

**Market Discovery Unleashed**

**By**

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## **Module 1 – Market Discovery Unleashed**

Extensive Market Research is crucial when you are selecting a particular niche. Therefore you need to analyse the market you have chosen thoroughly in order to maximize your profits.

In order to do this and really understand your chosen market you need to answer these 3 questions.

- Who is your target customer?
- Where do they go online?
- Who is your competition?

I'll go into each one of these topics in a moment but first you need to have some ideas for potential markets.

### **Finding A Potential Product**

There are many markets out there with products you can promote as an affiliate, but to start with I'd choose Clickbank.

This is a great hub for owners of digital products to enter and sell there products on Clickbanks affiliate network. As an affiliate we earn a commission of every sale we make by advertising, reviewing or recommending these products to our visitors.

I'd suggest having a look in the Clickbank Marketplace to view the range of products available to promote and to also give you some ideas for markets to research

You can view clickbank here <http://www.clickbank.com>

Once you've found some products that you are interested in promoting you need to check out the stats

Clickbank screen shot

When looking at the products stats you need to look at the %/sale figure. This need to be as high as possible. Most product owners are now wise and give us affiliates over 60% commission for our referral, as without us they wouldn't

sell as many units due to there limited market reach. Also the product owner would have a lot more work to do to reach his/her potential customer ...as we do this for them we are rewarded a higher percentage!

The next important factor is the %refd. This is the percentage of sales that have been generated by affiliates. Again this needs to be as high as possible (60+) with only the exception of new products that affiliates haven't yet started to promote.

Now the last thing to look at is the gravity figures. Depending on the market these range from in single digits to in the hundreds. The rule I use is that the higher the gravity the better the product must convert.

Obviously if you are promoting a small niche market e.g. betta fish, the gravity isn't going to be as high as the more popular weight loss products. But on the other hand there won't be as much competition, so you will have less work to reach this target customer!

That's something to bare in mind when choosing your market and picking your keywords (which we'll look at in the next module).

So now you have discovered some market ideas lets look at answering the 3 questions I stated earlier.

### **Who is your target customer?**

In order for us to find out who are target customer is we need to find out as much as we can about them.

#### **1) What are the customers demographics, such as their Income Level, Gender, Age, etc?**

For example if you created a site on weight loss after pregnancy ...it would be wasted time directing them to a body building product.

Why?

Well bodybuilding products for one are wrote with a very masculine tone so the prospect wouldn't respond to them very well and would just close the page and leave your site. True there are female body builders but they are a small minority with respect to males in this niche market

...therefore as males are the main target audience in this market most products use this masculine tone in their site copy.

You would be better promoting a more toned down weight loss product to trim the waist line in a matter of days or a diet program. This would increase conversions rapidly as it is a more targeted product.

A great site to find out your potential customers demographics is

<http://www.quantcast.com>

To find out the customers demographics for your market just enter your broad keyword phrase (see the Killer Keyword Code for more information on keywords).

For example ...if you are thinking of aiming your site at curing a golfers slice your broad keyword would be golf.

Enter the word “golf” in Google to show you the top results in the natural search listings for that term.

Then in turn enter each URL (web address) into the search bar over at Quantcast to unlock your potential customers’ demographics

## **2) What is the location of our customers?**

This is an important fact for the product we are promoting to them and could be a key factor whether or not they buy and more importantly retain the product without refund.

For example if we are promoting a horse racing betting system that is geared for the UK market using UK resources, then it is highly unlikely that someone from America or Australia would benefit from this product. Therefore they would be more likely to obtain a refund for the product. Therefore when we are looking at domains and advertising it would probably be more beneficial for us to target a .co.uk domain and target our advertising just at the UK.

### **3) What do they want and what are their problems?**

If there were one site that told you this then marketing would be a lot easier.

Unfortunately it doesn't work like that so we have to do some investigation work to answer these ultra important questions.

Great places to find out what chosen markets wants and problems are Forums and Blogs for our market.

The best way find the prospects problems and how we can solve them ...or help them solve them can be found here.

