

# Digital Market Research

## Module 1 Part A

### Prof. Alex Edsel



if a slide has this post  
it note-then it is not  
on the exam/quiz

# Two types of Research Approaches

## Secondary Data

(other than the user)

Authoritative Blogs e.g., MOZ  
Google Trends & Correlate  
Platforms: e.g., SEMRush, AdWords  
Keyword Planner  
Syndicated Market Research  
e.g., eMarketer  
White papers e.g., Nielsen

## Primary Data (user)

Listening Labs/UAT- future module  
Surveys  
Panel data  
Testing-split A/B- future module  
Transactional data  
Web Analytics- future module

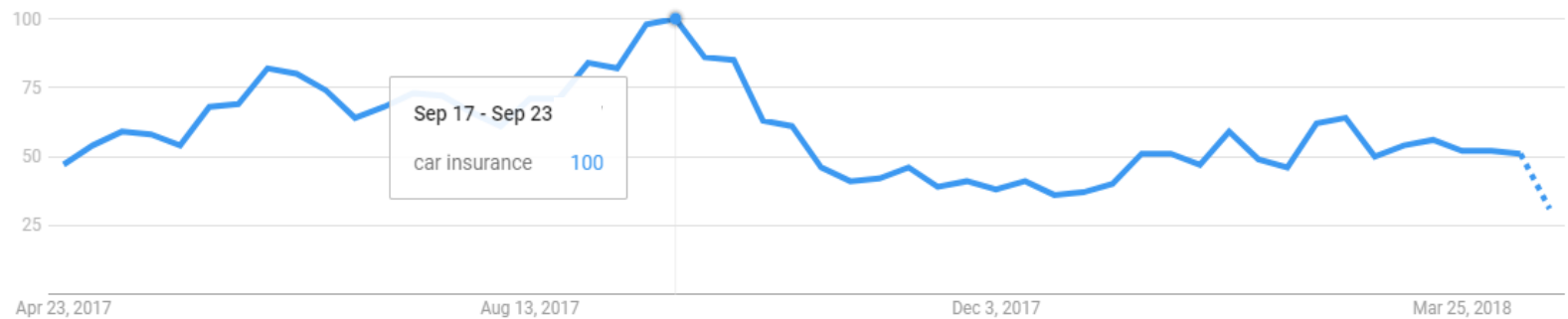
● car insurance  
Search term

Texas ▼

Past 12 months ▼

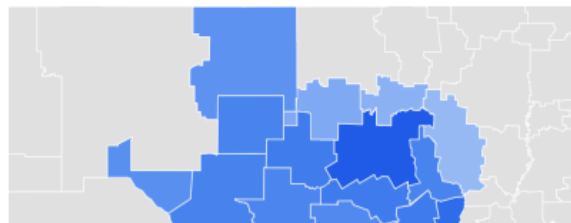
- Used for SEO but mainly for PPC and social media-topics/keywords
- Seasonality information
- Filter by location
- Identify related keywords

Interest over time ?



Interest by metro ?

Metro ▼



1	Dallas-Ft. Worth TX	100	<div></div>
2	Beaumont-Port Arthur TX	85	<div></div>
3	Victoria TX	75	<div></div>

☐ Exclude terms containing **home insurance**[Compare US states](#)**Compare weekly time series**[Compare monthly time series](#)Shift series  weeks

Country:

**Documentation**[Comic Book](#)[FAQ](#)[Tutorial](#)[Whitepaper](#)**Correlate Labs**[Search by Drawing](#)Correlated with **home insurance**

0.8728 homeowners insurance

0.8334 maintenance

0.8293 notary public

0.8202 epoxy

0.8174 vinyl

0.8136 courses

0.8104 moving companies

0.8048 leagues

0.8027 exhaust

0.8001 home inspection

[Show more](#)[Sign in to export data as CSV](#)

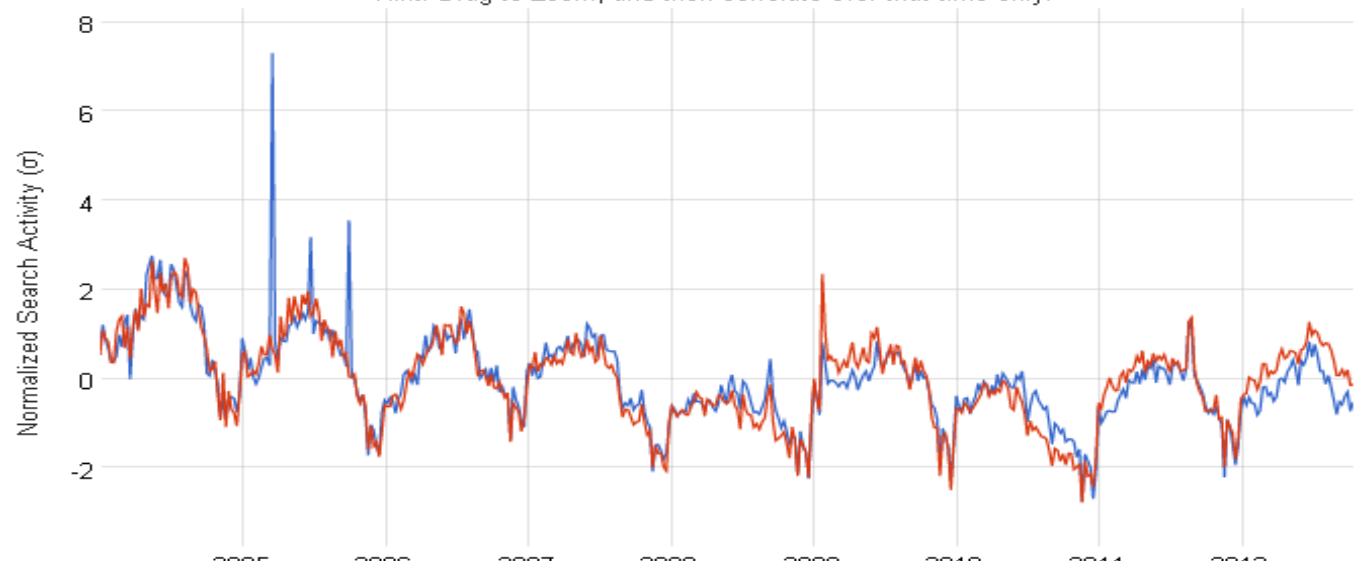
Share:



Careful--some correlations are just a coincidence or of no value-split testing is what decides things best

United States Web Search activity for **home insurance** and **homeowners insurance** ( $r=0.8728$ )[Line chart](#) [Scatter plot](#)— **home insurance** — **homeowners insurance**

Hint: Drag to Zoom, and then correlate over that time only.





Earn your degree in **Retail Management**



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[E-RETAILERS](#)

[VENDORS](#)

**[TRENDS + DATA](#)**

[COMMENTARY](#)



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## Trends & Data

[About Trends & Data](#) ?

**Featured**

[Technology](#)

[Marketing](#)

[Sales](#)

[E-Retailers](#)

[Internet](#)

[Consumers](#)

[Conferences](#)

[Surveys](#)

## This Month's Featured Trends & Data

Access scores of charts and tables highlighting key trends in all areas of e-commerce. Created by Internet Retailer's award-winning editorial research team, this collection of graphical data illustrates where e-retailing has been and where it's going.

### TECHNOLOGY

[See All](#) ▶



Thanksgiving weekend 2012 traffic to retail web sites peaked on the night of Cyber Monday.

