

The Intersection of Competitive Intelligence and Content Marketing

The leading industry event by digital marketers for digital marketers

Pia Adolphsen

Content Marketer – The Network

Previously worked in Competitive Intelligence

Brand New MBA Grad

@brightedge #share15

Share



15



Why Use CI?



THE Network
Integrated GRC Solutions



NAVEX GLOBAL™

The Ethics and Compliance Experts



@brightedge #share15

Share



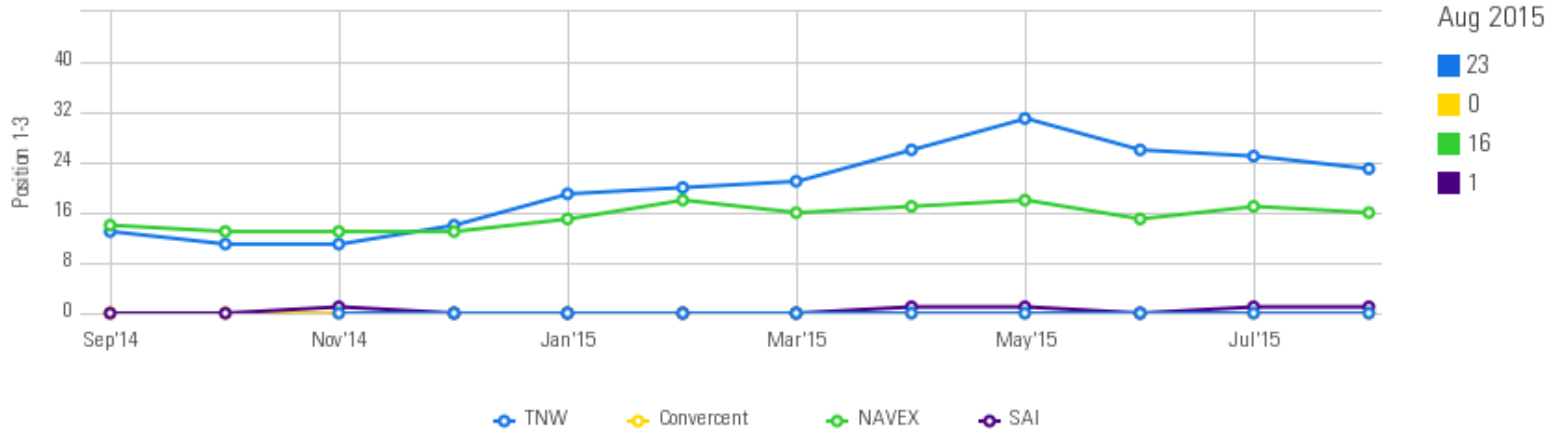
CI can help you find...

- New content ideas
- Content gaps
- The ideal mix of third-party vs branded vs curated content
- Ideal mix of content type and frequency
- Content that's working for competitors
- Keywords that are driving traffic for competitors



Does it work?

How am I performing compared to competitors?









Powered by **BRIGHTEDGE**

@brightedge #share15

Share



Does it work?

Source	Acquisition			Behavior		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
	226.75%  63,720 vs 19,501	10.20%  65.79% vs 73.26%	193.43%  41,919 vs 14,286	28.67%  12.11% vs 16.98%	25.54%  1.81 vs 2.44	152.66%  00:05:40 vs 00:02:15
1. google						
Apr 28,	57,347 (90.00%)	65.85%	37,762 (90.08%)	10.71%	1.79	00:05:50
Apr 28,	16,162 (82.88%)	71.88%	11,618 (81.32%)	14.53%	2.49	00:02:19
% Chan	254.83%	-8.40%	225.03%	-26.29%	-27.98%	151.33%

@brightedge #share15

Share



Does it work?

Source [?]	Acquisition			Behavior		
	Sessions [?] ↓	% New Sessions [?]	New Users [?]	Bounce Rate [?]	Pages / Session [?]	Avg. Session Duration [?]
	89.71% ▲ 269,105 vs 141,854	8.01% ▼ 58.59% vs 63.69%	74.51% ▲ 157,660 vs 90,342	2.14% ▼ 25.73% vs 25.19%	33.89% ▼ 1.39 vs 2.10	3.70% ▲ 00:03:30 vs 00:03:23
1. google						
Jan 1, 2015 - Aug 1, 2015	91,332 (33.94%)	80.04%	73,101 (46.37%)	20.93%	1.57	00:04:34
Jan 1, 2014 - Aug 1, 2014	41,275 (29.10%)	73.66%	30,402 (33.65%)	19.49%	2.06	00:03:51
% Change	121.28%	8.66%	140.45%	7.38%	-23.84%	18.70%



Where do I start?

