How to Build the Perfect Marketing Strategy for Your Clients

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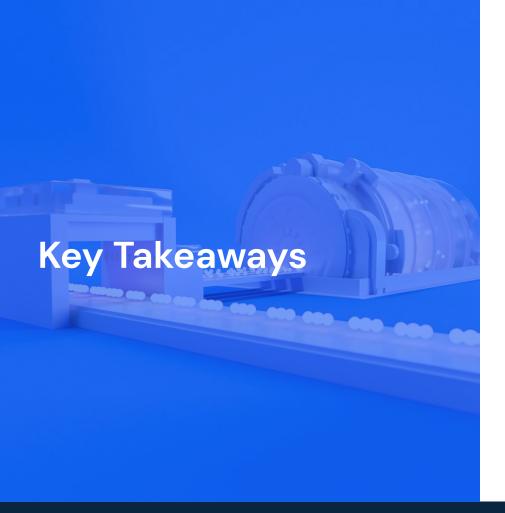
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Introduction

With digital trends accelerating, it's more important than ever that marketers know how to build strong, data-driven marketing strategies.

Data-driven marketing is a type of marketing strategy that is based on using consumer information to develop and optimize marketing campaigns and messaging. It is extremely impactful because marketing efforts are based on online trends and are specifically tailored to the organization's target audience.

To successfully implement a data-driven strategy, marketers need to know how to gain relevant insights from marketing intelligence tools.
This report will walk you through the best practices for using Similarweb's Digital Marketing Intelligence platform in order to build the perfect marketing strategy for your clients based on real-user data.

Key Takeaways

- You need to know if your clients' website trends are representative of larger industry trends.

- Benchmarking allows you to see how your marketing efforts are performing and to discover new opportunities for growth.

- Marketers should review their competitors' digital campaigns and draw inspiration.

- Analyzing where your clients' competitors have found success can allow you to increase your traffic share. This is true across all marketing channels.
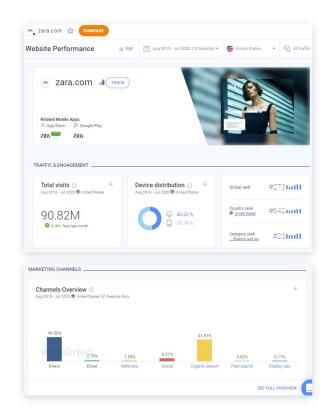
Get an Overview of Your Clients' Site

Website Performance Overview

Looking at Similarweb's **Website Performance** section provides all the necessary information you need to craft the perfect marketing plan. At a glance, you can easily identify your website's performance on both desktop and mobile, understand your reach, and dive into how each of your marketing channels drives traffic.

For example, you can see that most of **Zara**'s traffic is coming from Direct and Organic Search and that the site has a minimum investment in Paid Search and Display Ads.

For a marketer at Zara, it is important to understand if this represents the standard distribution in the wider industry or if Zara is missing out on marketing opportunities that can drive fast and efficient growth.
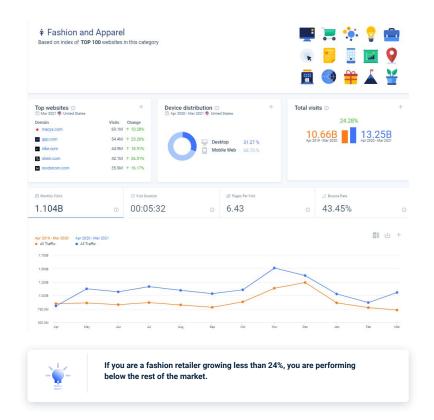

UNCOVER YOUR WEBSITE PERFORMANCE

Get an Overview of Your Clients' Industry

Understanding your Clients' Market

When developing a thorough marketing plan, you must first take the time to understand how your industry is performing overall. Using Similarweb's **Web Category Analysis**, you can discover trends in category traffic and track performance over time.

