

Putting Search Into The Marketing Mix

Search Engine Strategies – Conference and Expo December 4 - December 7, 2006, Chicago

» On and Offline Implications of Search Frequency Research

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www.epiar.com

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Just For Fun! – Funny Searches

Real Searches Entered by Real People:

- What is a search engine (276 *daily* searches)
- How to build a catapult (230)
- What is history (205)
- Open a beer bottle (22)
- Box full of sharp objects (185)
- Bear vs shark (72)
- Atomic wedgie (298)
- Self injury tricks (27)



Search Frequency Research

What is Search Frequency Research?

- People entering phrases into search engines
- Gathering search information around a selected topic
- Analyzing large volumes of phrases and their search frequencies
- Looking for trends, patterns, oddities, and ultimately:

Meaning!



Search Frequency Research

Business Market Research:

- Product Segmentation, Brand Equity, New Product Ideas, Consumer Feedback, Geo-Specific Insight

Social Trends & Issue-Based Research:

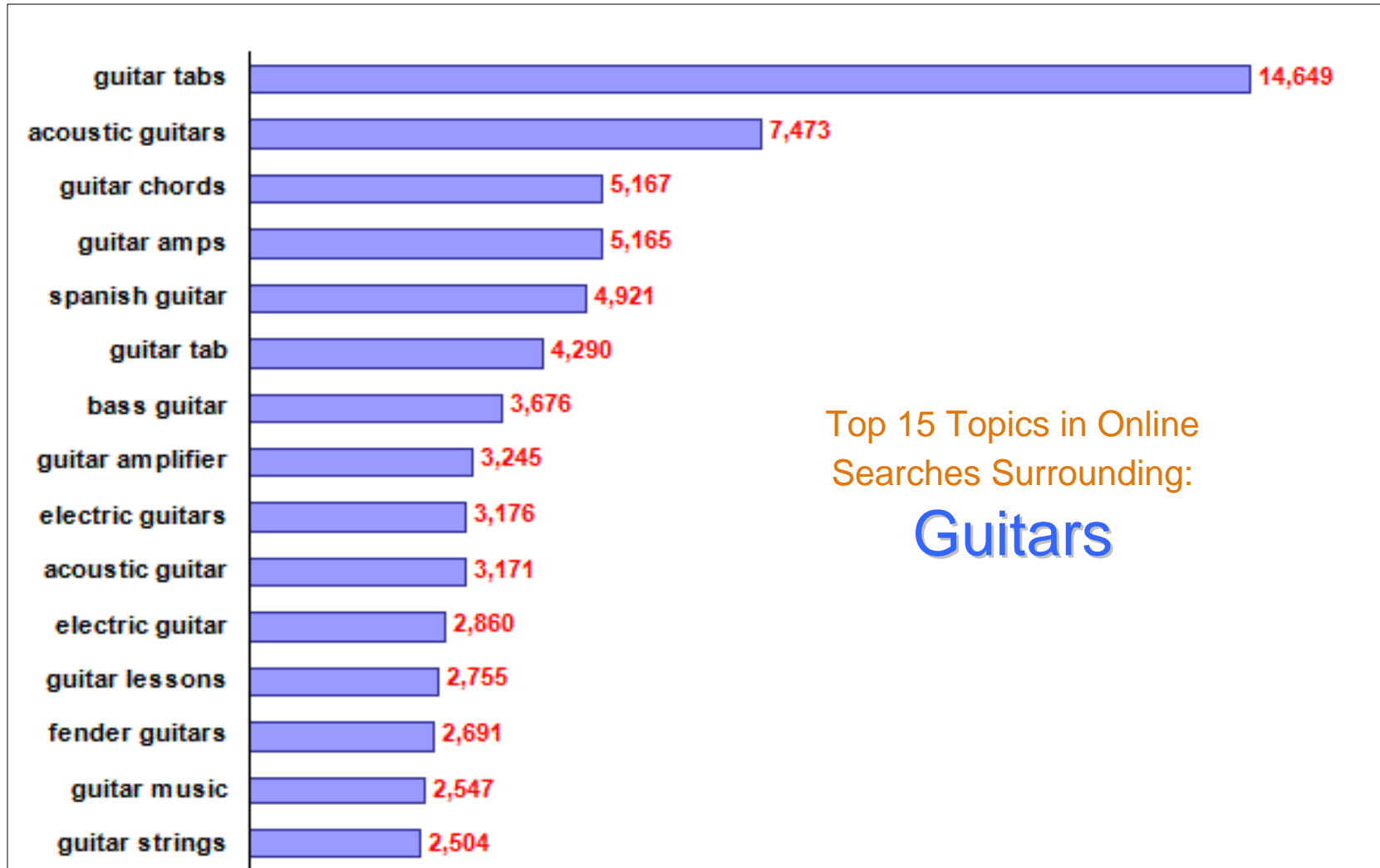
- Current Affairs, Political Research, Public Issues, Educational Resources

Just For Fun:

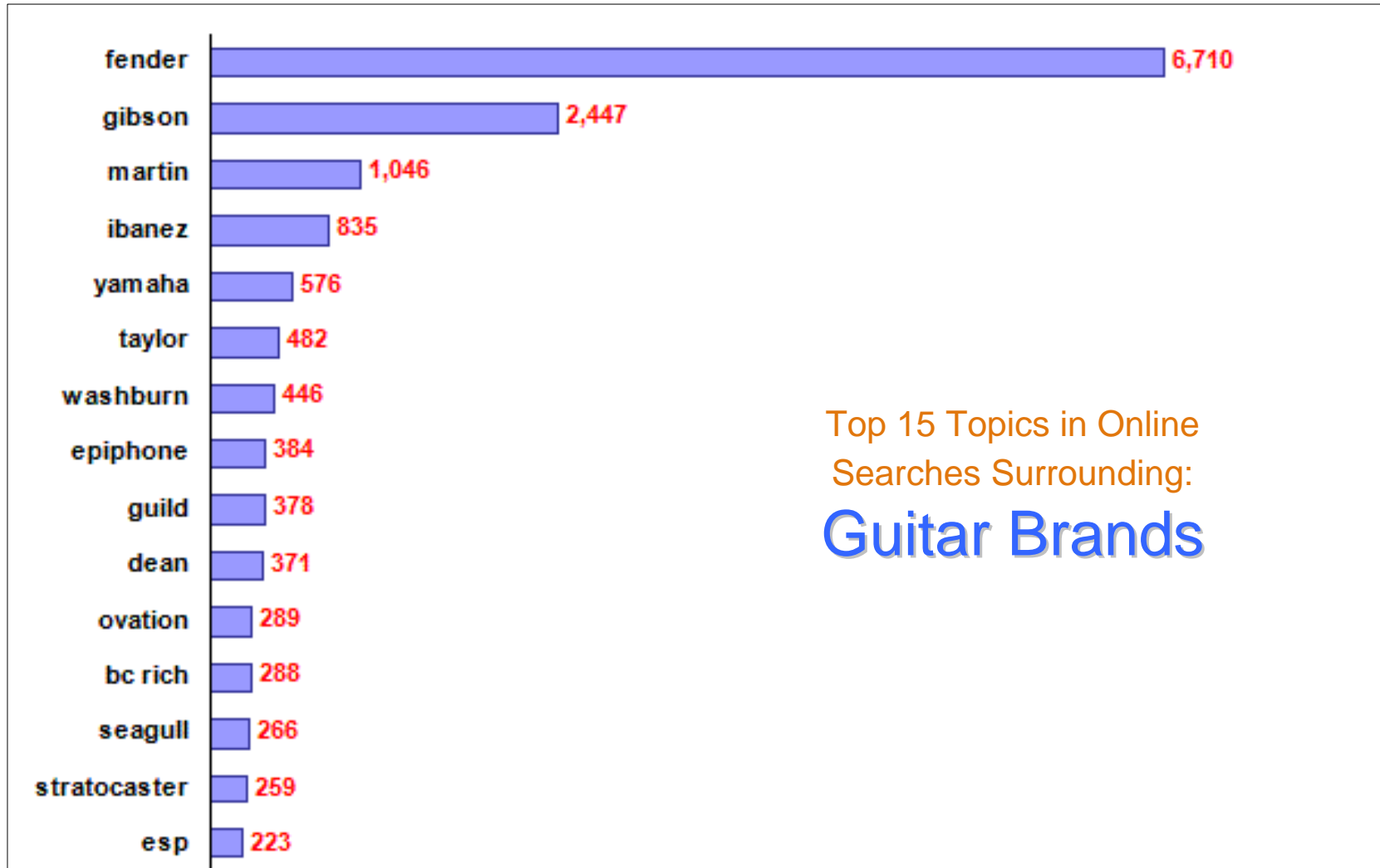
- Celebrities, Entertainment & Humour



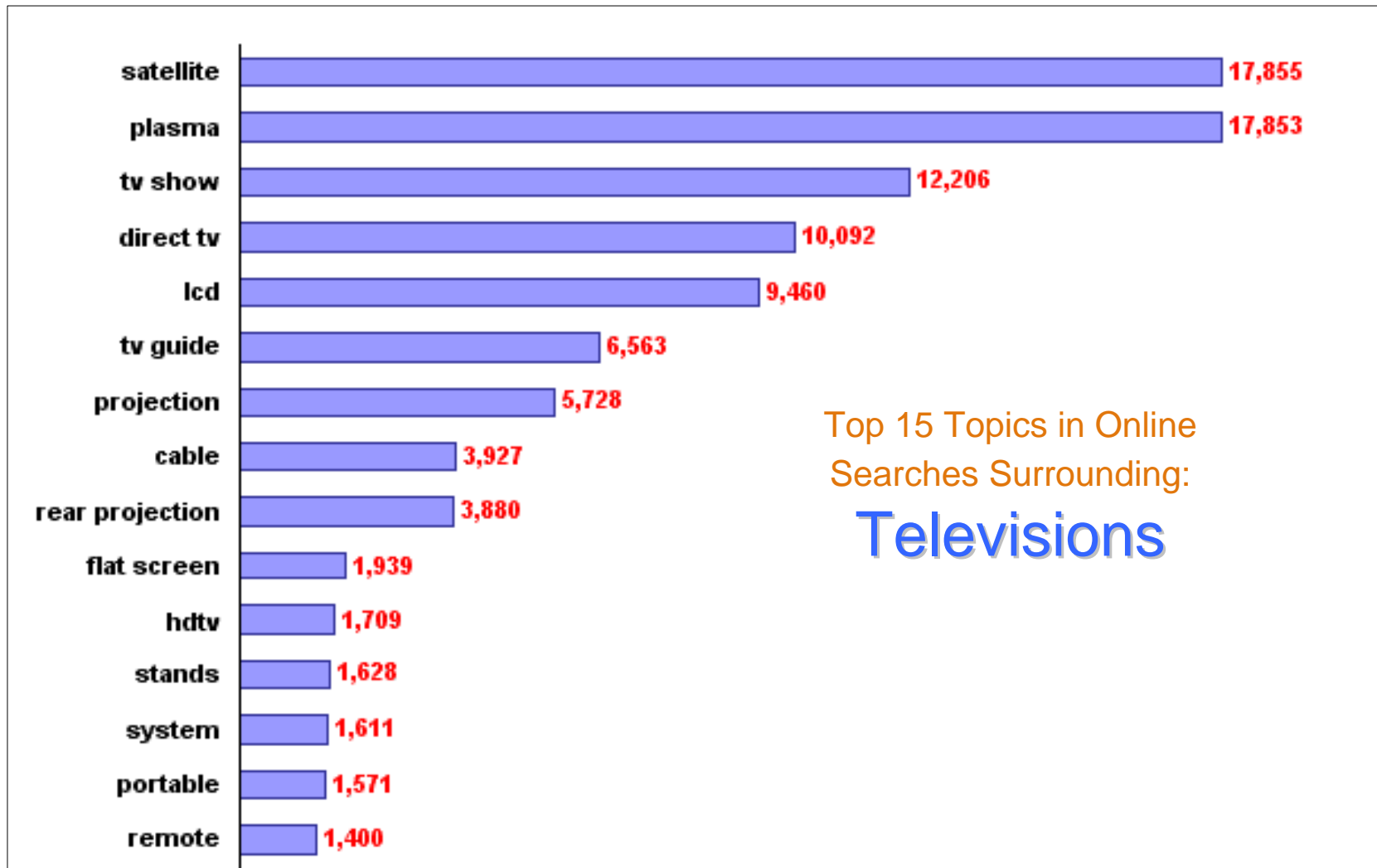
Business Research – Product Segmentation



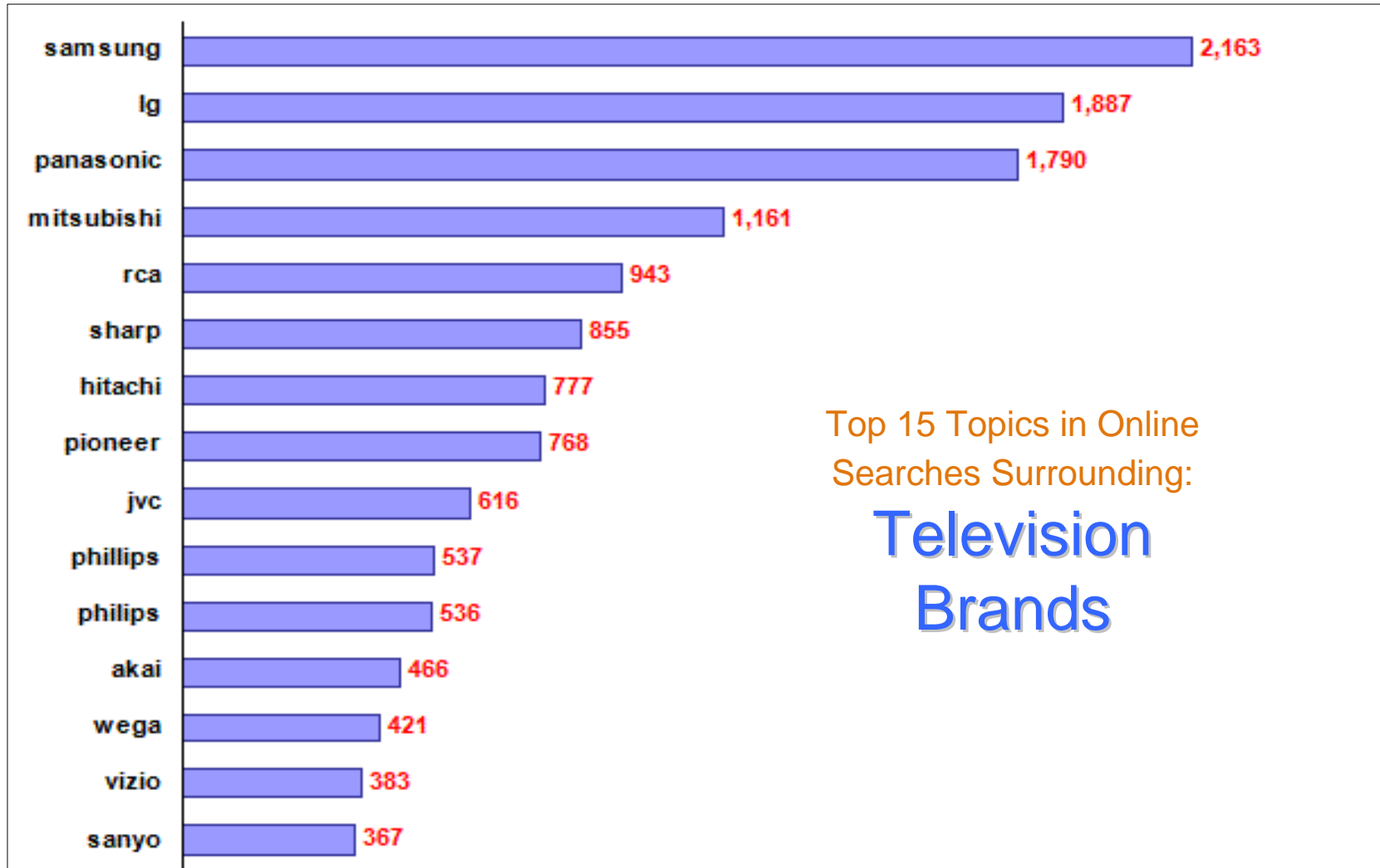
Business Research – Brand Equity



Business Research – Product Segmentation



Business Research – Brand Equity

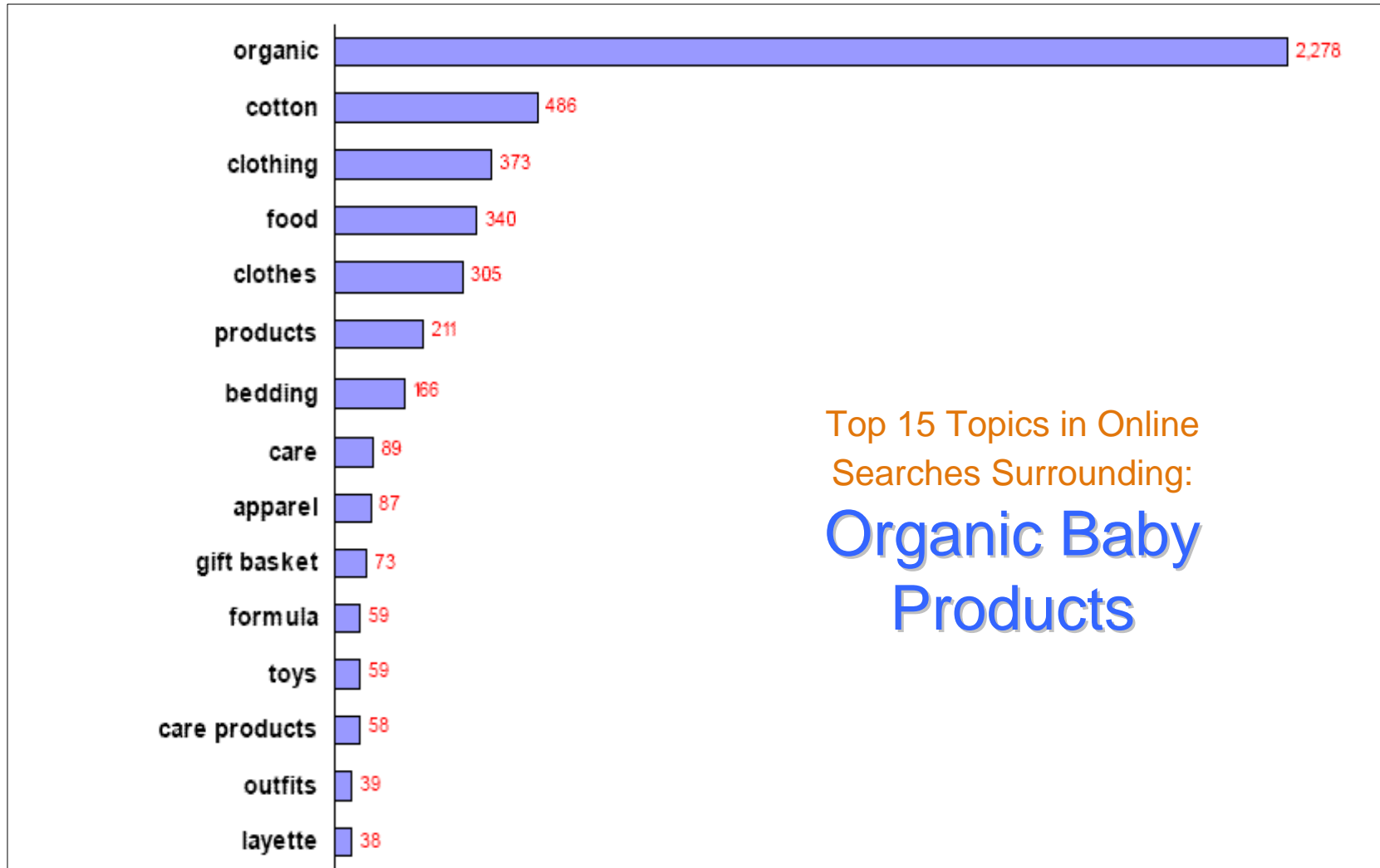


Top 15 Topics in Online Searches Surrounding:

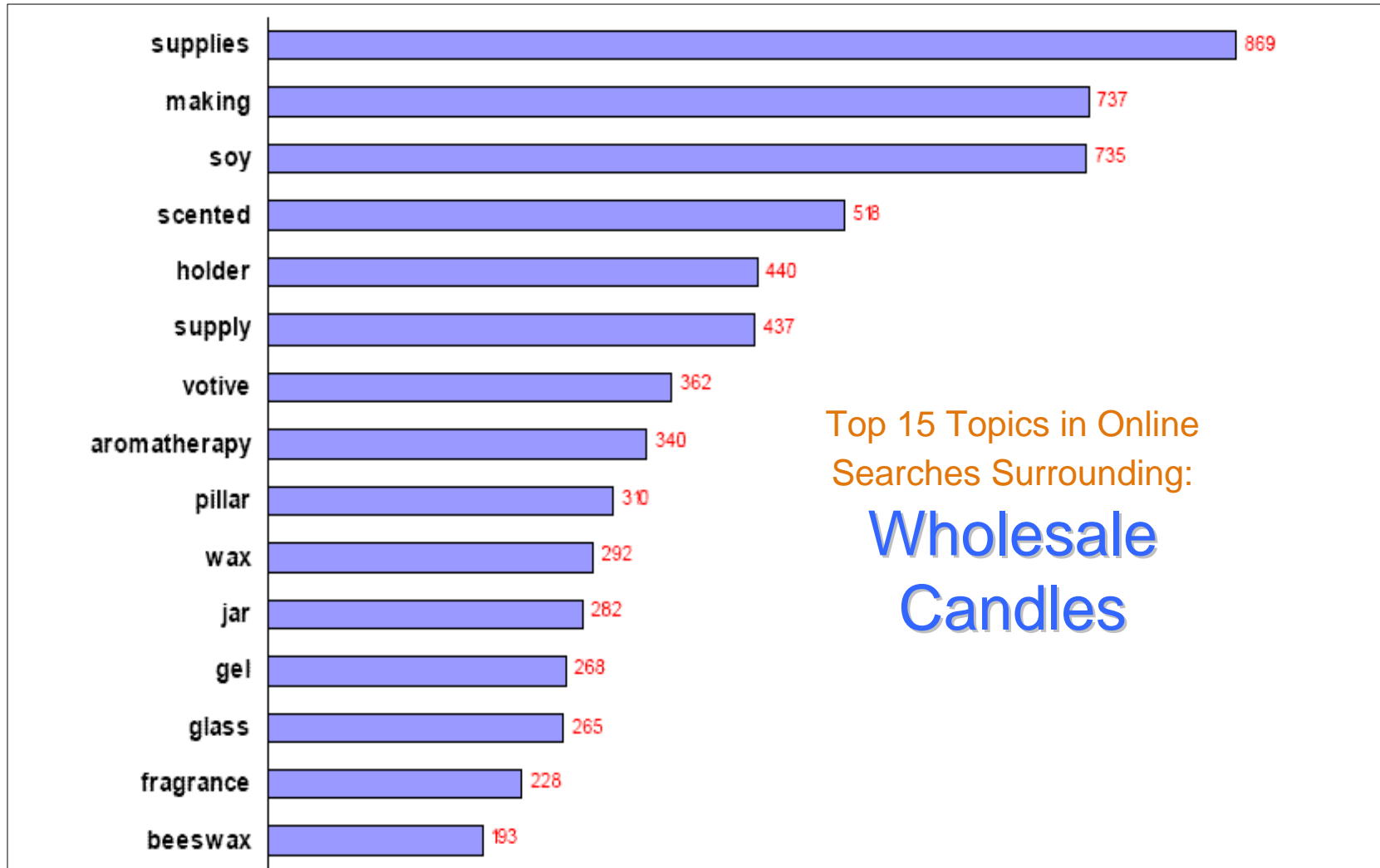
Television Brands



Business Research – New Product Ideas



Business Research – New Product Ideas

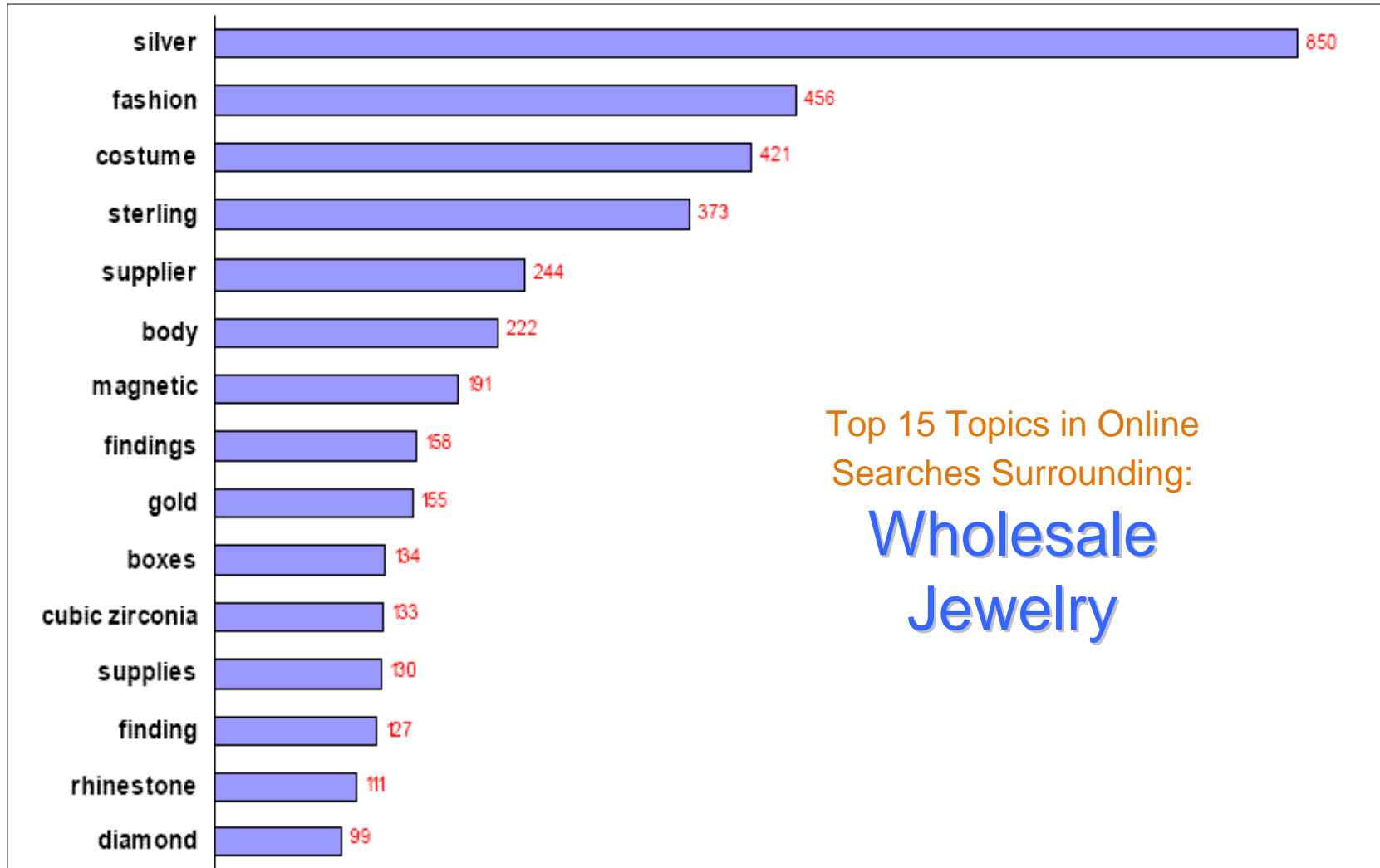


Top 15 Topics in Online Searches Surrounding:

Wholesale Candles



Business Research – New Product Ideas

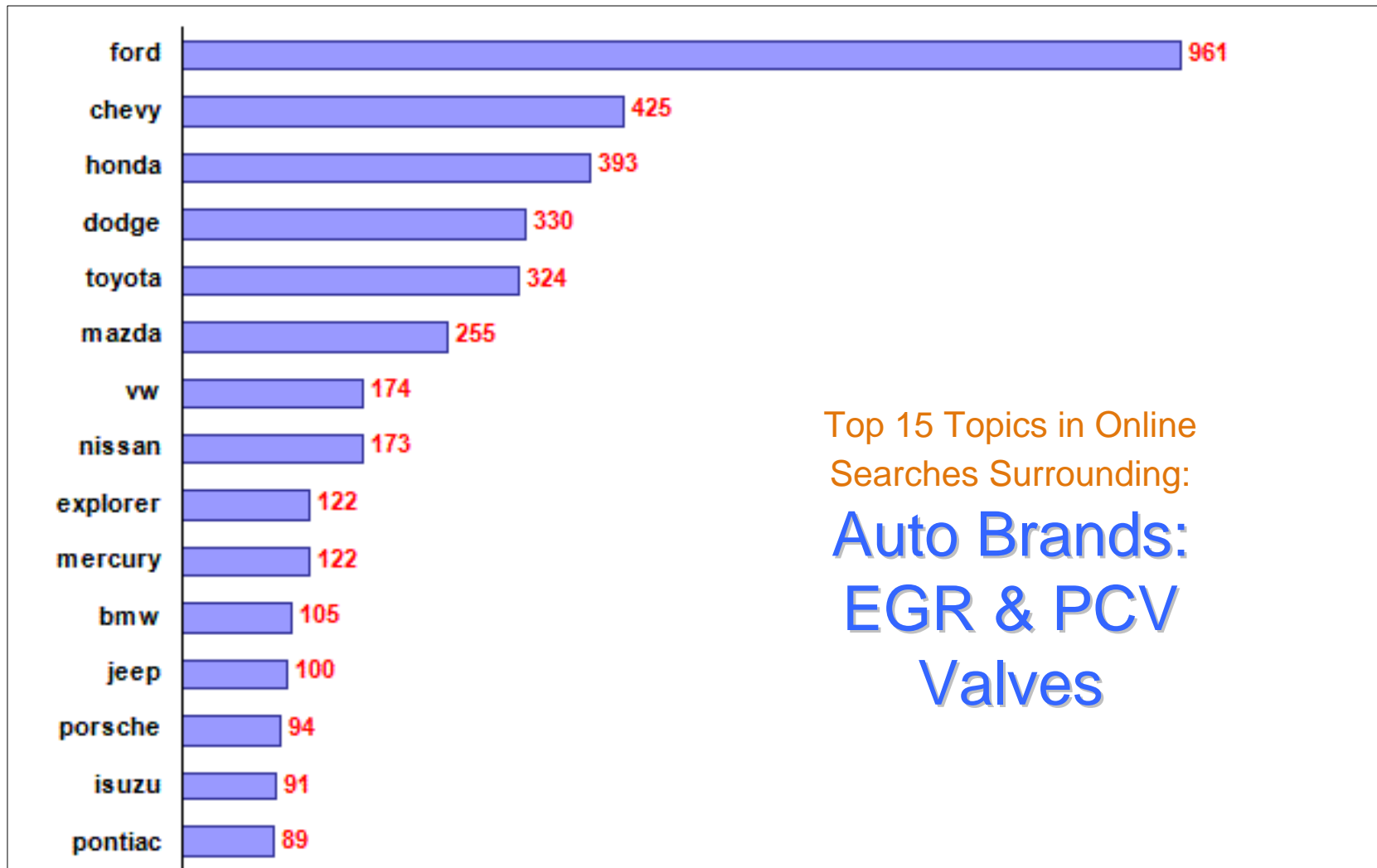


Top 15 Topics in Online Searches Surrounding:

