

MARKET DISCOVERY CHECKLIST

- Subscribe to all competitors' opt-in email lists.
- Survey your own email list every 3 months.
- Monitor up-and-coming keywords with Google Trends.
- Setup Google Alerts on all competitors.
- Monitor Social Media tags for your market.
- Monitor freelance sites for new projects in your market.
- Monitor blogs for Content Marketing ideas.
- Monitor press releases in your market.
- Monitor discussion forums in your market.
- Like All Competitor Facebook Pages
- Monitor your Facebook timeline for competitor ads.
- Monitor latest news for your market.