[Click Chart to See Data](#)

### MARKETING

[See All](#) ▶



Amazon attracted 4.2% of clicks on paid search ads in the fourth quarter of 2012.

[Click Chart to See Data](#)

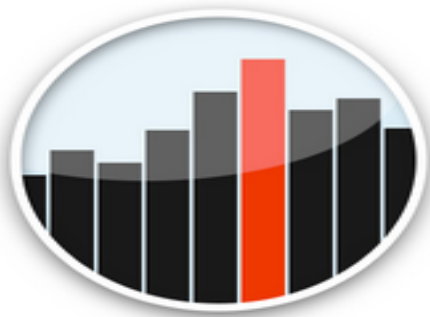
### SALES

[See All](#) ▶



U.S. e-commerce sales are projected to reach \$434.2 billion by 2017

[Click Chart to See Data](#)



## IDENTIFY OPPORTUNITY

*How do leading brands and agencies quickly identify opportunity and risk in a world where all marketing now involves digital?*

[OVERVIEW >](#)

[CORPORATE ACCESS >](#)

[OUR CLIENTS >](#)

eMarketer

## YOUR DAILY BRIEFING

The eMarketer Daily Newsletter: don't miss your daily briefing on digital marketing and media trends. Info you can trust and data you can use, in three must-read articles every weekday. The free eMarketer Daily is the perfect way to start your business day.

[SIGN UP NOW >](#)



- Syndicated market research –provides studies in different areas- i.e. demographics of mobile users, use of digital by Hispanics, etc.

## A COMPREHENSIVE

eMarketer covers digital marketing trends, mobile commerce, offering insights essential to navigating fast-changing, competitive and complex digital marketplace. By collecting data and information from thousands of sources and putting it into context, eMarketer provides the world's top brands, agencies and media companies with a complete and clear view of the confusing digital marketing landscape. eMarketer coverage is indispensable to businesses as they develop and implement their digital marketing strategies. [Learn More >](#)

- In depth details is by subscription but they have a free e-newsletter



Prices

Statistics

Reports

Consumer Markets

Digital Markets

Global Survey

Infographics

Services

NEW

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# Digital Market Outlook

Identify market potentials of the digital future

The Digital  
Economy on  
200+ Slides

select market

select region

explore data

|



## Digital Media

Video-on-Demand

Digital Music

Video Games

ePublishing



## Digital Advertising UPDATE

Banner Advertising

Video Advertising

Search Advertising

Social Media Advertising

Comprehensive. Comparable. Convenient.



Methodology &amp; FAQs



About us / Contacts



Stay informed about the digital  
economy



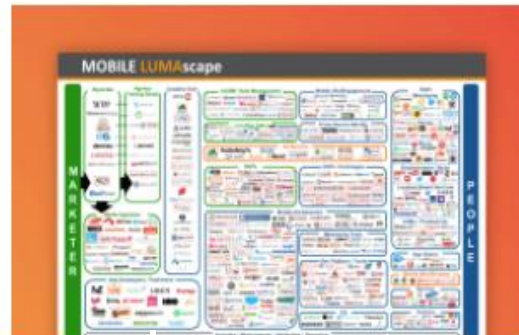
Analyze international opportunities for



LUMAscapes are some of the industry's most widely referenced resources. They organize the ecosystem across all critical categories and provide clarity to a complex digital media and marketing landscape.



**Display LUMAscape**



**Mobile LUMAscape**



**Video LUMAscape**



**Marketing Technology LUMAscape**



**Content Marketing / Native LUMAscape**



**Strategic Buyer LUMAscape**





**bestbuy.com**

Best Buy Co., Inc.

This site's metrics are not c

**www.alex.com/siteinfo**

**FYI**  
For Your Information

International retailer of consumer electronics and entertainment software under the names Best Buy, Magnolia, & Shop. Also offers online shopping. Store locator, investor information, career opportunities.

### Statistics Summary for **bestbuy.com**

Bestbuy.com is ranked #335 in the world according to the three-month Alexa traffic rankings, and the site has a bounce rate of about 24% (i.e., 24% of visits consist of only one pageview). The... [Show More](#)

#### Alexa Traffic Rank

**335**  
Global Rank

**79**  
Rank in [US](#)

#### Reputation

**23,911**  
Sites Linking In

9 Reviews



**Did you know?** You can get the most accurate rank possible by certifying your site's metrics. [Find out how.](#)

Traffic Stats

Search Analytics

Audience

Contact Info

Reviews

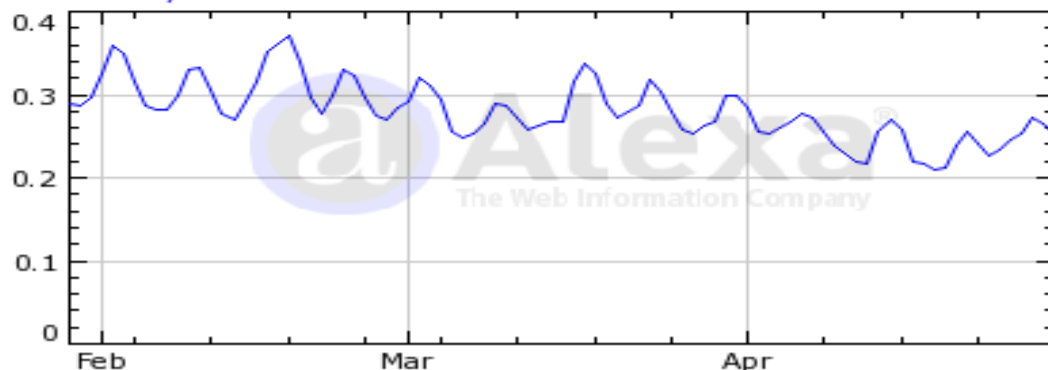
Related Links

Clickstream

Traffic Rank **Reach %** Pageviews % Pageviews/User Bounce % Time on Site Search %

#### Daily Reach (percent)

[bestbuy.com](#)



Trailing 3 months

Estimated percentage of global internet users who visit bestbuy.com:

	Reach %	Change
<b>Yesterday</b>	0.270%	-0.98%
<b>7 day</b>	0.248%	+9%
<b>1 month</b>	0.2510%	-10.47%
<b>3 month</b>	0.2805%	-39.57%

## Audience Analytics

Overview

Xmedia

Total Home Panel

StationView Essentials

TV Essentials

Media Metrix Multi-Platform

More

## Activation

Overview

## Advertising Analytics

Overview

validated Campaign Essentials

Viewability

Action Lift

Viewability

Brand Survey Lift

Branded Entertainment

More

## Movies Worldwide

## comScore

- Several measurement products for pay
- Best known for white papers on Digital: mobile, social media, etc.

more valuable.

LEARN HOW



comScore helps marketers and media companies through every phase of the advertising life cycle across all platforms.

## REPORTS

Featured

All



## Free To Move Between Screens: The Cross Platform Report

These are exciting times.

The consumer's content journey continues to enthrall and, as we follow his or her path to discovery, we find that those options one that enable him or her to connect with entertainment in many places, and on many devices, are used with increasing frequency. While most consumers still favor traditional TV, a small but growing number of homes -- we call them "Zero TV" households -- are using non-traditional devices and services exclusively to watch video.