- Competitor Content Audit
- Competitor Dashboard
- Keyword Audit



Competitor Content Audit



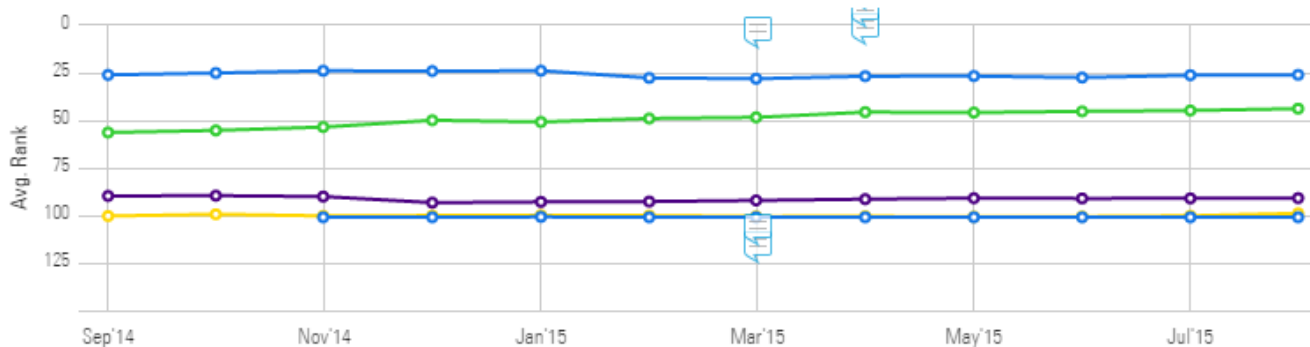
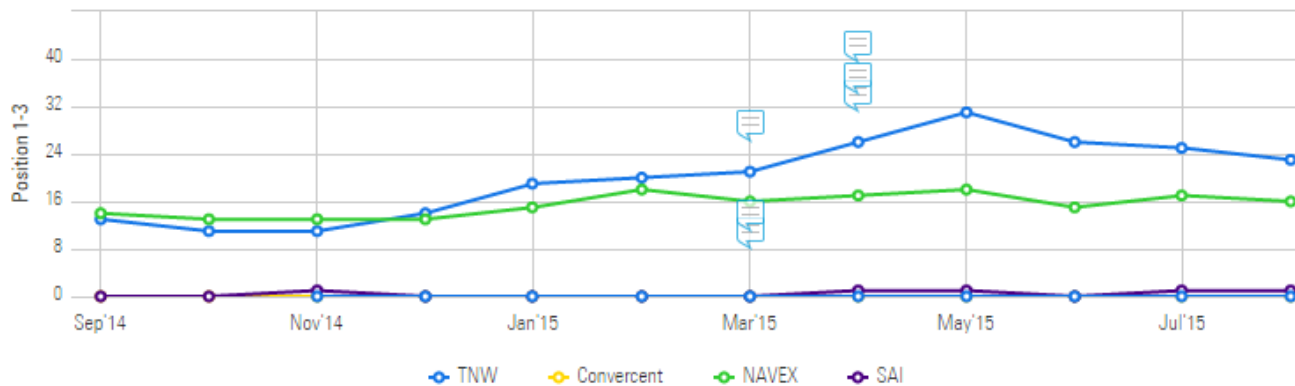
Title	Type	Topic	Target Audience	Link	Author/Partner	Gated	Creation Date	# of Links	Keywords
2014 -- Competitor Content Comparison									
<input type="checkbox"/> Convercent									
Achieving a Risk-Based Approach to Compliance	Webinar	Risk-Based Compliance	Compliance Pr	http://www	Kwamina Williford (Hollanc	Yes	Jan 14, 2015		
Mergers & Acquisitions Under the FCPA: Adequ	Webinar	FCPA	Compliance Pr	http://www	Thaddeus McBride (Shepp	No	Nov 5, 2014		
Embracing the Challenge of Compliance: Driving	Webinar	Compliance Program St	Compliance Pr	http://www	Joe LeBas (Convercent)	No	Sept 18, 2014		
Corporate Investigations: How to Conduct Prop	Event	Investigations	Compliance Pr	http://www	Eugene Ferraro & Autumn	Yes	Oct 27, 2014		
The Investigative Interviewing Method: Psychol	Event	Investigations		http://www	Eugene Ferraro & Autumn	Yes	Oct 27, 2014		
Webinar: The Evolving Role of the Chief Compli	Webinar	Role of the CCO	CCO						

@brightedge #share15



Competitor Dashboard

How am I performing compared to competitors?