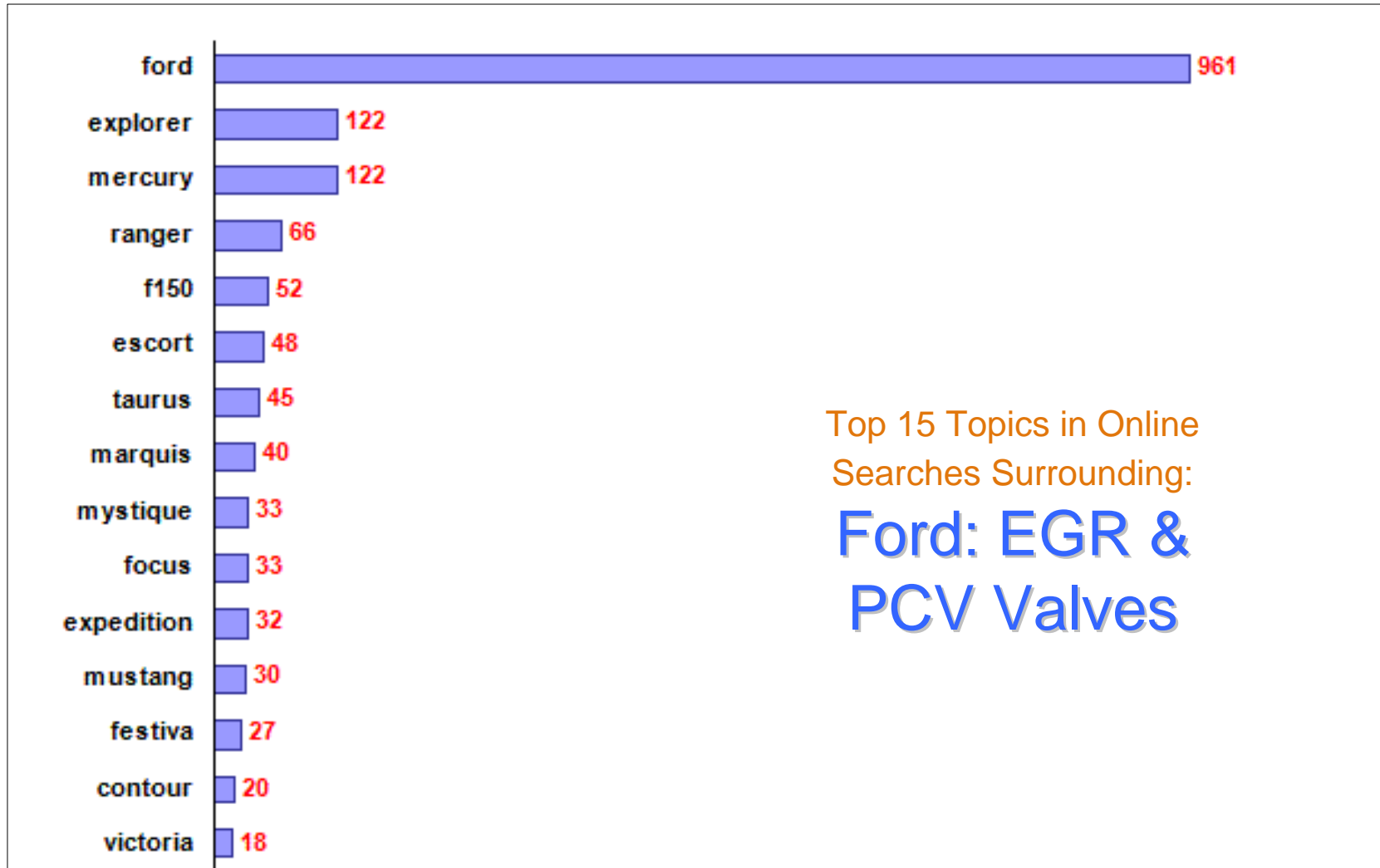
Wholesale Jewelry



Business Research – Consumer Feedback



Business Research – Consumer Feedback



Top 15 Topics in Online Searches Surrounding:
Ford: EGR & PCV Valves



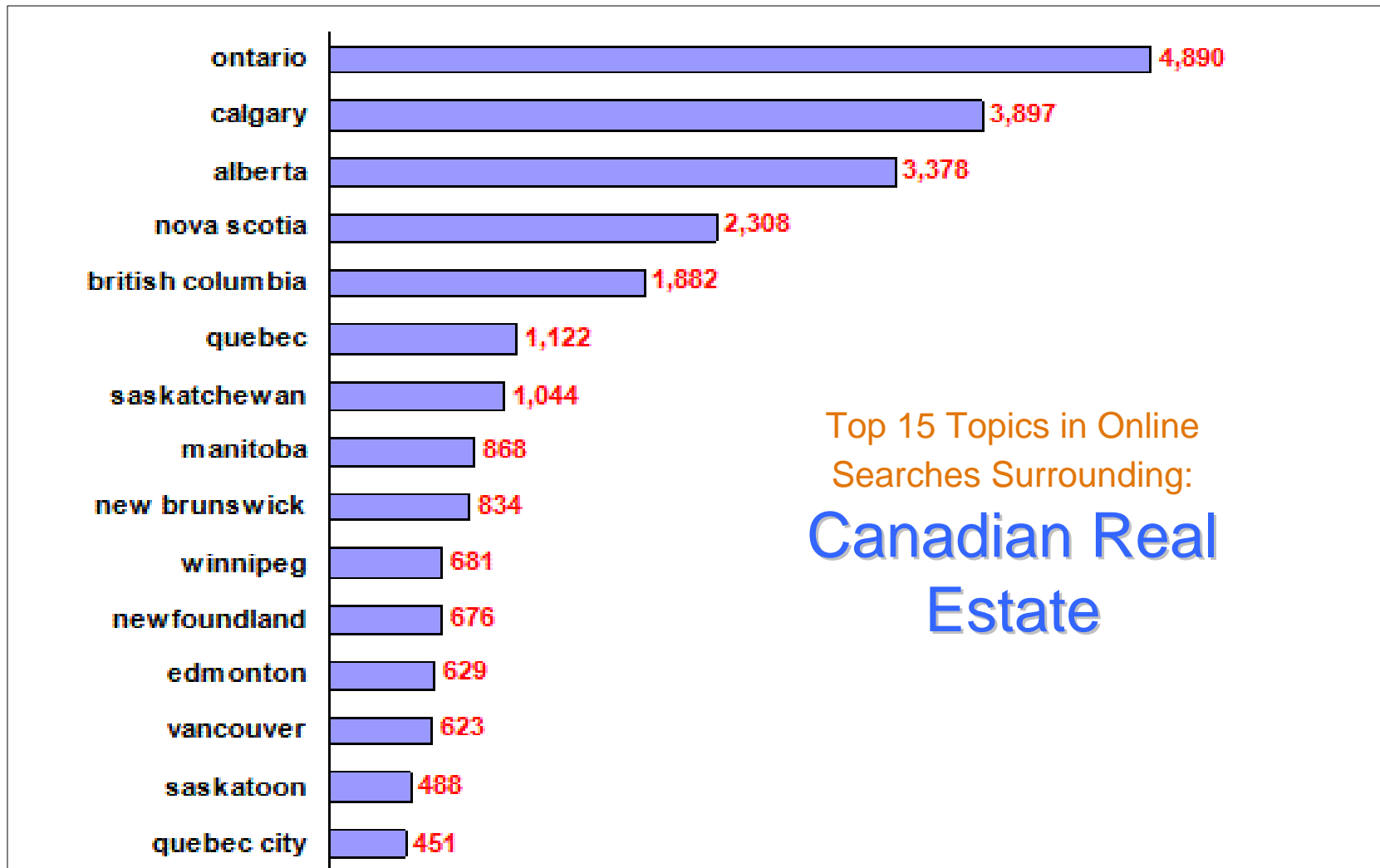
Business Research – Geo-Specific Insight

Canadian Real Estate Searches:

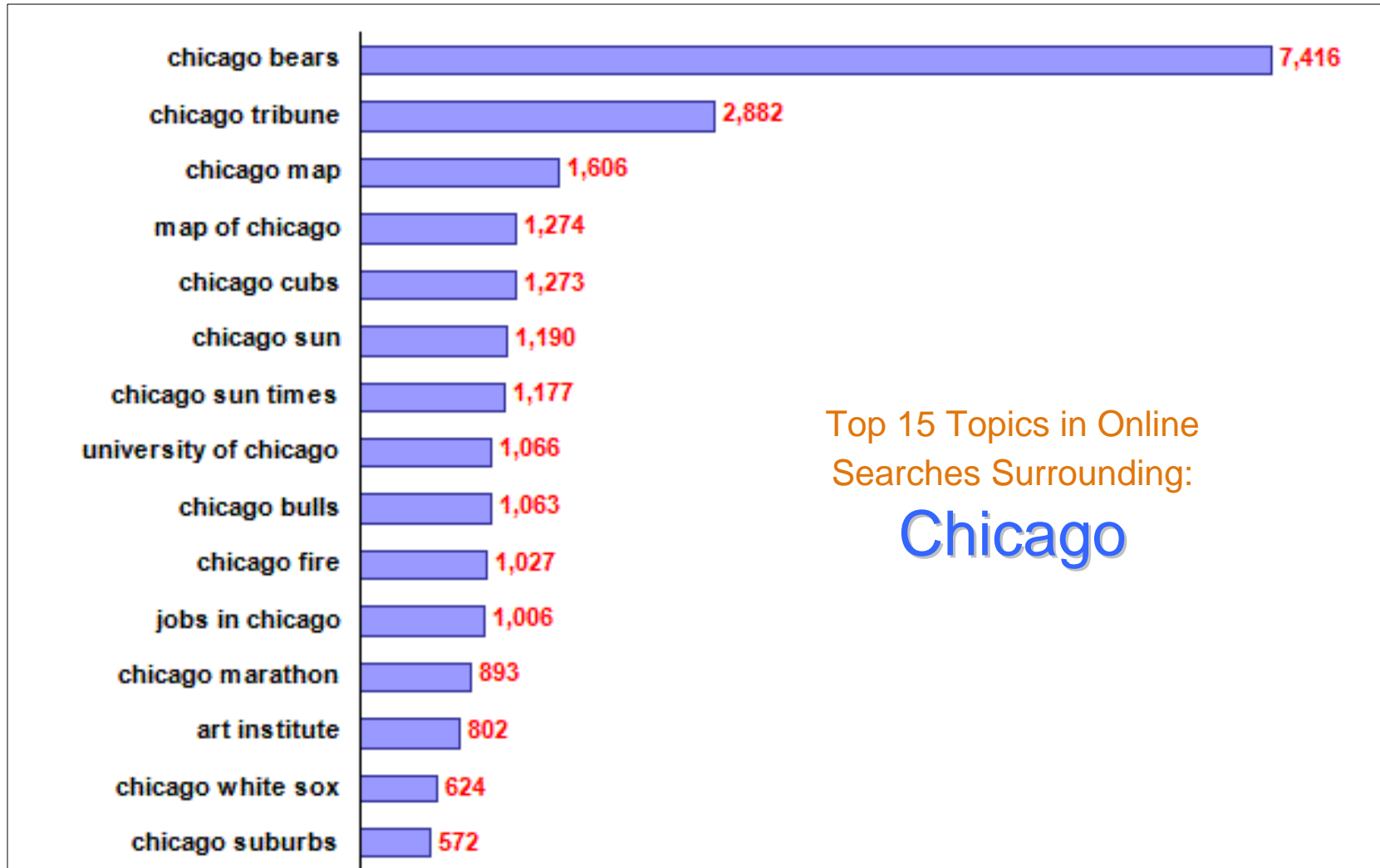
- Calgary real estate (314 daily searches)
- Nova Scotia real estate (299)
- Calgary real estate agent (174)
- Ontario real estate (172)
- Homes for sale in Alberta (124)
- Ontario property for sale (112)
- Real estate Vancouver BC (111)
- Saskatchewan real estate (102)
- Calgary real estate listings (98)