[View Full Report >](#)

Search



## The Forrester Wave™

# Optimize your vendor selection.

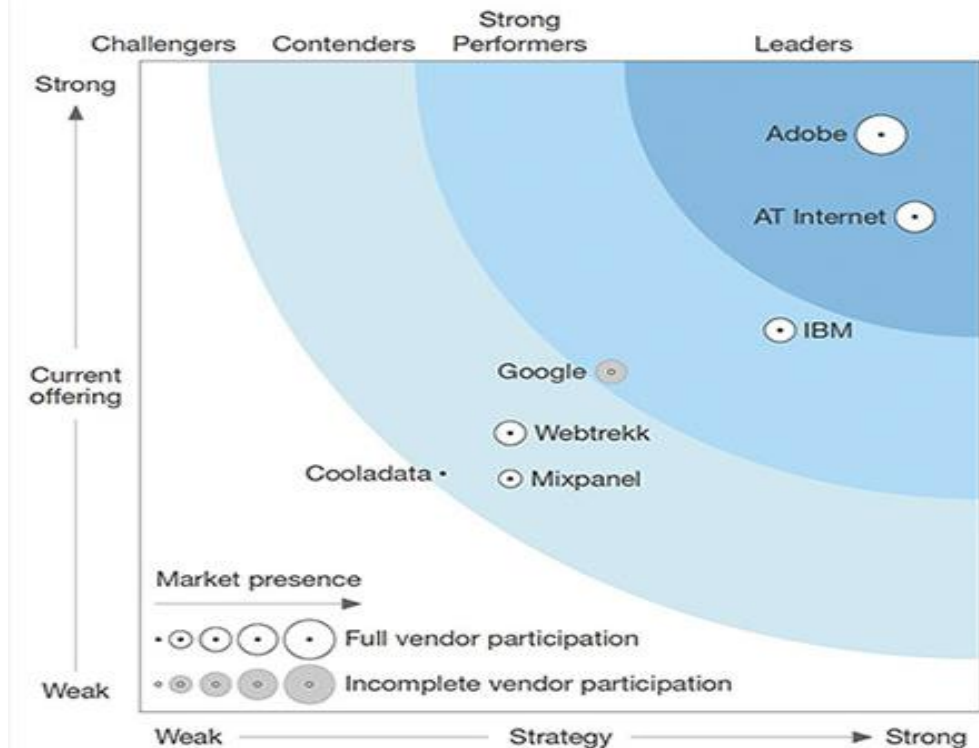
The Forrester Wave™ provides comparisons of vendors' products and services. This interactive tool helps you optimize vendor selection with a detailed analysis of products and services based on Forrester's transparent, fully accessible criteria.

Call or email and we'll help you get started.  
+1 617.613.6000

methodology

policies

planned

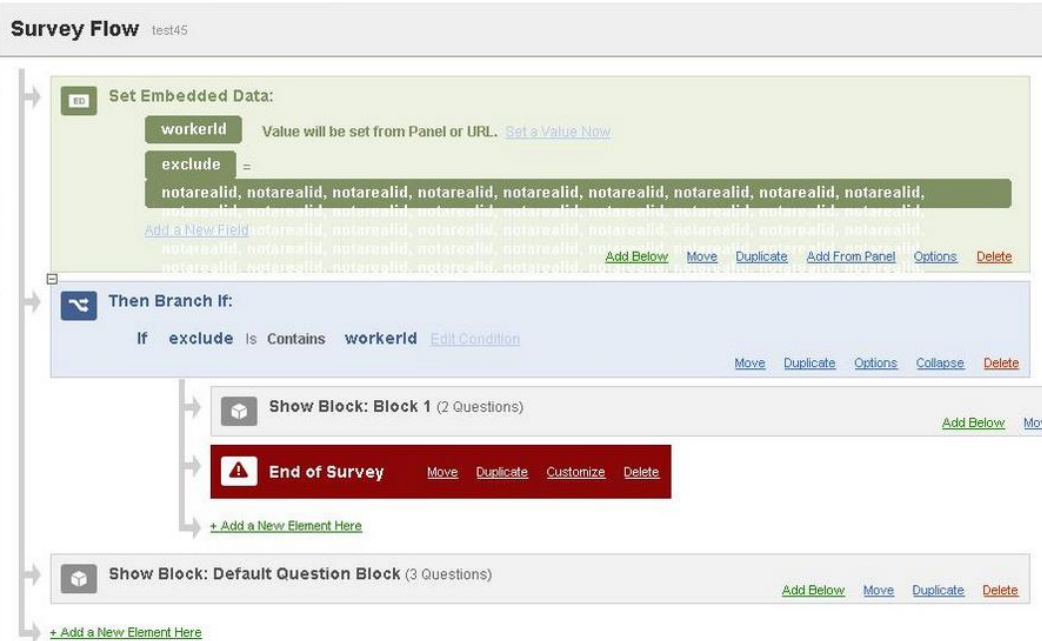


The Forrester Wave is Forrester's evaluation of vendors in a software, hardware, or services market, written for the role professionals we serve. In our Forrester Wave reports and spreadsheets, we expose both the criteria that we use to grade the vendor offerings and how we score and weight those criteria. Clients are encouraged to modify the weightings in the spreadsheet to create custom vendor shortlists that best meet their specific needs. Forrester Wave evaluations are driven by our analysis of data collected from the marketplace and the experience of our analysts. This document is your guide to understanding how we create a Forrester Wave report; it outlines the methodology that our analysts use to produce great Forrester Wave research.

## WHY FORRESTER CONDUCTS FORRESTER WAVE EVALUATIONS

The Forrester Wave uses a transparent methodology to compare the players in a software, hardware, or services market so that the role professionals we serve can make well-informed decisions without spending months conducting their own research. The Forrester Wave offers two big benefits to clients: our detailed analysis of vendors' products and services based on transparent criteria and an Excel spreadsheet that allows clients to easily compare products and develop custom shortlists according to their own requirements.

# Primary research: Online Surveys



- Vendors have templates w/typical questions for certain situations, (e.g., customer satisfaction) they can be edited
- Paid versions have advanced functionality such as skip logic, validation, chart analysis & statistics



Response error: Sometimes results might not be representative of your overall customers (e.g., if 80% of customer buy in brick-and-mortar stores but only online customers are surveyed)

Some online survey vendors  
[www.qualtrics.com](http://www.qualtrics.com)  
[www.surveymonkey.com](http://www.surveymonkey.com)  
[www.zoomerang.com](http://www.zoomerang.com)  
[www.surveygizmo.com](http://www.surveygizmo.com)  
[www.poll daddy.com](http://www.poll daddy.com)



## ▼ Specialist Panel

Automotive Panel

Mobile Phone Users Panel

Expectant Mothers Panel

Healthcare Panel

Video Gamer Panel

Banking & Financial Services  
Panel

Decision Makers Panel

Educators Panel

Emergency Services Panel

Executive Panel

IT Professionals Panel

Legal Services Panel

Small Business Owners  
Panel

## ▼ Panel Quality

- Online Panels-like an offline focus group or 1:1 personal interviews
- Specialized panels by Vertical or by Category-you can then design your own questions
- Main benefit is access to hard to reach target market (e.g., physicians)