With just a little time we can scan the users forums posts on related topics and make note of any problems we can address on our site and to how they can help them resolve these issues.

It's pretty much the same idea on popular blogs that have a high subscriber rate. Just see what feedback the blog owner is receiving on particular posts. If the content they have added gets a good positive feedback from its readers and it answered their concerns, then its very likely that you would get a high rate of referrals using the same subject on your site.

Make note of any topics that look have positive feedback and popular forum topics relating to your niche as we can refer to these later when setting up our site.

### **4) What do they currently buy?**

There are two ways to find out what your potential customers are buying.

You can search the market place on clickbank to see what products are ranking high in each category, these are going to convert the best ...hence why they have such a high affiliate gravity.

The other way is to simply put your keyword phrase into the search engine to see what results are shown in the paid advertising sections.

## **5) What can you exclude about them?**

When doing your research you need to narrow down your potential market to find a niche.

For example ...going after the entire golf market is too broad and would cost you a fortune if they prospect was not interested in the cure their slice product you were promoting. Not all golfers slice the ball so you would be wasting your time and money trying to get your site to rank highly for the entire golf market.

However by targeting your market just to golfers that want to cure their slice would have higher conversions, as they would be far more inclined to follow your link to the product.

Location is another thing we could exclude about our potential customers.

If we had a product that was just aimed at the US market then it would be pointless trying to promote it to other regions via paid advertising, as they have no interest in the product.

By focusing just our targeted niche audience we increase our conversion rate and make far more profit ...after all we're out to make as much money as possible!

## **Where do they go online?**

Now that we've unlocked some valuable information about our potential customers we need to find out where they go online.

Here are the ways that I spy on the market before making the decision to go further spending time creating affiliate web pages, etc

### **1) What online communities do they use?**

When doing our research we need to find and analyse our potential market ideas to determine which have a good following. We also need to locate community sites like forums and groups and see what questions are being asked for us to determine what information the potential customer wants and more importantly will pay for.

As I mentioned forums and groups are a great way to find this out.

By searching in Google and looking at the results we can find various communities relating to our chosen market.

All you then need to do is spend a little time looking at the posts to see what the market could benefit from and how we can HELP them ...for a small fee of course.

## **2) What blogs do they regularly read, post on?**

As you may or may not know a web log or “Blog” in short are sites that people create due to their interests in a particular topic. They regularly have great content that the reader finds useful and in turn posts their comments about the articles that the Blog owner publishes.

It’s worth checking out some blogs in your chosen market to not only see the type of content they are publishing, but also the reaction that is received from the readers.

To find some great blogs relating to your market then check out the 2 sites below:

<http://www.blogcatalog.com>

<http://www.technorati.com>

By looking at both the content and the reactions received you can not only gauge the markets potential, but also it will give you some great ideas for the kind of content you need to create to have a highly viewed, popular site

### **3) What Articles interest them?**

Another great way to discovery what are market is looking for it by looking at article sites.

Pretty much article sites work like this ...someone writes an article on a particular topic which contains good quality content and then submits it to various article sites for users to view and use the article on their sites (providing you keep the footer which contains their link).

Article sites are a great way for us to obtain ideas for our own content also.

This can be done by creating a digital swipe file for us to look back on and write content for our site in our own words.

Two of the largest article directories that I use for my market research are:

<http://www.ezinearticles.com>

<http://www.goarticles.com>

I suggest you head over there now and start creating a swipe file of useful articles that you think would interest your market.

The easiest way to do this is to copy and paste each article either into notepad or word.

### **4) What videos do they watch?**

Video content is growing on a rapid scale thanks to the one site ...Youtube

What you will need to do here is search for videos related to your chosen market.

For example if I was thinking about creating a site on curing a golfers slice, the term I may search for is "Golf Slice Cure". Searching the term



“golf” would be too vast and would be like trying to find a needle in a haystack.

Once we’ve found a video relating to our market we need to look at 3 important results in youtube.

