

# Analysis.

# Introduction

Every digital marketing strategy requires some varied form of analysis at the beginning, middle and end. Serving as a guide reference for creating actions and adjusting accordingly, analyses of both competitors and the brand itself can help companies reach an unimaginably high level of success.

There are numerous ways to perform analyses with indeed, numerous digital tools. Each agency or company will use one tool or another depending on the type of analysis being performed or overall preference. It can be said though, that there are, in general, four core analysis approaches that come handy time and time again.

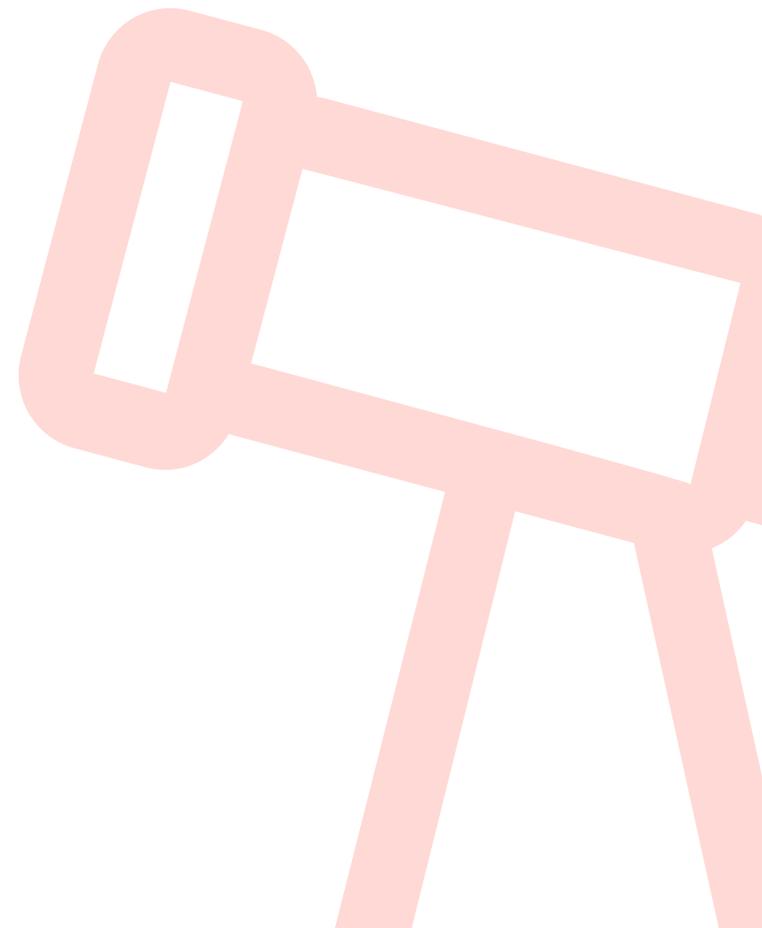
- SWOT Analysis
- Competitor Analysis
- Internet Business Analysis (KPIs)
- User Experience (UX) Testing



# SWOT Analysis

Less detailed and broader in approach, a SWOT Analysis can be broken down into 4 starting points of consideration: strengths, threats, opportunities and weaknesses. These components can then be classified as either internal or external. Strengths and weaknesses would be internal factors given that the company has direct control over such aspects, whereas opportunities and threats would be external factors. The latter can be seen as not being solely exclusive to the brand or company in question, that is, competitors may experience the same.

In terms of digital marketing strategy, performing a SWOT analysis can be useful in obtaining an overview of where the brand stands. It can be done upon the launch of new products/services; seasonal changes or when there are dramatic differences in figures or the market. Nonetheless, it is important to remember that for a more detailed, multifaceted strategy, other tools and approaches will have to be undertaken.



# Competitor Analysis

Whereas a SWOT analysis may prove practical in understanding external threats, a competitor analysis more specifically compares your brand or business to that of the competitor(s). In this case, there is a more in-depth examination of the relative strengths and weaknesses of competitors to enable you to find what your brand may be lacking or better said, how your brand is distinguishable from the lot.

A thorough digital marketing competitor analysis should entail all areas of the field:

- Website
- Search rankings
- Paid search
- Online presence (including social media platforms)
- Site Analytics Capability
- Services and products
- User experience



Based upon the results given, your brand can begin to have a more lucid idea of what strengths it could or should emulate to be more effective and likewise, what weaknesses upon which it should improve. The process is by no means simple and quick, but it is revealing and can help define a more effective plan of action to execute.



# Internet Business Analysis

Varying ever so slightly from the aforementioned analysis techniques, this approach attempts to use more direct questioning, as well as key performance indicators, to unveil more relevant answers or potential areas of improvement.

For example, some of the questions that may provide clearer understanding of the brand's position and perception held by consumers are:

- What is currently driving the most sales?
- How can success be defined in a 3-month span...12-month span?
- What is being done to grow the network and reach new customers?
- How is the existing network influencing future marketing actions?
- What are the key descriptors real customers use when it comes to their perception of the brand?
- What is the current tone of voice?



Of course, these questions are only as effective as the key performance indicators defined shortly afterwards. The importance of KPIs cannot be stressed enough, given that these points reflect how well a business is reaching its objectives. Although KPIs can vary from one brand to the next depending on the company's features and aims, KPIs are essential in a comprehensive digital marketing analysis.

KPIs include:

- Web traffic sources
- Brand awareness
- Cost per lead
- Website traffic leads
- Returning visitors
- Online conversion rates
- Lead conversion rates
- Click thru rate
- Customer lifetime value



As can be seen, KPIs are data-driven and require the aid of analytical tools, albeit such tools can vary. The most commonly used tool within a digital context is Google Analytics, measuring advertising ROI as well as tracking Flash, video, and social networking sites and applications.



# User Experience (UX) Testing

Good user experience makes it easier for customers to click, download, sign up, make a purchase, etc., which is why it can be considered a huge part of the brand's success. Indeed, to ensure that user experience is optimal and to see where customers are falling out of the user journey, it is important to employ some UX testing techniques, such as heatmapping, predictive eye-tracking and Google Analytics.

Within these techniques, the core three elements that can be used to measure effective UX are bounce rate, pageviews per visit and session duration (or time on site). Breaking these down into further sub-sections, geolocation, landing page and device can also be taken into account. The purpose of all of this being that such analysis will provide more depth into understanding how different types of users engage with site content and what actions should take place accordingly.



**What's  
your brand  
missing?**

**BOB'S YOUR  
UNCLE**