**11 million+**

PANELISTS

WITH PANELISTS IN

**40+****240 million+**

QUESTIONS ANSWERED DAILY

**1100+****140 million+**

FINISHED SURVEYS ANNUALLY

**20+**

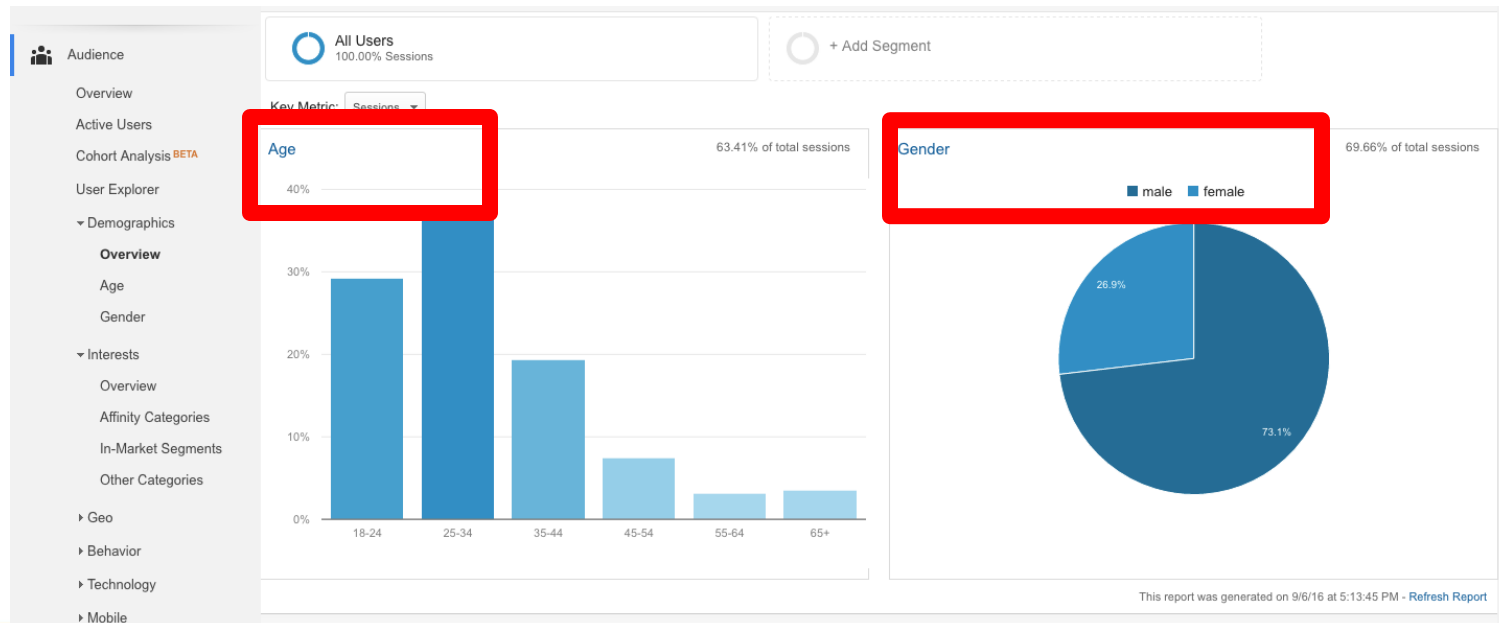


# Web & social media analytics data

Made a Purchase	14 users	100.00%	46.15%	33.33%	100.00%	100.00%	0.00%	0.00%	0.0
Jan 31, 2015	0 users	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0
Feb 1, 2015	1 users	100.00%	100.00%	0.00%	100.00%	100.00%	0.00%	0.00%	
Feb 2, 2015	2 users	100.00%	50.00%	0.00%	0.00%	0.00%	0.00%		
Feb 3, 2015	4 users	100.00%	25.00%	25.00%	0.00%	0.00%			
Feb 4, 2015	2 users	100.00%	100.00%	50.00%	0.00%				
Feb 5, 2015	4 users	100.00%	25.00%	0.00%					
Feb 6, 2015	1 users	100.00%	0.00%						
Cart Abandonment [Funnel Segment]	111 users	93.69%	6.67%	5.26%	0.00%	10.53%	5.26%	5.26%	0.0
Jan 31, 2015	13 users	84.21%	0.00%	5.26%	0.00%	0.00%	5.26%	5.26%	0
Feb 1, 2015	11 users	90.91%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	
Feb 2, 2015									

<https://www.optimizesmart.com>

Primary Dimension: Mobile Device Info		Mobile Device Branding			Service Provider		Mobile Input Selector		Operating System		Other	
Plot Rows	Secondary dimension	Sort Type	Default									
	Mobile Device Info	Acquisition										
		Users	New Users	Sessions	Bounce Rate	Pages / Session						
	1. Apple iPhone	4,871 (57.52%)	3,605 (58.59%)	6,785 (56.67%)	51.02%	2.81						
	2. Apple iPad	338 (6.94%)	250 (6.93%)	459 (6.76%)	40.96%	4.12						
	3. Microsoft Windows RT Tablet	90 (1.85%)	58 (1.61%)	112 (1.65%)	39.29%	3.38						
	4. (not set)	86 (1.77%)	73 (2.02%)	113 (1.67%)	57.52%	2.28						
	5. Acer A1-850 Iconia	71 (1.46%)	34 (0.94%)	160 (2.36%)	40.62%	3.54						
	6. Samsung SM-G950 Galaxy S8	51 (1.05%)	34 (0.94%)	72 (1.06%)	50.00%	2.44						
	7. Samsung SM-G955U Galaxy S8+	50 (1.03%)	37 (1.03%)	81 (1.19%)	54.32%	2.86						
	8. Xiaomi Redmi Note 4	48 (0.99%)	27 (0.75%)	68 (1.00%)	47.06%	3.51						
	9. Samsung SM-N950U Galaxy Note8	46 (0.94%)	32 (0.89%)	68 (1.00%)	48.53%	3.37						
	10. Feiteng GT-i9300	34 (0.70%)	34 (0.94%)	34 (0.50%)	91.18%	1.09						



# Buyer Personas using primary research

- Iconic representation of a target segment with a symbolic user-usually fictionalized aggregate. They are research-based (web analytics and transactional data), grounded in data, facts and actual interviews with customers
- Benefits:
  - Personalize your messaging/offers
  - Improve your web/social content
- A buyer persona development process will typically take about six to eight weeks to complete

**Kyle Fisher - Potential Drake Motors Small SUV Buyer**

**Personal Profile**  
 Kyle is a 42-year-old and owner of a late model Ford Escape.

He's an active father of two, still plays team sports and is always connected to friends and family through the **Internet** and his **mobile phone**.

Kyle is looking for a vehicle that offers outstanding fuel economy since he commutes approximately 90 miles round trip each day.

He's also considering the Ford Escape Hybrid, Toyota Highlander, the Honda CR-V and the Ford Flex.


He uses a variety of **review** and **third party print research** sites in addition to dealer **catalogs**.

**Background**

- 42-year-old caucasian male
- Father of two
- Plays drop in hockey 3 mornings a week
- Uses vehicle daily for commuting, picking up kids from sports, weekend coaching and vacations
- Drives long distances and puts 20,000 miles on vehicle every year

**Attributes**

- Upper Middle class
- Smartphone and laptop user
- Influenced by online reviews, heavy user of print
- iPod and Smartphone user
- Spends time reading in social media researching, but less time contributing



"I want a vehicle with outstanding fuel economy, smart features and enough space for me and my family."


