MARKET INSIGHT MATRIX™

	IDEA GENERATION	IDEA VERIFICATION	IDEA TESTING
TRACKING	*Examples:* Web site analytics | LMS reporting | E-mail click data _____ _____ _____	*Examples:* Web search | Competition | Channel search | Keyword research _____ _____ _____	*Examples:* Split testing | Offer testing _____ _____ _____
LISTENING	*Examples:* Communities | Listserves | Open-ended evaluations _____ _____ _____	*Examples:* Monitoring social networks, blogs, and alerts _____ _____ _____	*Examples:* User testing | Social reaction | Content marketing reactions _____ _____ _____
ASKING	*Examples:* Focus groups | Brainstorming | Open-ended interviews | E-mail _____ _____ _____	*Examples:* Surveys | Interviews _____ _____ _____	*Examples:* Pre-selling | Piloting | Crowdfunding _____ _____ _____

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TOOLS FOR MARKET INSIGHT

Tracking Tools

One of the great (and, yes, sometimes scary) things about the Internet is that pretty much everything that happens on it can be tracked. The resulting data can be a valuable source of information about market needs. Google plays a big role here, though don't forget that the association management system (AMS) or customer relationship management (CRM) software, Web content management system (CMS), and learning management system (LMS) your organization uses can also provide a wealth of data about user activity.

GOOGLE ANALYTICS

Google Analytics (https:// marketingplatform.google.com/about/ analytics) is one of the most widely used tools for tracking activity on Web sites. It is also free and very easy to install. See https://analytics.google.com/analytics/ academy and https:// www.yourprimer.com for learning resources on Google Analytics.

GOOGLE TRENDS

Google Trends (https:// trends.google.com/trends) can help you see if a topic is growing in popularity.

Type in one or more terms to see how the search volume has changed over time.

GOOGLE SEARCH

You probably use Google Search every day, but may not think of it as a valuable market research tool. For a run-down on how you might want to use it, listen to the podcast episode "How to Assess Your Market with Search" at https:// www.learningrevolution.net/assess-market-with-search. Also check out AnswerThePublic (https:// answerthepublic.com).

AnswerThePublic provides visualizations of questions consumers search for in Google. This image is for the term "microlearning."

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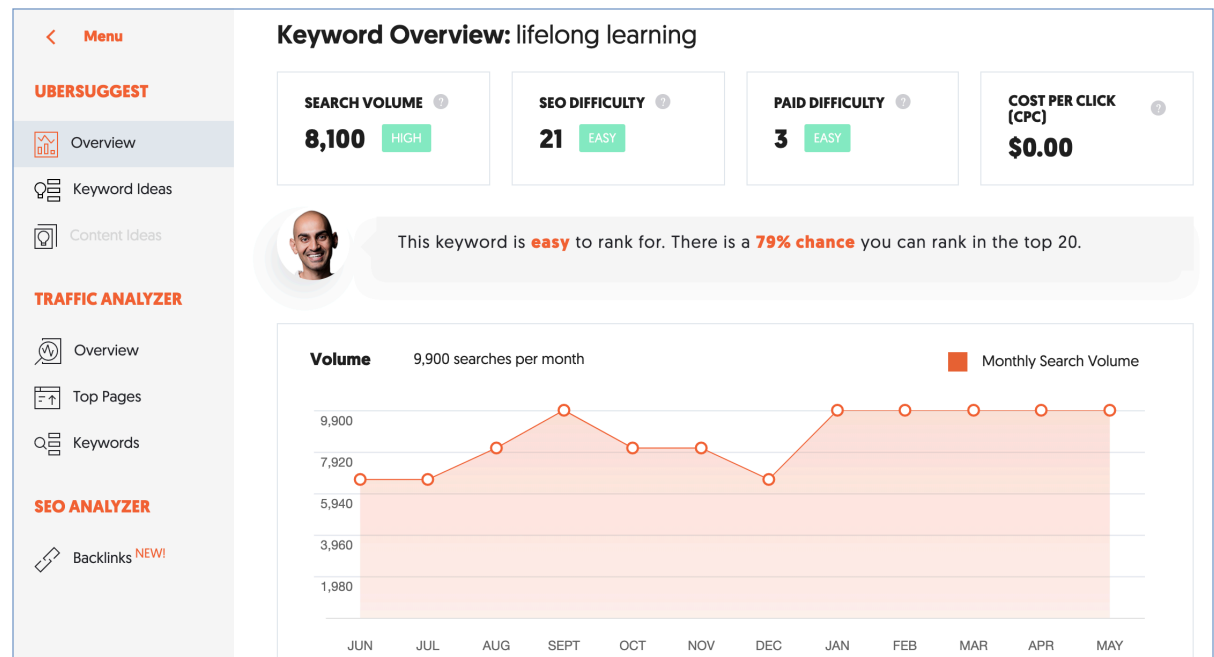REACH · REVENUE · IMPACT