For example, the Fashion and Apparel Category has grown 24% during the last 12 months. Reviewing the category over time to quickly gauge how much the market is growing or shrinking, to understand how your site is performing, helps you seize seasonal growth opportunities.

For example, the majority of the industry's growth happened during the first 3 months with consistent monthly traffic growth of 30%, year-over-year (YoY).
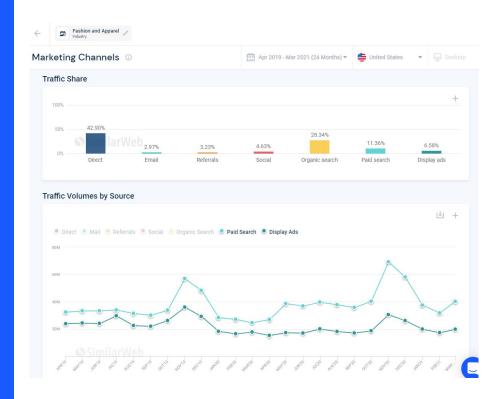

UNDERSTAND YOUR MARKET

Industry Marketing Trends

Understand the most important marketing channels driving traffic to your industry and gain insight into your online performance.

Using the Fashion and Apparel Category again, this category has a balanced mix of major marketing channels. The majority of traffic comes from Direct and Organic Search, but Paid Search and Display Ads represent more than 17% of overall traffic. This means that if you work in this category you should diversify your marketing efforts.

Also, consider following industry marketing trends so you can optimize efforts based on trends and seasonal promotions, such as Black Friday or back-to-school offers. Here, Paid Search was the fastest-growing channel during the shopping season and was responsible for the majority of industry growth, with a 44% increase in traffic during November.
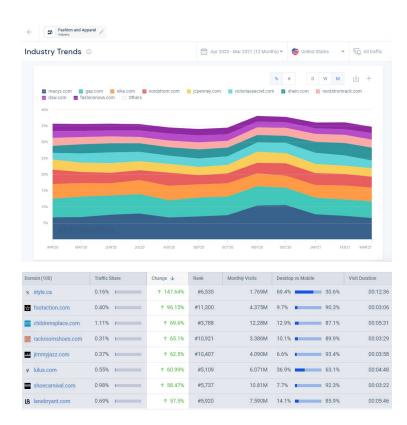
Discover Key Players

Use **Category Share** to identify key players in the market, and what happens to them over time: Who's winning? Who's losing market share? Who are the new emerging players in the space?

Use this tool to quickly review traffic trends for each of the top players in your category. Understand who are the major players in the space and how they perform over time. Sort by percent change to easily spot up-and-coming players, and to discover well-known players that are investing in growth opportunities.

Continuing with Fashion and Apparel, **Macy's**, **Gap**, and **Nordstrom** are the top players in the industry, but **Style**, **Foodaction**, and **Childrensplace** are the fastest-growing fashion retailers. This information should inform your research and lead you to ask questions about the strategies of the sites that are successfully driving growth.

Industry Trends — Fashion and Apparel — Apr 2020 - Mar 2021 (12 Months) — United States — All traffic

Legend: macys.com, gap.com, nike.com, nordstrom.com, jcpenney.com, victoriassecret.com, shein.com, nordstromrack.com, dsw.com, fashionnova.com, Others