#### 1 – Views

The videos with a higher number of views tends to be displayed higher in the youtube search , as it must be of more use to the user. As you can see some of the more popular videos have view counts in the tens of thousands.

#### 2 – Comments

As you can see the viewers leave their comments to let the creator know what they thought about their video. If the feedback is positive, then it may be worth viewing to see what the content is like and to give us some ideas for our site content.

#### 3 – Rating

Most of the people that have viewed and commented on the video will leave a score of how they rate the content in the video. Obviously the higher the rating is, the more useful it is to the user.

Make note of the videos that relate to your market so that you can obtain ideas from them that will be useful to your market.

### **5) What email newsletters do they read?**

Now this is where it gets interesting as we are going to implement this within our site too but we’ll talk about that later.

For the time being we are just researching and gathering useful content.

The way we find this out is to simple search in Google using keyword phrases that you think your market would use. Using the golf slice cure example again, I might enter a search for “how to cure my golf slice”.

We'll look at keyword research in the next section but for now just enter what comes into your head.

Once you've done that we need to look at the results Google has displayed for us, both natural and paid.

We can then click on each result to see if they have an opt-in box for us to sign up to receive information from them. This could be in the form of a free report, tips, newsletter, etc

By doing this we can see what our future competitors are giving away to obtain that all important email address.

I would suggest using a different email address from your personal one, so that everything is in one place.

## **Who is your competition?**

Right now we've got some ideas for our market, we need to have a spy on our competitors to see what they are upto and how we can piggy back off of their hard work.

### **1) Who are the major players?**

We need to look to see who are the major players in our market and how we can replicate what they have done ...only better!!

To do this we need to search in Google to see what results are displayed again and look at the 1<sup>st</sup> page results.

Note: DO NOT look at results past page 3 as only a tiny percentage view these pages!

We need to see what content they give the user and how we can replicate this.

By replicate I do not mean copying as that breaches copyright and will get you in a whole heap of trouble which can result in your site being taken down and even legal action!

By replicate I mean what subjects are they covering, what is their content and can we re-write it in our own words.

## **2) What do they sell and how?**

As each market is different we need to look at what they sell and how they go about selling the product or service on their site.

This might be in the form of a banner ad, product reviews and sneaky little links that say “for more information click here” which re-directs the visitor to the sales site.

Using a variety of these methods work great as long as you’ve got them positioned right on your site. I’ll take you through my exact techniques in the Landing Page Formula that are working for me right now!

## **3) Who is buying Adwords ads?**

We need to look to see who is paying for Adwords ads and where their ads take the prospect.

Some of the lazy marketers just use Adwords to re-direct the prospect direct to the product owners website via their affiliate link.

This is something I don’t understand as once you’ve sent them to the site you have no way to sell to them again. In effect all you are doing is growing the product owners lists ...which you are more than likely doing at a premium over what other more savvy marketers are paying which I’ll explain later.

For now we just need to analyse the results. It’s worth making a log to record the Ads over the next few weeks that relate to your keywords once we’ve covered that in the next section.

What we are looking for is what the sales copy reads to get the prospect to click on their ad and where does it go. We also need to discard ads and products that disappear for our chosen keyword phrases.

Why?

Well if the Advertiser no longer places the Ad then pretty much 9 out of 10 times that Ad doesn't break even or make a profit.

By using this log we can see which products convert the best in our chosen market.

#### **4) Who links to the competition?**

Another important factor we need to uncover is who links to our competition in the natural listings in Google.

By discovering this alone we can replicate their links and rank on the 1<sup>st</sup> page of Google for our chosen keyword phrase. With a little extra linking we can propel our site to the number 1 spot in the FREE natural listings.

This is our long term goal by adding weekly links and new content to our site.

You cannot force this as Google will see this and will penalise your site for it. It has to look like natural progression over time.

Depending on our keyword phrase this could take anywhere from a week to a year.

In order to find out what links my competition are using, I use the website below:

<http://www.marketleap.com>

What next?

Now you've got some market ideas and learn how to research your market using my methods above, we need to unlock our keywords in the Killer Keyword Code manual.