**Kyle's Product-Content Needs**

- Information supporting fuel economy
- Photos and video that highlight vehicle's technology and styling features
- Guidance, education and reassurance that the brand can be trusted
- Competitive comparisons to his current vehicle
- Ability to gather and share information easily

**From Existing Assets**

- Running Footage
- Still Photography
- Build Your Own Material
- Catalog Images
- Longform video
- 'Other' Images

**Media Mix**



**Example HubSpot Personas**



**Owner Ollie**  
(1-100 employees)

- "Owner" of business
- Started biz with own capital
- Helps with sales, finance, marketing, HR
- Static company website
- No CRM system
- Wants to get more leads and earn more money
- Needs easy to use tools
- Wants his life to be easier



**Marketing Mary**  
(100-2,000 employees)

- "Director/VP of Marketing"
- 10+ years marketing experience
- Worries about "brand presence" (colors, logo, fonts)
- Skilled at PR and branding
- Website built for \$25K with firm
- Uses Salesforce.com
- Wants to learn inbound marketing
- Needs reports to show CEO
- Doesn't like to tinker



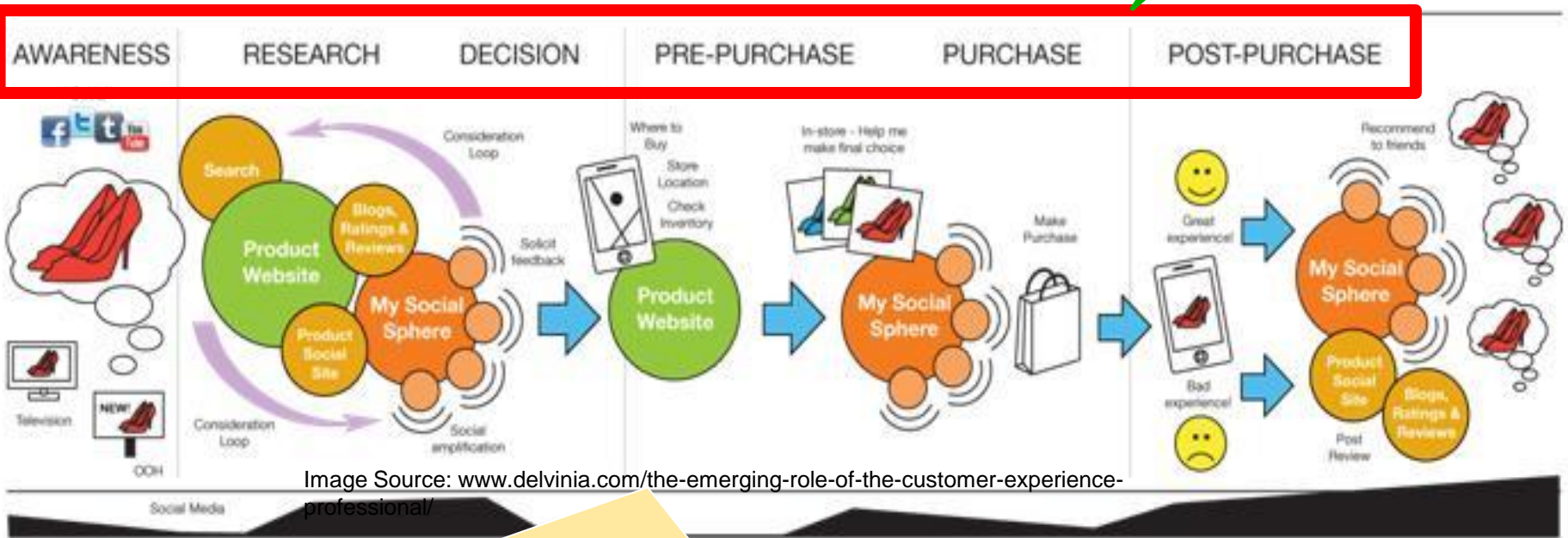
**Enterprise Erin**  
(2,000+ employees)

- CMO / VP of Global Marketing
- Manages high level strategic objectives from the C-Suite
- Biggest hurdles are organizational change rather than software
- Unhealthy relationship with sales
- Wants software that can conform to the organization's unique needs
- Services and relationship just as important as the software itself

This data comes from surveys of current customers data from online tools (e.g., Google Trends) and your own online/offline data-may need more than one journey if different buyer personas

Add a timeline for each phase- (e.g., 3 weeks)

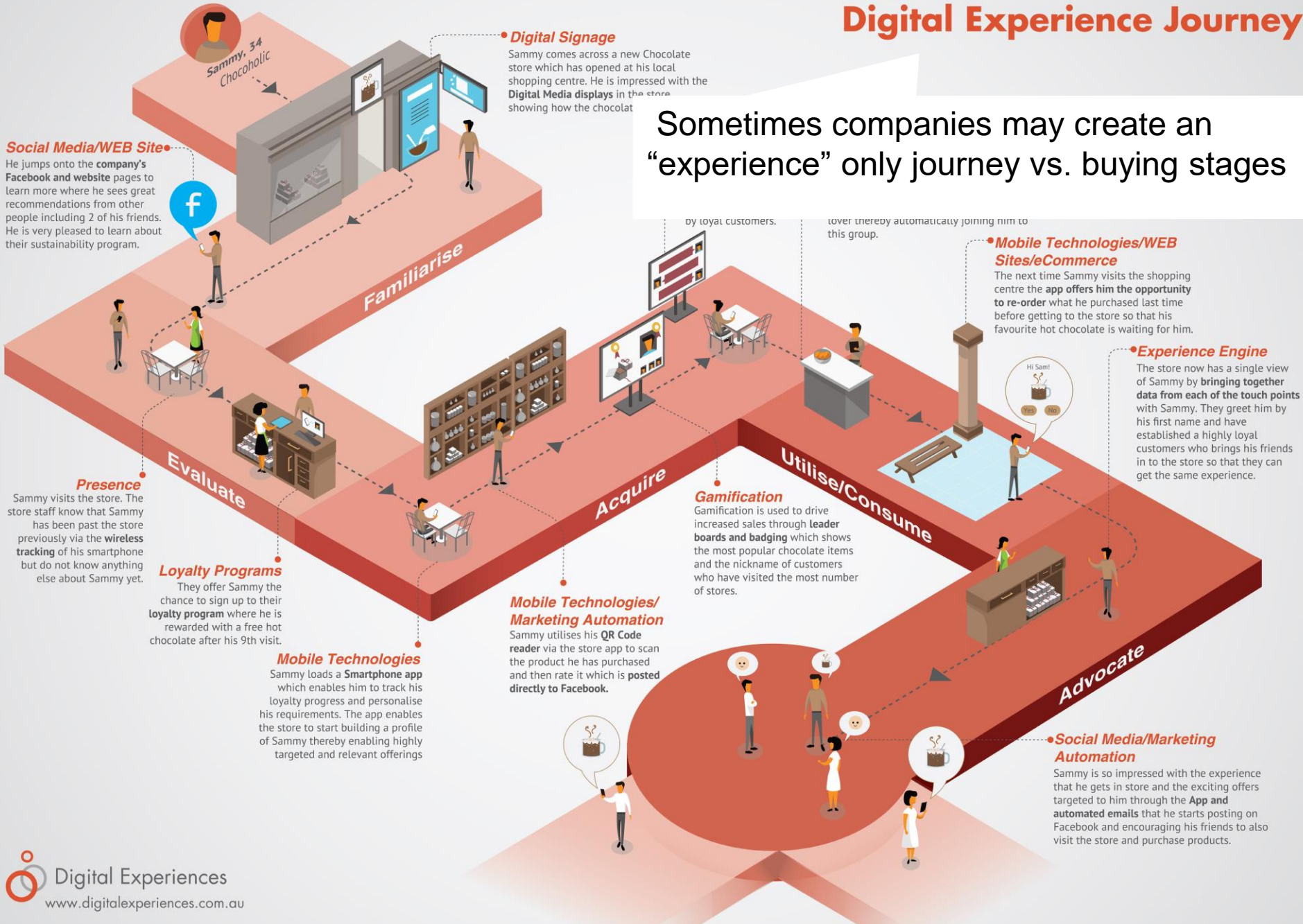
# THE CUSTOMER JOURNEY



Audit each step, see where problems are occurring, decisions being made & where opportunities may exist