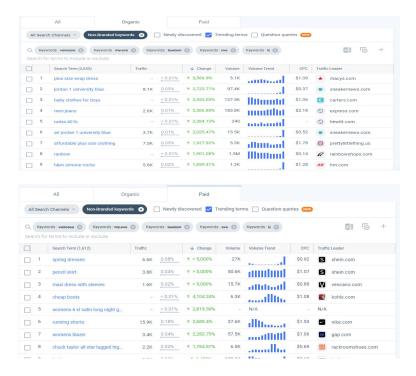| Domain (100)	Traffic Share	Change ↓	Rank	Monthly Visits	Desktop vs Mobile		Visit Duration
style.ca	0.16%	↑ 147.64%	#6,530	1.769M	69.4%	30.6%	00:12:36
footaction.com	0.40%	↑ 96.15%	#11,300	4.375M	9.7%	90.3%	00:03:06
childrensplace.com	1.11%	↑ 69.6%	#3,788	12.28M	12.9%	87.1%	00:05:31
rackroomshoes.com	0.31%	↑ 65.1%	#10,921	3.386M	10.1%	89.9%	00:03:29
jimmyjazz.com	0.37%	↑ 62.5%	#10,407	4.090M	6.6%	93.4%	00:03:58
lulus.com	0.55%	↑ 60.99%	#5,109	6.071M	36.9%	63.1%	00:04:48
shoecarnival.com	0.98%	↑ 58.47%	#5,737	10.81M	7.7%	92.3%	00:03:22
lanebryant.com	0.69%	↑ 57.5%	#5,920	7.590M	14.1%	85.9%	00:05:46

Uncover Winning Keywords

Finally, utilize **Top Keywords** to reveal consumer intent at the category level, and which topics or products are currently growing. This will give you a sense of what consumers are searching for. Easily understand what's trending by glancing at the top keywords' search volumes and growth rates over time. Exclude branded keywords, and sort by change to find potentially lucrative keyword-bidding opportunities.

Also, see which keywords your competitors are investing in to ensure you are not missing out on Paid Search opportunities.

When creating a PPC strategy you should bid on keywords that are already organically trending to generate additional traffic for growing demand. However, you also want to bid on terms where your competitors are finding success, in order to stay competitive.

If you were developing a keyword strategy for fashion and apparel you may want to focus on plus size wrap dress since it has seen a 3566% organic increase, as well as the term spring dresses which grew in paid traffic by 38%.
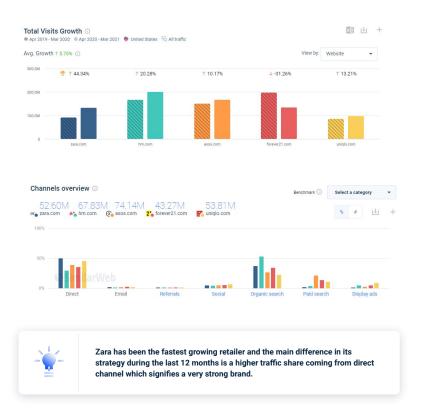
Benchmarking your Clients' Direct Competitors

Competitive Benchmarking

After reviewing your category, it is now time to understand their immediate competitive set. You'll need to first uncover who are your closest competitors using various parts of Similarweb's platform. Next, review the performance and digital strategy of each competing site to benchmark your website against your peers.

Discover where your website is under-performing, what its successful marketing strategies are, and which areas have room for improvement.
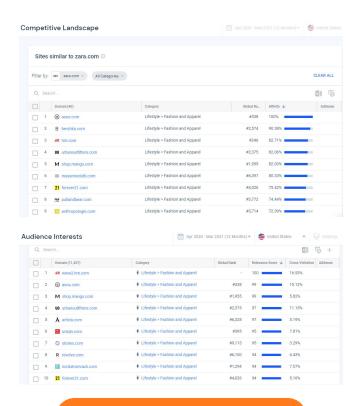
Using Similarweb's **Compare Mode** you can obtain a simple, intuitive way of benchmarking sites across all metrics: from traffic to growth to engagement, digital strategy, and more.

Identify your Clients' Competitors

Not all competitors will be found in the same category, and not all sites in a category are true competitors. With Similarweb's **Website Analysis**, you can utilize multiple competitive discovery engines. First, use **Competitive Landscape** to discover contextually similar sites, containing similar content. Then, layer this with **Audience Interests** to uncover the sites likely to be visited by your website's audience.