Business Research – Geo-Specific Insight



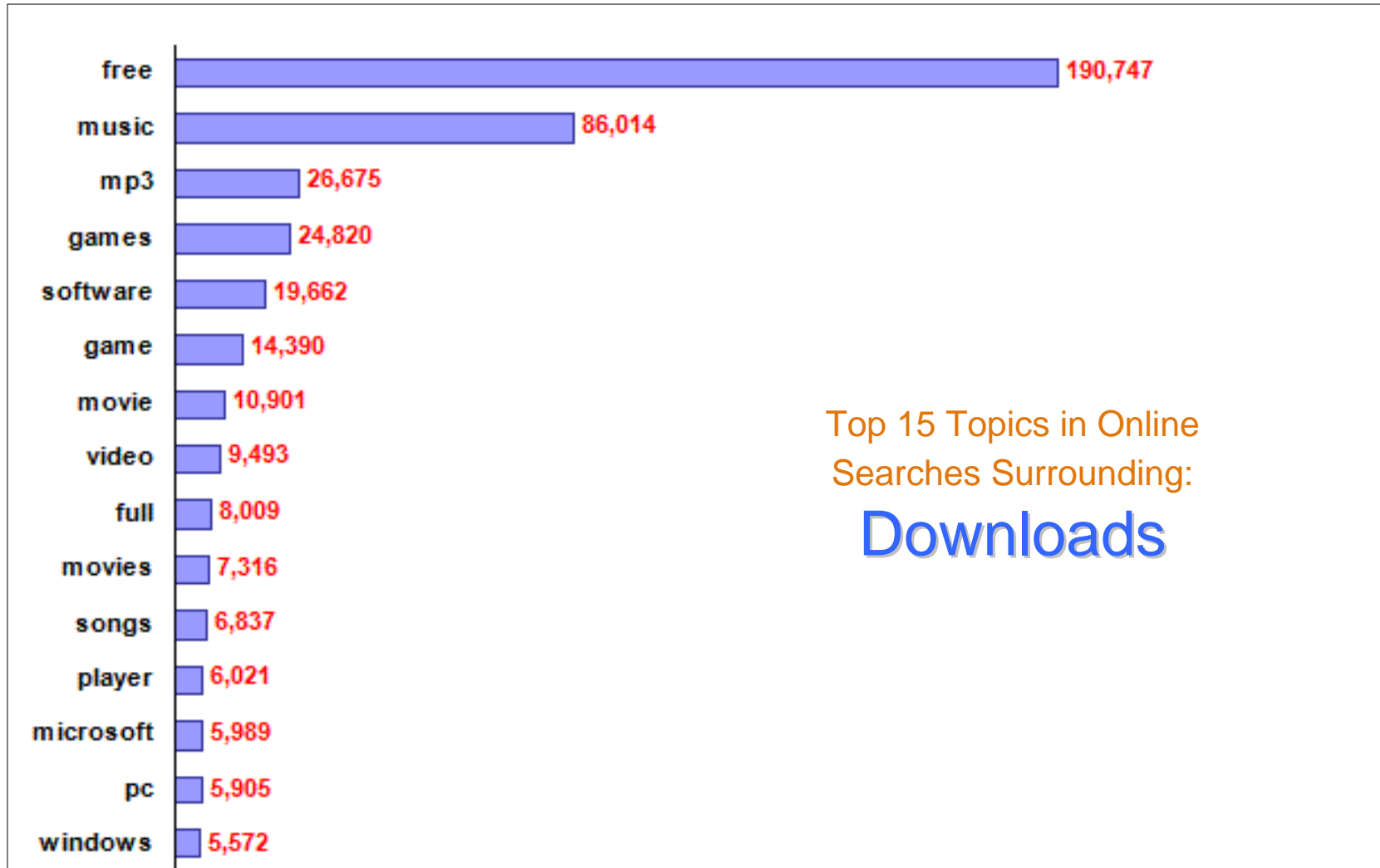
Business Research – Geo-Specific Insight



