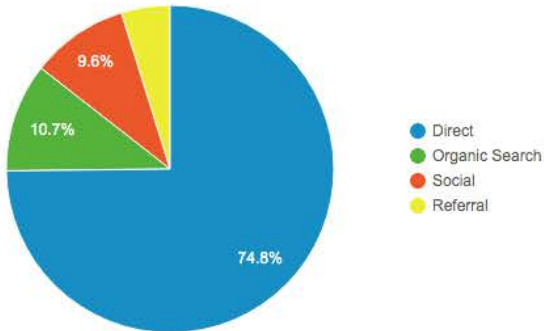
Last 28 Days

Site Overview

Last 28 days ▾

All Traffic

How people found your site.



Source: Analytics

1. Direct	74.81%
2. Organic Search	10.74%
3. Social	9.63%
4. Referral	4.81%

Search Funnel

How your site appeared in Search results and how many visitors you got from Search.

Impressions

6.5K



↑ 124.2%

Source: Search Console

Clicks

30



↑ 172.7%

Source: Search Console

Unique Visitors from Search

268



↑ 119.7%

Source: Analytics

Use goals to measure success.

Goals measure how well your site or app fulfills your target objectives.

CREATE A NEW GOAL ↻



WHAT DOES THIS
MEANS FOR YOU?





Your Challenge

Your Homework:

Please answer these three questions

1



How will you identify your competitors moving forward?

2

3

Your Homework:

Please answer these three questions

1



How will you identify your competitors moving forward?

2



What are the key data metrics most relevant to your business?

3

Your Homework:

Please answer these three questions

1



How will you identify your competitors moving forward?

2



What are the key data metrics most relevant to your business?

3



How will you use that data to increase both market share ,revenue & profits?



WHAT OPTIONS DO I
HAVE FOR HELP?

OPTION 1:

Purchase SEMrush and start working on competitor research.

Join my in-depth ongoing webinar series.

OPTION 2:

Purchase SEMrush and hire us to consult and train you and your team.

OPTION 3:

Let us handle everything for you.

OPTION 4:

Join My Coaching Program and
Work Along Other Peers and Get
Your Competitive Research
Completed.

What Options Do I Have For Help?

Option 1

Purchase SEMrush and start working on competitor research.

Join my in-depth ongoing webinar series.

Option 2

Purchase SEMrush and hire us to consult and train you and your team.

Option 3

Let us handle everything for you.

Option 4

Join My Coaching Program and Work Along Other Peers and Get Your Competitive Research Completed



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RESOURCES

Go To:
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/competitive-
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