Sometimes companies may create an “experience” only journey vs. buying stages



# Module 1-Part B Strategy & Tactics



Company Mission/Goals

```
graph TD; A[Company Mission/Goals] --> B[Company Strategy]; B --> C[Company's Marketing Strategy]; C --> D[Digital Marketing Strategy]; D --> E[Digital Tactics]; subgraph RedBox [ ]; C; D; E; end
```

Company Strategy

Company's Marketing Strategy

Digital Marketing Strategy

Digital Tactics



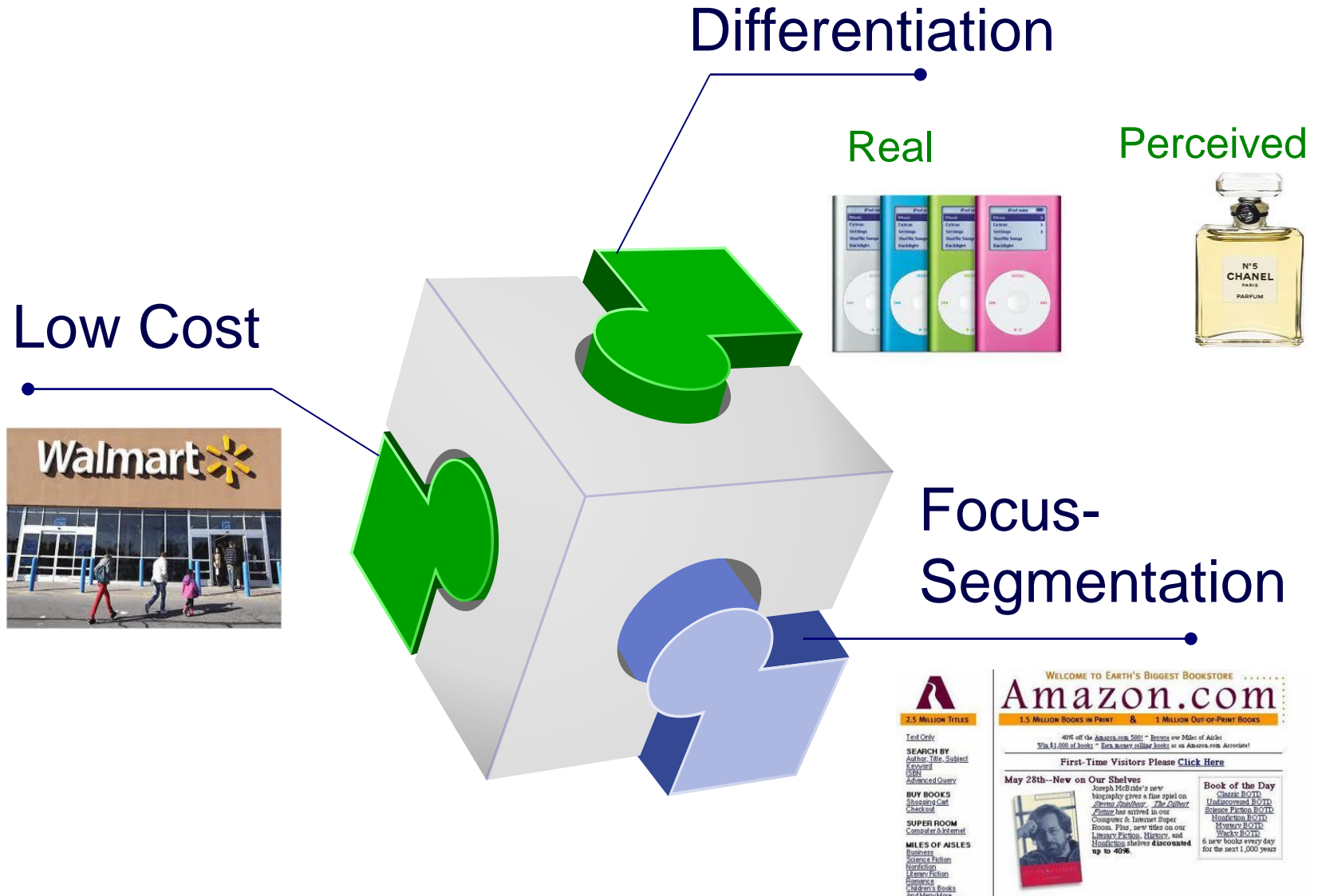
# What is a Strategy?

- To be effective it cannot be “All Things to All People”
- Should address these questions:
  1. What do we do?
  2. Who is our customer?
  3. **What business are we *really* in?**



# Porter's Generic Strategies-Company level

22



# What Strategy Is Not...

- Let's do a viral YouTube campaign...or everyone is using Instagram, Snapchat etc.-we need to jump in
- Let's be the Apple of toothpicks, staples, etc.
- Launch now... we will figure out how to make money later
- Make it free....



# Don't just chase the latest cool widget



# Tactics are how Strategic goals are achieved

	<b>Strategy</b>	<b>Tactics</b>
Who is responsible	Upper management	Mid to lower level managers
Time frame	Longer	Shorter
Tools	Market Research, customer and market data analysis. Then use of strategic techniques such as Porter's Generic Strategies, Ansoff & GE matrix	Email, PPC, SEO, Social media, UX, mobile, web analytics, conversion optimization, SMS, etc.
Activity type	Mainly planning/monitoring	More operational-execution
Competitive risk	Harder to copy	Easier to copy
Traits	More high level-the "what"	Process oriented-the "how to achieve"



# Strategy Flow-Convenience store chain as an example



## 1. Mission Statement/Goals-high level aspirational

Using innovation be the market leader in the convenience store market

## 2. Company Strategy

Differentiation and Segmentation strategy targeting millennials need for convenience and 24/7 lifestyles-use Ansoff Matrix, SWOT, GE matrix, etc.  
-- Grow market share and expand into home delivery

## 3. Marketing Strategy

High level initiatives both offline and digital  
e.g., Increase upselling by implementing a rewards program; redesign stores nationwide for more self service