Aug 2015

26.05

98.94

43.86

90.93



4 ↓ 94%

Data Cube Score - Search Vol x CTR

301 ↑ 14%

Total Organic Keywords

7 ↓ 30%

Ranked on Page 1

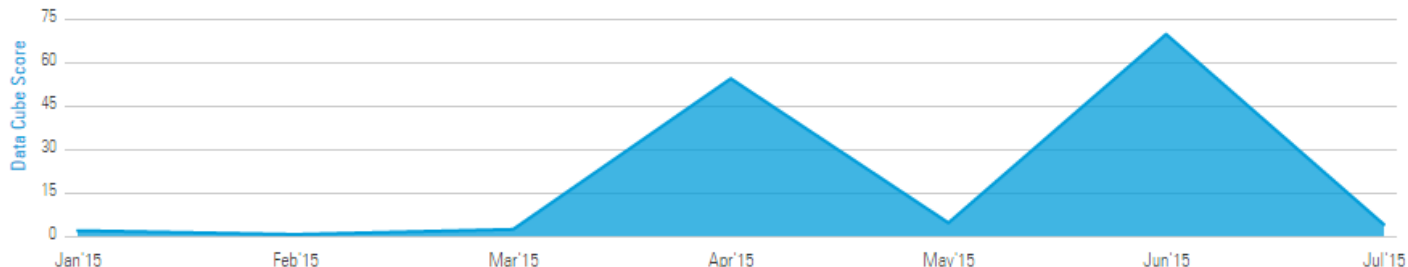
19 ↑ 19%

Ranked on Page 2

37 ↑ 19%

Ranked on Page 3

Content Performance



Track

Columns

<input type="checkbox"/>	Keyword	Blended Rank	Page	Search Volume	# of words in keyword phrase
<input type="checkbox"/>	kleiner perkins	86	blog.navexglobal.com/2015/03/12/lessons-kleiner-perkins-tri	12,100	2
<input type="checkbox"/>	discrimination in the workplace	88	blog.navexglobal.com/2015/06/09/tools-preventing-and-addr	5,400	4
<input type="checkbox"/>	cyber security training	99	blog.navexglobal.com/2015/03/31/seven-training-imperative	4,400	3
<input type="checkbox"/>	whistleblower definition	55	blog.navexglobal.com/2013/07/23/fifth-circuit-narrowly-cons	3,600	2



Keyword Audit

<input type="checkbox"/>	Keyword	Blended Rank	Page	Search Volume
<input type="checkbox"/>	third party	29	www.navexglobal.com/products/third-party-risk-management	8,100
<input type="checkbox"/>	vista equity partners	89	www.navexglobal.com/company/press-room/vista-equity-par	6,600
<input type="checkbox"/>	gender discrimination	77	www.navexglobal.com/products/training/courseware/sex-an	6,600
<input type="checkbox"/>	retaliation definition	51	www.navexglobal.com/sites/default/files/uploads/workplace	6,600
<input type="checkbox"/>	ymca delaware	38	www.navexglobal.com/sites/default/files/uploads/cs_ymca.p	6,600
<input type="checkbox"/>	discrimination in the workplace	88	blog.navexglobal.com/2015/06/09/tools-preventing-and-addri	5,400
<input type="checkbox"/>	cyber security training	99	blog.navexglobal.com/2015/03/31/seven-training-imperatives	4,400
<input type="checkbox"/>	religious discrimination	88	www.navexglobal.com/products/training/courseware/religiou	3,600
<input type="checkbox"/>	whistleblower definition	55	blog.navexglobal.com/2013/07/23/fifth-circuit-narrowly-const	3,600
<input type="checkbox"/>	harrasment	40	www.navexglobal.com/products/training/courseware/workpl	2,900
<input type="checkbox"/>	samaritan health services	43	www.navexglobal.com/sites/default/files/uploads/cs_samari	2,900
<input type="checkbox"/>	gender discrimination in the workplace	40	www.navexglobal.com/products/training/courseware/sex-an	2,400

@brightedge #share15

Share



Next Steps

Analyze
Develop Action Plan
Experiment
Test
Rinse and Repeat

@brightedge #share15



Considerations

Don't get overwhelmed!

Only gather the data you need to take action.

Be ethical.

The purpose is not to copy content, but to generate ideas and create better content.

Practical Takeaways

Complete your competitor content audit.

Contact your account manager – figure out which reports to add to your competitor dashboard, and which use cases of the Data Cube are relevant for you.

Put your competitive knowledge to use – select three ideas you could add to your content calendar for Q4 from the content gaps or new ideas you've found.