Top 15 Topics in Online Searches Surrounding:
Chicago



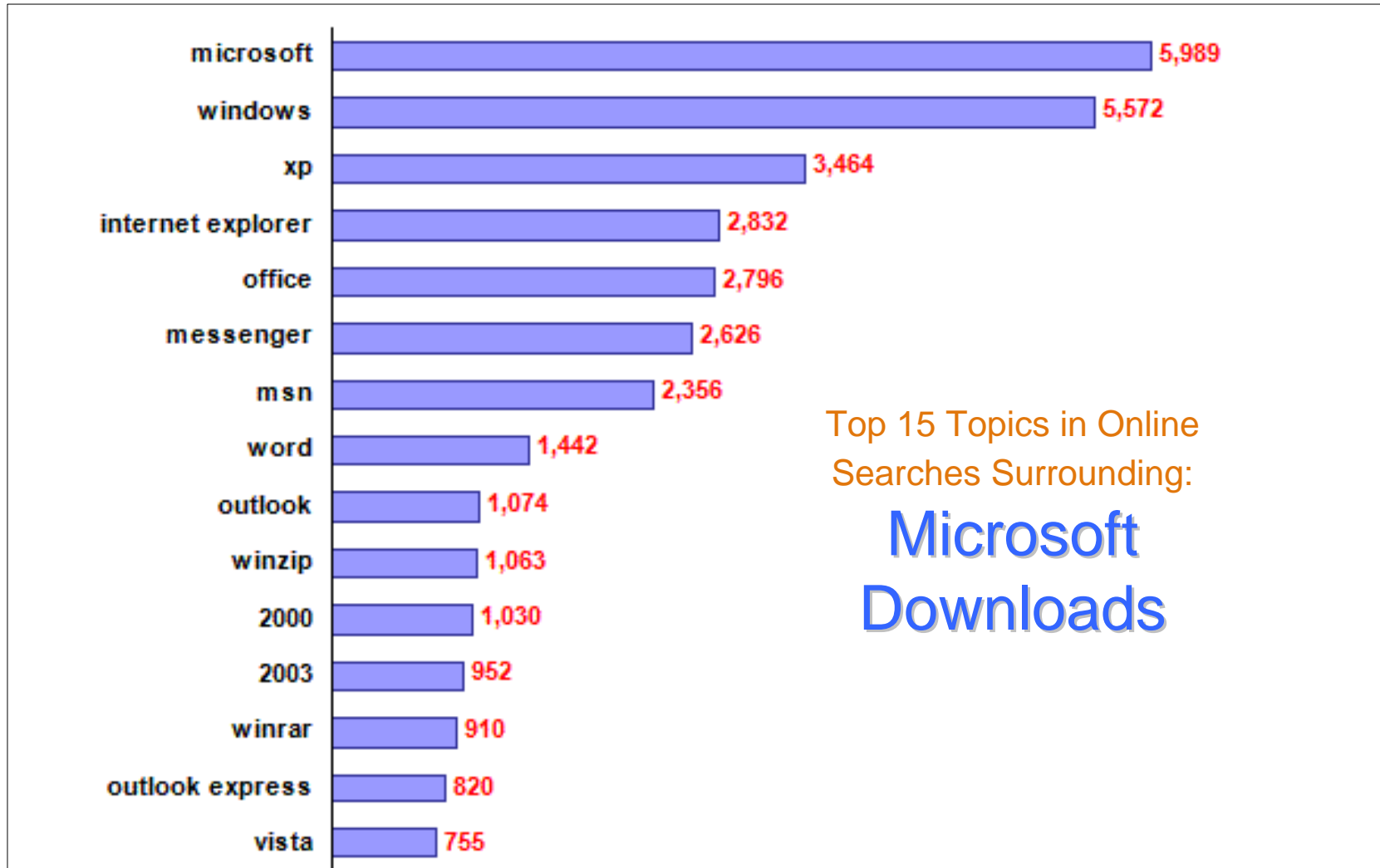
Social Research – Current Trends & News



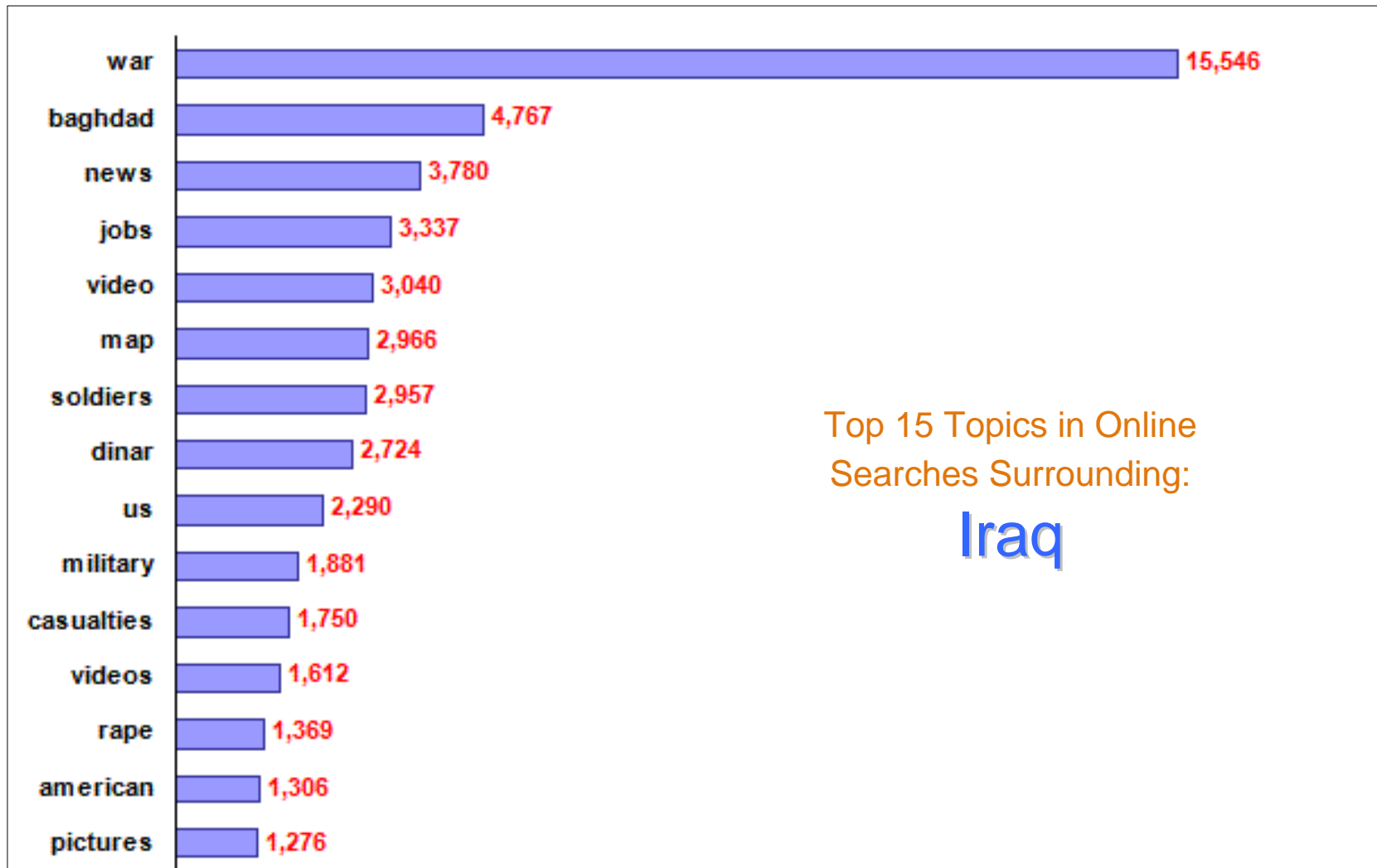
Top 15 Topics in Online
Searches Surrounding:
Downloads



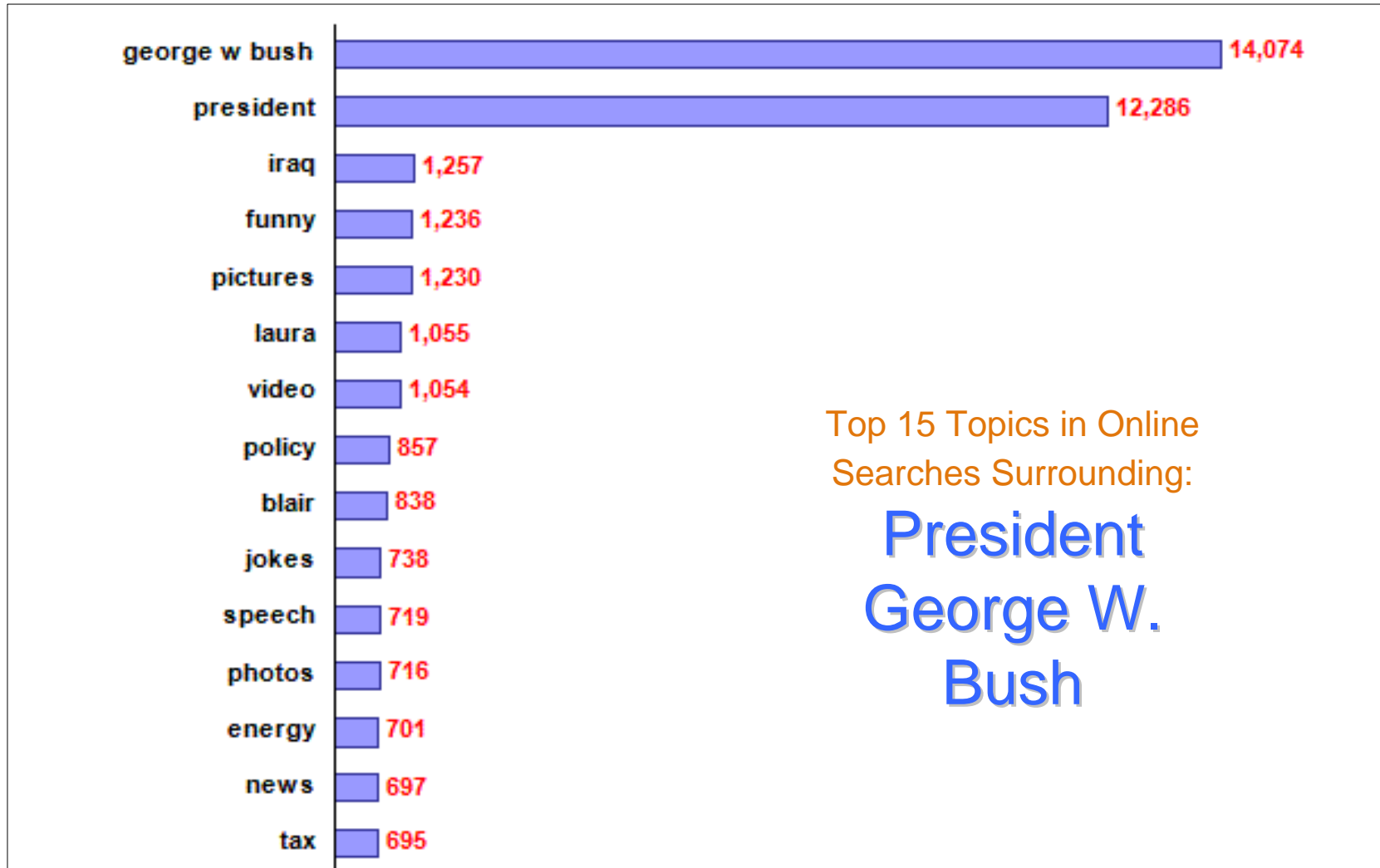
Social Research – Competitive Intelligence