GOOGLE ADS

Google Ads (https://ads.google.com) is the Google service you can use to create the ads that appear at the top and right side of many search results pages, and it includes access to a keyword planner tool (https://ads.google.com/home/tools/keyword-planner). While these ads can obviously be useful for selling products, they are also useful for driving traffic to a dedicated Web page—a landing page—for testing interest in your product. For more details, see the Google Ads Guide at https://support.google.com/google-ads/answer/6146252.

UBERSUGGEST

Ubersuggest (https://neilpatel.com/ubersuggest) is a free tool that enables you, for starters, to type in a domain and see what the top pages and keywords are for that domain. Or type in a keyword that relates to one of your offerings to find out how competitive it is and to discover alternatives to consider.

GOOGLE OPTIMIZE

Google Optimize (https://optimize.google.com) enables you to easily split-test two versions of a page in your site to determine which works better for attracting visitors and getting them to take action (e.g., sign up for more information or make a purchase).

Keyword Overview: lifelong learning

SEARCH VOLUME	SEO DIFFICULTY	PAID DIFFICULTY	COST PER CLICK (CPC)
8,100 HIGH	21 EASY	3 EASY	$0.00

This keyword is **easy** to rank for. There is a **79% chance** you can rank in the top 20.

Volume 9,900 searches per month

Ubersuggest assesses the keyword phrase "lifelong learning."

There are also a number of tools or services that can help you easily create, split-test, and track the results from landing pages (i.e., Web pages on which you make a specific, focused offer). A good one to start with is Leadpages (https://www.leadpages.net), which has a great—and free—"Definitive Guide to Landing Pages" (https://www.leadpages.net/ultimate-guide-to-landing-pages).

BUZZSUMO

Buzzsumo (https://buzzsumo.com) enables you to enter a word or phrase and see Web pages that mention that term and how many times these pages have been shared across major social networks and linked to from other sites. This is possible with a free account. With a paid account, you can view many more results and go much deeper in analyzing how popular a particular word or phrase is and with what audiences.

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Listening Tools

Simply tuning in and paying attention to activity on any listserves or online communities your organization manages is a great way to catch emerging needs and trends. The following tools can also be very helpful for listening in and observing the behavior of customers, competition, and influencers in your field or industry.

HOOTSUITE AND AWARIO

Hootsuite (https://hootsuite.com) started out as a tool to help manage Twitter. It has grown into a platform for monitoring and engaging on multiple social networks from a single interface. Awario (https://awario.com) is another good option.

FEEDLY

Feedly (https://feedly.com) is the RSS reader of choice for many. It enables you to subscribe to blogs and content sources that generate an RSS feed. An RSS reader is a powerful, easy-to-digest way to assemble and organize a dashboard of regular updates from influencers, thought leaders, and competition in your market. (If you're shaky on what RSS is, check out the classic and brief video "RSS in Plain English" at https://www.youtube.com/watch?v=0klgLsSxGsU.)