## 4. Digital Strategy-subset of Marketing strategy

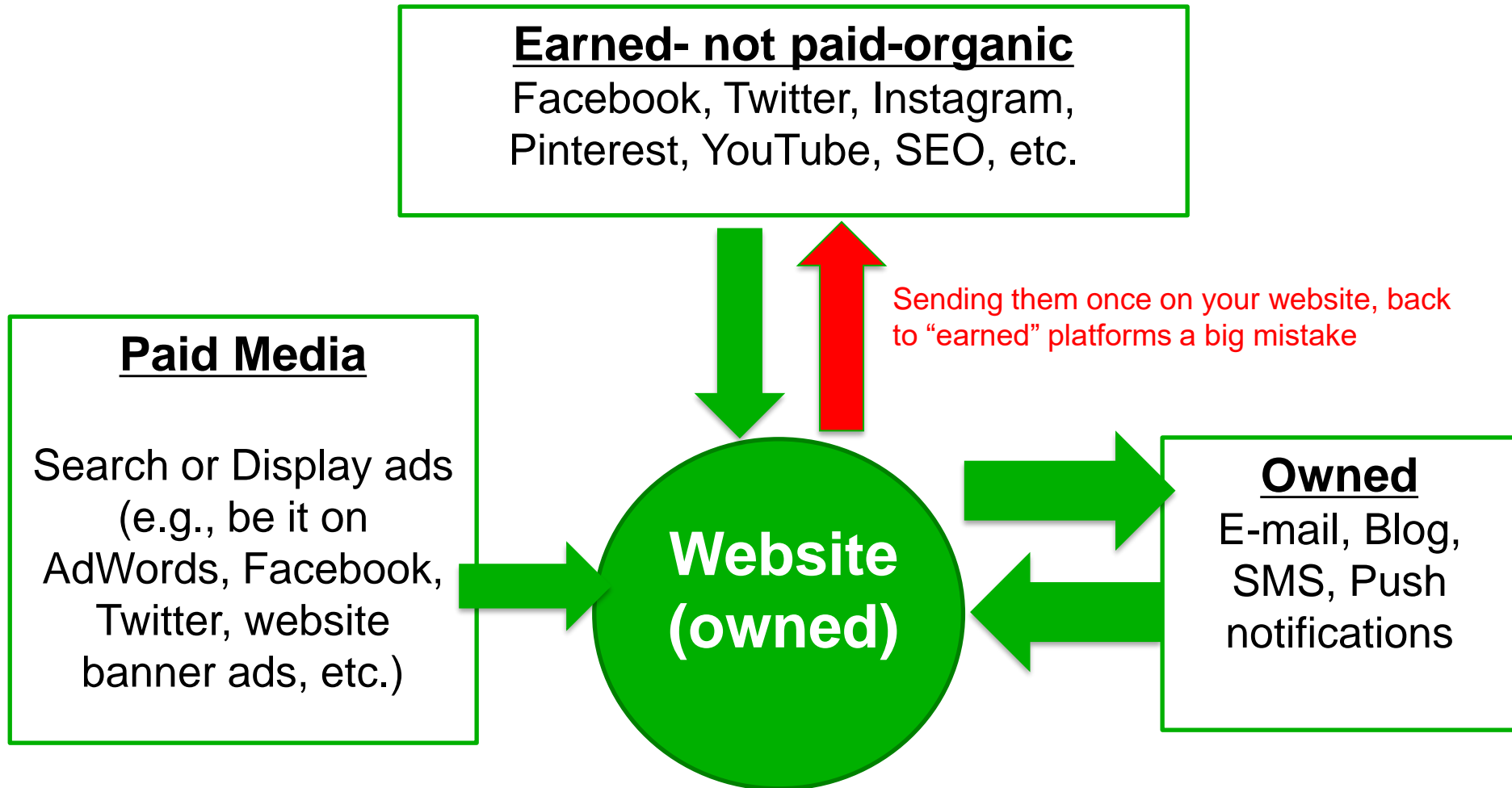
- All digital initiatives will be mobile centric with emphasis on real time offers
- Main digital strategy is to have them download and use mobile app vs going to our website

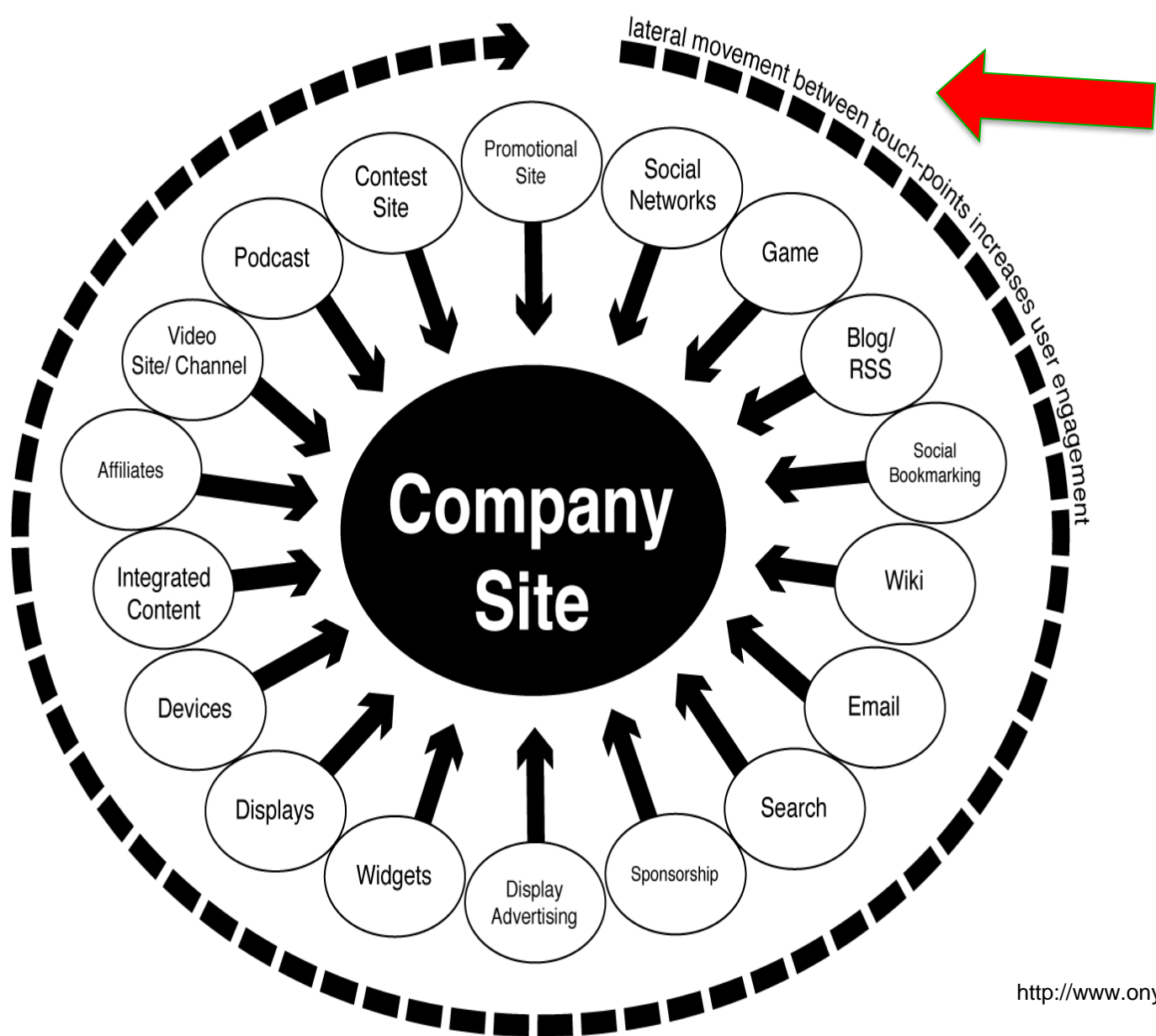
## 5. Tactics

- We will develop a mobile app with x, y and z functionality including an augmented reality feature tied to our in store display and tied to our rewards program using push notifications
- We will create awareness using PPC campaigns in Google and Bing and also leverage programmatic advertising
- Social media- we will create a contest on Instagram to reward whomever has the most shares showing our new store layout



# Digital Strategy—the End Game



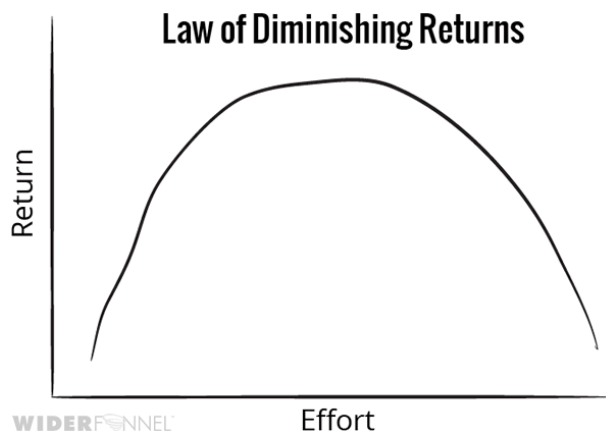


All digital initiatives should include a core goal of getting the user to the company website. The company site should fulfill business objectives. This strategy will allow you to get the most out of each initiative, as well as your company site.