Social Research – Political: Foreign Affairs



Social Research – Political: Specific Politicians

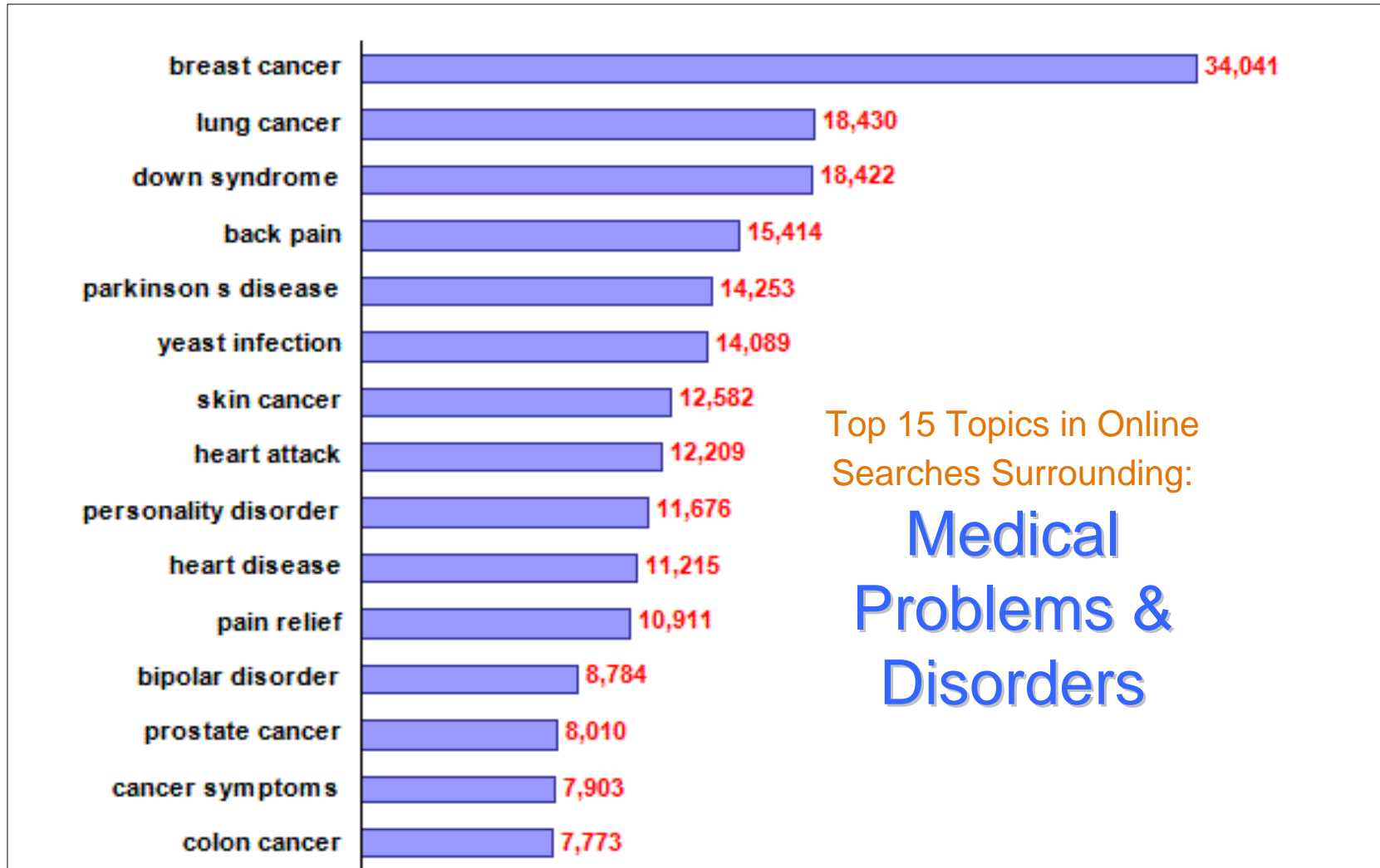


Social Research – Political: Specific Politicians

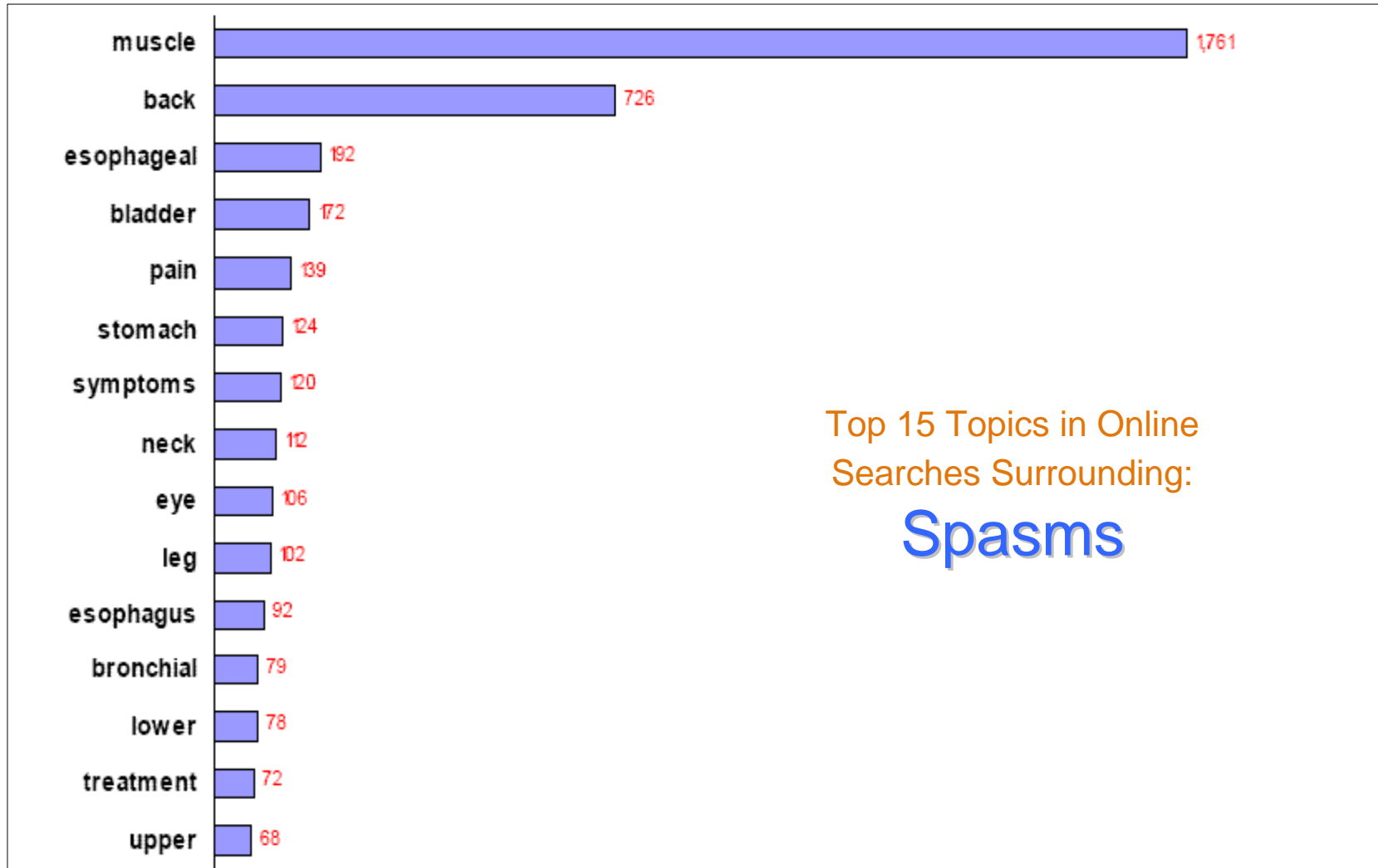
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Social Research – Public Issues: Healthcare



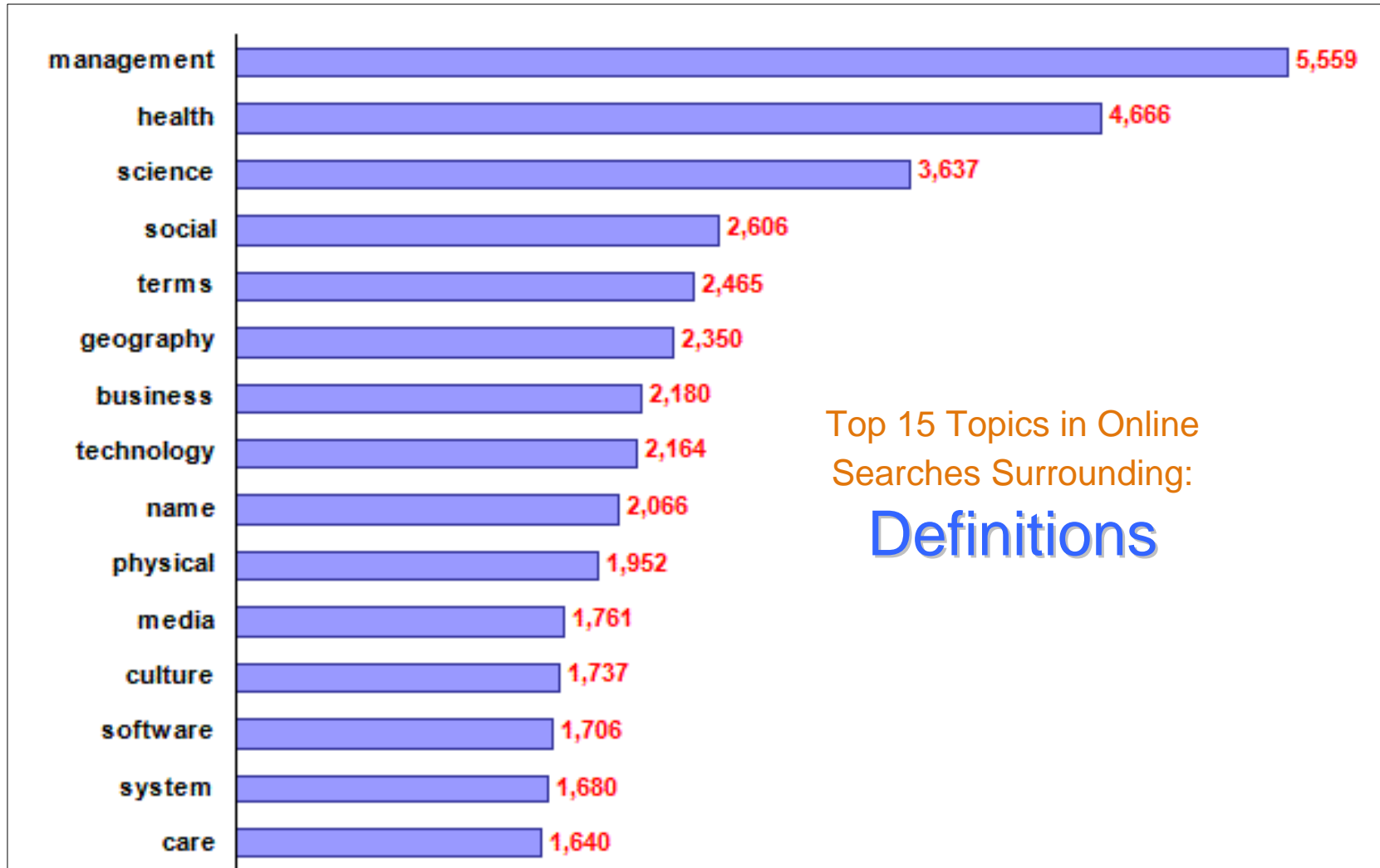
Social Research – Public Issues: Zooming In



Top 15 Topics in Online
Searches Surrounding:
Spasms



Social Research – Educational Resources



Top 15 Topics in Online
Searches Surrounding:
Definitions



Social Research – Educational Resources

Computer Technology Searches:

- Definition of software (482 daily searches)
- Blog definition (416)
- Definition of html (286)
- Definition of operating system (232)
- Definition of cache (230)
- Definition of Windows xp (186)



Social Research – Educational Resources

Searches Relating to Business and Money:

- Define money market account (268 daily searches)
- Definition of public relations (226)
- Definition of management (220)
- Definition of marketing (220)
- Financial definitions (184)
- Definition of investment (164)



Social Research – Educational Resources

Searches Relating to Physical Health:

- Medical definitions (454 daily searches)
- Definition of physical education (236)
- Define aerobic activity (198)
- Definition of obesity (166)
- Definition of physical fitness (160)
- Definition of holistic (142)



