

A large flock of sheep, with a single black sheep standing out among the white ones.




Content Marketing

Week 2: Understand the landscape

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**What is important to
do in order to map the
landscape?**

3 things you want to get a good grasp of

- Market trends and shifts 
 - Competitive analysis 
 - Audience insights 
- Get a feel for the industry, the challenges and opportunities
 - Identify who your main competitors are, what are they doing well and where there are gaps in their strategy
 - Understand the pain points of your customers and potential customers; identify affinities, demographics and other data around them

Market Trends

Understanding market (industry) trends

- **Market trends and shifts**

Study your client's site

- a. How do they describe their business? **Describe it in 3-4 words** (e.g. Semrush > online visibility software; SEO and content marketing platform > online marketing software)
- b. What are the main products/services they offer? **Pick max. 4** (e.g. Semrush > SEO tools, content marketing tools, competitor research tools)
- c. What problems are they solving? **Look for hints in their content on their homepage or product/service category pages** (e.g. Semrush > Grow organic traffic, create content that ranks)

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Search with the phrases you've ended up with:

- a. Google > Pay attention to People Also Ask features; discover news content; search with “term + press release”, “industry + trends”, “industry + report” etc. (depending on the industry you may find interesting stuff on Google Scholar too)
- b. Social media
- c. Quora
- d. Reddit
- e. Substack

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Put your client's website on the [Wayback Machine](#) and monitor changes to their messaging over time (e.g. Semrush in 2010: “Advanced Keywords and Competitors Research Tool” 😊)

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Don't forget to: Ask your client (they should always be in the know about latest and upcoming developments)