GOOGLE ALERTS

Google Alerts (https://www.google.com/alerts) enables you to set up alerts on a word or phrase and then monitors the Web for mentions of that word or phrase. You can use it, for example, to track a topic or issue that may be important to your prospective learners. Best of all, you can route data from Google Alerts into Feedly using the RSS feed option.

USABILITYHUB

Most people think of user testing as something that happens only once a product is complete. But testing in very

Use **Google Alerts** to set up notifications for content related to a particular keyword or phrase.

early stages, with little more than a concept mock-up, can give you invaluable insight into whether you have an idea that hits the mark or not. Tools like UsabilityHub (https://usabilityhub.com) make it dramatically easier and more cost-effective to do this type of testing than in the past. UserTesting (https://www.usertesting.com) enables richer feedback, providing you with the option of conducting a real-time online interview with testers or allowing testers to record and submit their comments.

Along with the testing software, UsabilityHub and UserTesting can provide qualified testers or help you work with your own learners and customers as testers.

QUORA

Quora (https://www.quora.com) is a good place to see the kinds of questions being asked about topics that relate to your prospective offerings.

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Asking Tools

This final group of tools allows you to engage directly with learners, customers and prospects to find out more about what they need and want—and will buy.

ONLINE FOCUS GROUPS

A perennial challenge of running focus groups has been the cost and effort of getting a representative sample of people from your market together in one place. Web-based tools are getting good enough that you may be able to eliminate the geography barrier. Check out VisionsLive (https://www.visionslive.com/v-online-focus-groups).

SURVEY SERVICES

There are a number of companies that help not only with creating online surveys but also finding the right audience to participate in the survey. If you need or want to reach beyond your own e-mail list, these can be great options.

SurveyMonkey (https://www.surveymonkey.com), one of the most popular online survey tools, provides an option for finding respondents. Other companies that focus specifically on market assessment surveys include GutCheck (https://www.gutcheckit.com) and Ask Your Target Market (https://aytm.com).

CROWDFUNDING

Crowdfunding gives you an avenue for flipping the standard if-we-build-it-will-they-come question into an if-they-pay-for-it-we-will-build approach. It's hard to beat that tactic for knowing there is definitely a market for your product.
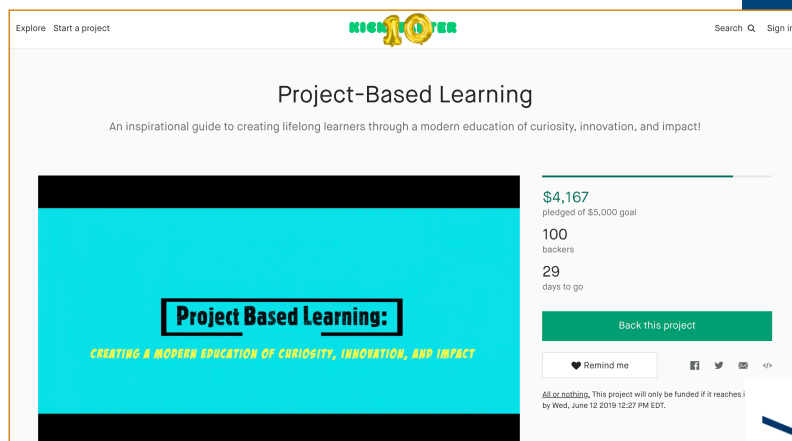
You may be able to use your existing e-commerce system to facilitate a crowdfunding approach, if you have a good method for issuing refunds if you decide not to move forward. Additionally, event platforms like EventBrite (https://www.eventbrite.com) provide mechanisms for communicating with people who have signed up and issuing refunds if necessary. Or use one of the platforms designed specifically to support crowdfunding, such as Kickstarter (https://www.kickstarter.com) and Indiegogo (https://www.indiegogo.com).

In this image, a learning product seeks funding on the crowdfunding platform **Kickstarter**.

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