

THE MARKETING RESEARCH PROCESS

# That Will Take Your Content *To The Next Level*



## This Is The Marketing Research Process That Will Take Your Content To The Next Level

### 1. Start With Good Questions

Brainstorm the questions you have about this topic:

Use Quora or your industry's top forum to find the questions your audience is asking about this topic:

What terms are your audience using to describe this topic that you should use in your content?

What assumptions do you hold about this topic that your content should address?

Look at the questions and assumptions you've gathered so far. What are the top five questions you have about the topic you'd like to cover in your content?

- 1.
- 2.
- 3.
- 4.
- 5.

## 2. Research Around Your Questions And Keywords

- Enter your topics into Google's keyword planner tool.
- Select the best related keywords and start a list.
- Use Moz's keyword research tool to understand the difficulty.

Write down the best related keywords, their difficulty level and amount of people searching for that keyword.

<i>Keyword</i>	<i>Difficulty Level</i>	<i># of people searching for keyword</i>
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		

*Highlight the keywords that will work the best in your content on this particular subject. Circle your #1 priority keyword.*

Enter that keyword into Google and read all of the top 10 search results for ideas they completely missed or ones you could potentially build upon. Take notes from your research:

Take note of Google's type-ahead suggested searches:

- 1.
- 2.
- 3.
- 4.
- 5.

Take note of Google's related searches:

- 1.
- 2.
- 3.
- 4.
- 5.

*Turn off private results in Google to see what different content shows in your search results. Add notes to the sections above.*

### **3. Tweak Your Search Terms To Bring Up Better Results**

With the addition of a word or two, you can drastically change the kind of results you'll get back in a search. Great words to use when searching for meaty data research for your content marketing blog might include:

- psychology
- science
- sociology
- data
- expert
- research
- scientific

Use at least one of the terms from this word bank and research your keywords and questions again. Take note of any interesting information:

Take note of the sources that may provide research on similar topics in your industry for your future content:

#### 4. Use Something Other Than A Common Search

Search for your keyword in each of these sources to find new and different research to include in your content:

- Google Trends
- Google Scholar
- Google Books
- Google Public Data
- Google Advanced Search
- The Internet Archive
- U.S. Government
- Public Records

Search for your keyword in different search engines to find new results:

- Boardreader
- DuckDuckGo
- Dogpile
- Vimeo
- The WWW Virtual Library
- Yippy

Search for popular content on your topic in social media networks:

- Network-specific search for Twitter, Facebook, LinkedIn, Google+, and Pinterest
- Quora
- Buzzsumo
- SocialMention

Use what you know: How can you apply what you're currently reading to the topic you'd like to cover in your content?

Use Wikipedia to kick off your research process for these reasons:

- Extended dictionary.** Link to Wikipedia when introducing terms or concepts. If the reader would like to find out more, Wikipedia offers more than a mere dictionary definition. Let the reader do research on the basics of the term if they want to.
- Finding new sources.** At the bottom of Wikipedia entries, you'll see the sections "See Also", "External Links", and "References". Click through to these outside sources and see if you don't find additional research or links that can lead you further into the rabbit hole of research.
- Finding correct terminology.** One of the best uses for Wikipedia is picking up the correct keyword or words to use in searching. Find a Wikipedia entry using "common" language in a Google search. The article will provide scientific, industry, or technical terms that you can then use for deeper searches in scholarly sources.
- Understanding concepts.** Wikipedia is a great place to learn about a complicated subject. Use it in conjunction with studies and abstracts you've found from scholarly sources. While it isn't great as a source, it is a fine place to go to get a better understanding so that you can actually interpret the study you've found.

## 5. Gather Data Within Your Content Niche

You have the ability to create your own data if you aren't finding or understanding the research available.

### Test

What kind of data would your audience be interested in?

*Example tests to kickstart your imagination:*

I Baked 10 Different Chocolate Chip Cookie Recipes. Here's What I Learned.

Should You Choose Room Temperature Butter Or Not?

Glass vs. Metal: Choosing The Best Pan, Backed By Research

### Survey

Ask your readers questions and create surveys. Learn the basics of general trends and preferences from your own readers to really understand your niche audience.

Write out the questions that you'll send in a survey:

Find the tool where you'll build the survey:

–Polldaddy

–SurveyMonkey

## Review

Data is everywhere. It's just waiting for someone to come along and gather it together.

- Ask your audience to share a couple of their favorite sources on your topic.
- Review those sources for areas they are lacking.
- Plan to create content that fills in the gaps.

## Track Results And Create Content From That

What you discover from research, testing, surveys, and reviews must be turned into consumable content for your readers.

Create a simple system to turn your qualitative information into quantitative data.

*For example, Julie graded the advice on Dove chocolates by assigning number values to good and bad advice. Afterward, she used that information to create a pie graph to interpret her data.*

- Enter your data into Google Sheets to convert it into a graph your audience can easily understand.

## Simple Tips For Using Online Research In Your Content Marketing

1. Understand The Research, And Be Able To Interpret It
2. Welcome Accidental Research Into Your Marketing Research Process
3. Apply Your Research To Original Ideas
4. The Structure Of The Research Post
  - Show your reader why this matters to them.
  - Tell them what your end results were.
  - Share the research, interpreting and showing readers how it applies to their life.
  - Conclude again.

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*RiverScene*



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