# Best Payback in Digital-General Rule

1. Usability-UX
2. E-mail, SMS & Push
3. SEO
4. PPC
5. Social Media

Considerations: Is it owned,  
earned or paid?  
... where do conversions  
occur?





**FYI**  
For Your Information



# 7 p's of Services marketing



In today's tech environment, the "process" aspect for marketers will play an even larger role:

For example. Marketing automation and the Internet of Things -- Opportunity Identification

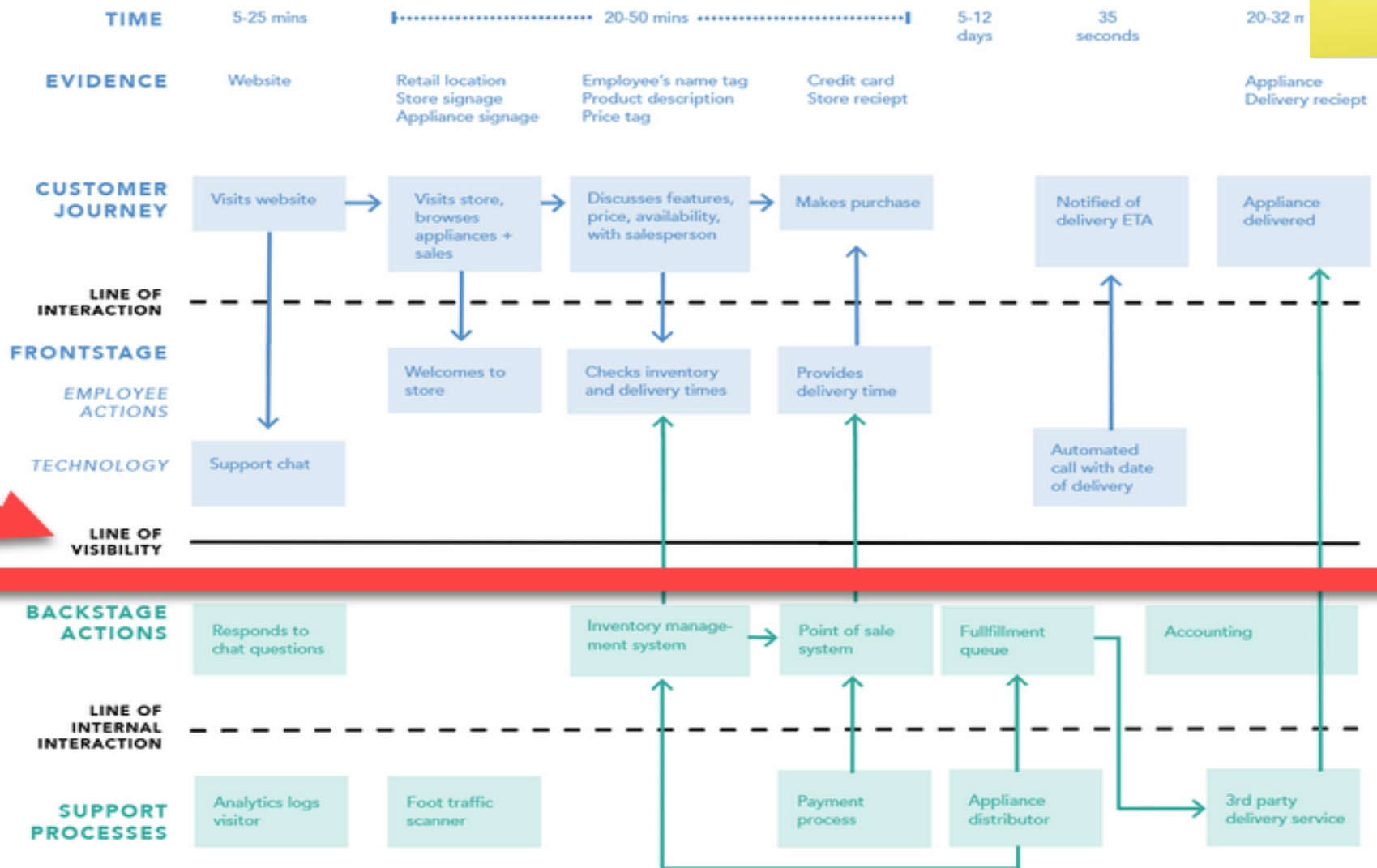
Marketer Skills Needed:

- a) Data analysis-leverage A.I.- predict & understand needs
- b) Understand processes & flowcharting
- c) Creating customer & experience journeys

Image source: <https://commons.wikimedia.org>

# SERVICE BLUEPRINT Example

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For Your Information



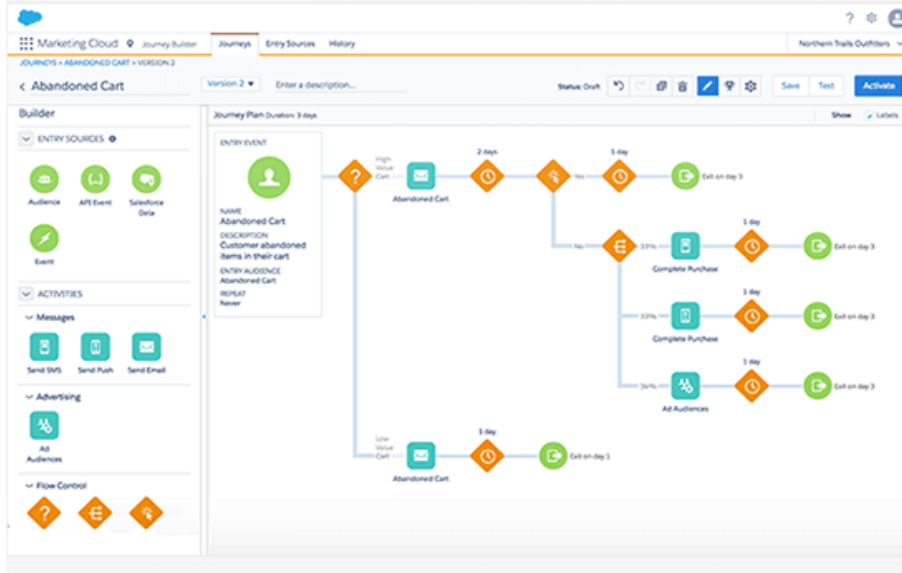
NNGROUP.COM NN/g



# Example: focus on “Process” from services marketing in a Smart Home scenario for an appliance vendor



1. By analyzing data, learn usage patterns for a HH> develop predictive models for product end of life, signals of malfunctions, etc.
2. Map out Customer Journeys to identify use, purchase opportunities & pain points
3. Then with that knowledge, create a custom automated messaging system using emails/text/push notifications for:
  - a) End of life: offers to replace appliance
  - b) Cross-sell service agreements
  - c) Pre-failure detection and schedule repairs
  - d) Cross sell/up sell –predict needs- e.g. if Fitbit indicates user don't sleep well> cross sell via partnership special pillows/beds that data has proven helps



# End of Module 1

## Parts A and B