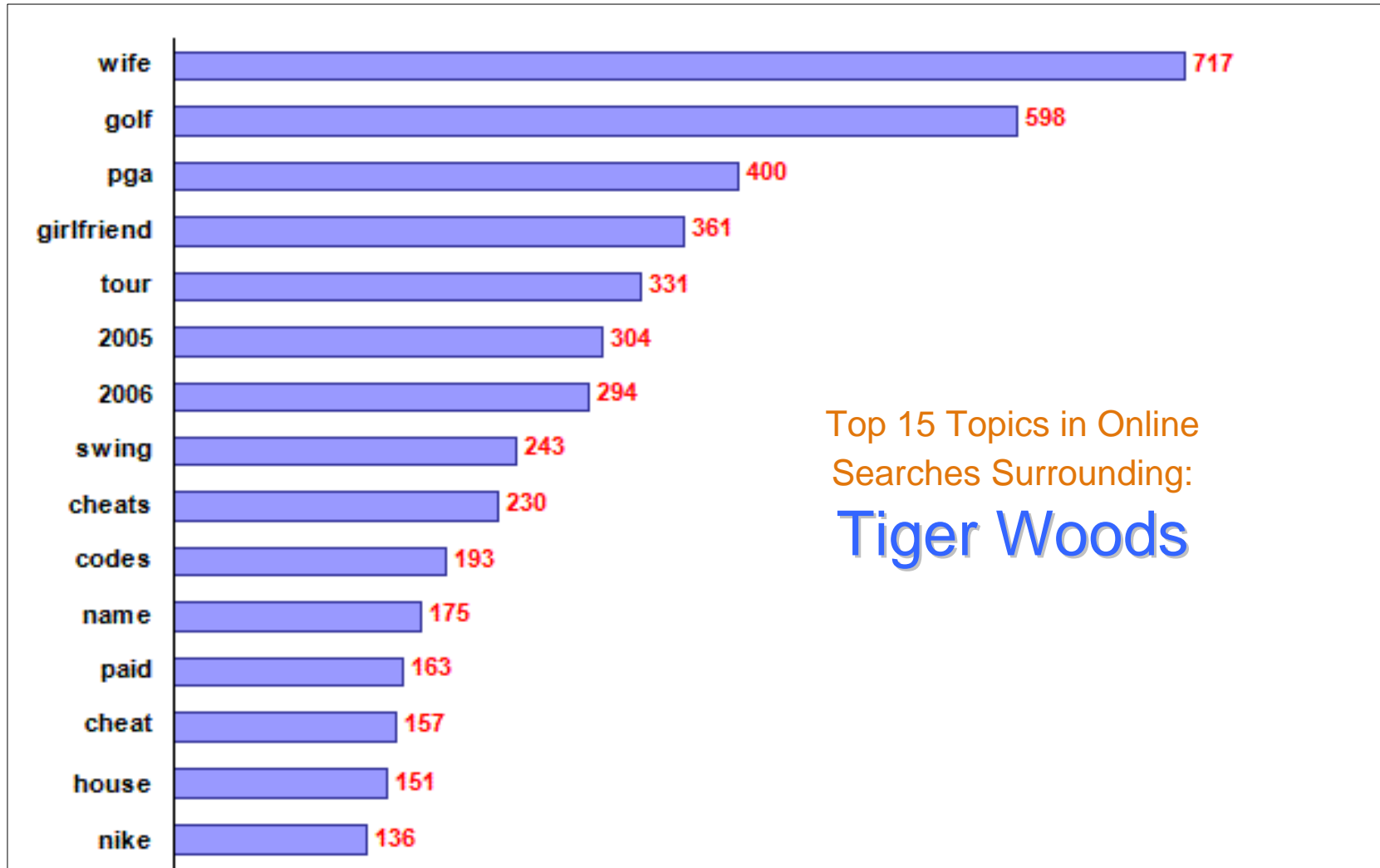
Social Research – Educational Resources

Fun Searches:

- Definition of recreation (362 daily searches)
- Definition of love (262)
- Definition of play (258)
- A definition of entertainment (248)
- Definition of leisure (232)
- Definition of art (214)



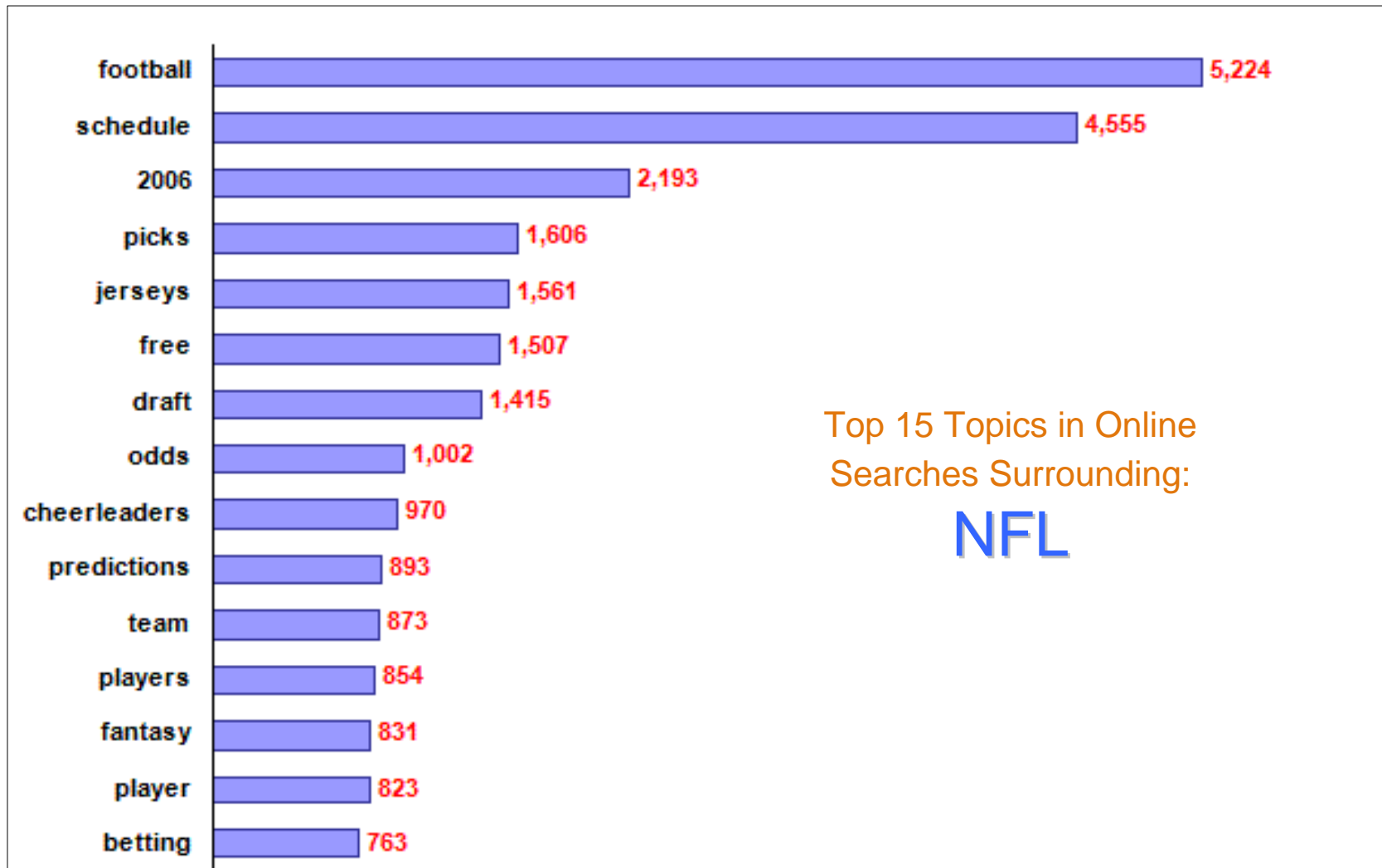
Pop Culture – Celebrity Brand Research



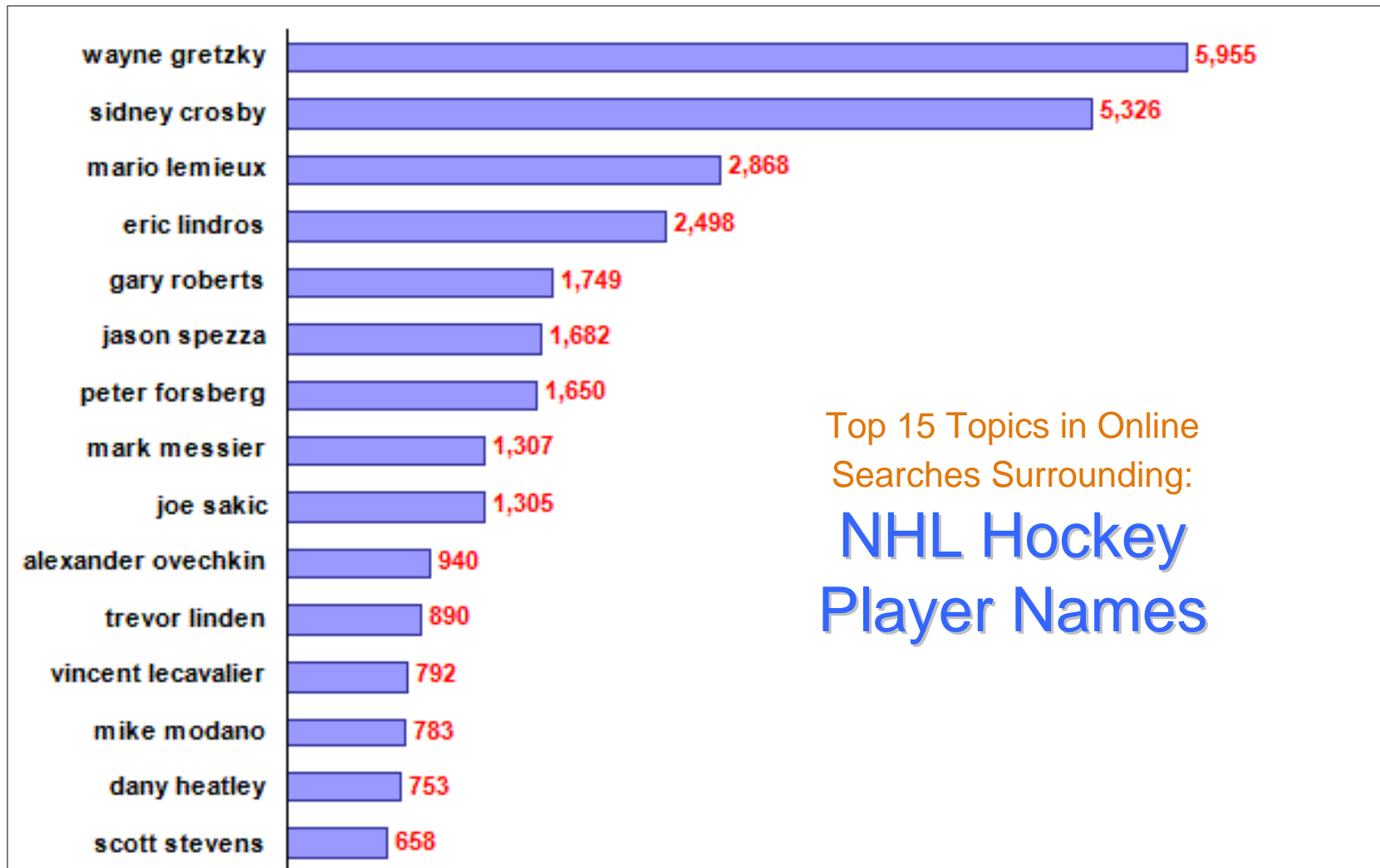
Top 15 Topics in Online Searches Surrounding:
Tiger Woods



Pop Culture – Media Organization Research



Pop Culture – Celebrity Brand Power Research



Search Frequency Research

Who Can Use Search Frequency Research?

- Long Tail PPC Campaign Managers
- Advanced SEO/SEM Account Managers
- Offline Business Strategists
- Government & Political Strategists
- Journalists & Academics
- Consumer Review Organizations
- Advertising Agencies
- **Basically, Anyone Who Wants The Most Comprehensive Information Available!**



Search Frequency Research

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A Compliment to Traditional Forms of Market Research:

	Focus Groups	Surveys & Polls	Search Research
Sample Size	10's	1000's	Billions
Data Source	Push	Push	Pull
Respondents	Focused	Focused	Broad
Human Hours	High	Medium	Low



Just For Fun! – Funny Searches

The Search Continues...

- Loch ness monster (2044 daily searches)
- Real ghosts (337)
- Meaning of life (460)
- Pirate treasure maps (275)
- UFO sightings (705)
- Proof that Elvis is alive (18)



Thank You!

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Much More Info: www.epiar.com/market-research-blog

Presentation Slides: www.epiar.com/ses