For example, in this competitive landscape, you can see that **Bershka** and **Asos** are the most similar sites based on the website content and affinity. On the other hand, audience interests are focused on audience overlap and show you where people cross-shop the most, and who are your most important competitors when it comes to market positioning.

IDENTIFY YOUR COMPETITORS

Search Competitors

Another competitive discovery tool is **Search Competitors**, which uncovers the sites that compete with your website over the same search queries. A review of both organic and paid competitors offers a glimpse into who naturally competes with your site and who actively bids on the same keywords - indicating search intent.

For example, note that for **Zara**, its biggest organic search competitors differ from its overall top competition that was previously identified because, while **Competitive Landscape** reveals direct competitors, search competitors uncover the most relevant players to analyze search performance.

When it comes to Paid Search, competitors become even more striking, as smaller retailers that are not direct competitors, like **Prettylittlething.us** and **Wholesaleschoolwear.com**, appear at the top of the list.

Retail4growth.com and pakstyle.pk are 2 of the top 5 search competitors but neither appeared in the Competitive Landscape analysis.

Zara's biggest paid competitors are smaller retailers that did not appear in the Competitive Landscape or organic search analysis.
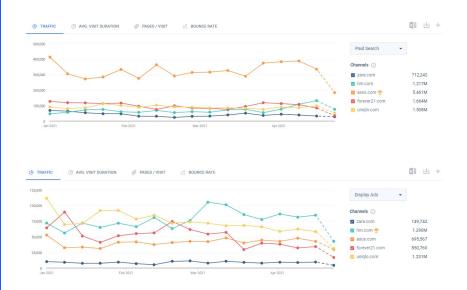
similarweb

Reveal Growth Opportunities

Add a time frame comparison to see how sites' performance changed over time.

Take it to the next level, reviewing the user acquisition methods employed by your site and its competitors, to gain insight into the growth strategies utilized.

For example, you can see that **Asos** is the largest competitor in Paid Search, responsible for more than half of traffic from this channel. H&M is the fastest-growing competitor in Display Ads increasing its traffic from this channel by almost 50% in the last 6 months.

This should trigger any marketer to dig deeper into H&M's and Zara's paid strategies to understand how they are driving such dramatic growth.
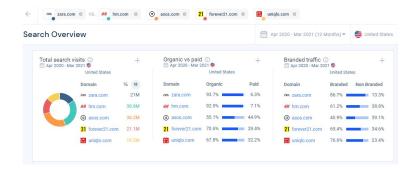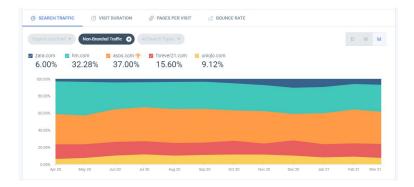
Build your Plan of Action

Analyze Search Traffic

Finally, it's time to come up with a plan of action. Deep dive into your competitive set's performance metrics and user acquisition strategies to formulate a plan. Identify specific keywords to optimize with either SEO or PPC, spot the most powerful and relevant affiliates to partner with, and uncover the display and social strategies worth focusing on.

In **Search Overview**, review your website's search performance against the competitive set, on desktop and mobile. See what proportion of search traffic goes to each site, across all media. Find out how much of a search is branded, and what is actually competitive, in order to size up different growth opportunities.

Find the Right Keywords

A deeper dive into **Search Keywords** allows you to find exactly which keywords to optimize and bid on, as well as their average CPC.

Filter for non-branded keywords on either Organic or Paid Search to discover the most popular search terms in your competitive set. Set a competitive keyword filter to separate owned keywords (driving traffic only to one competitor) from the ones brands compete on.

For example, top non-branded organic keywords for **Zara**'s competitive set are *dresses, mom jeans* and *sweatpants* over the last 3 months and the fashion retailer is not receiving traffic from any of the top organic keywords.

This insight tells Zara that it needs to build a better SEO strategy to target these top searches and use Paid Search to gain more market share.

Zara is missing out on the top paid search keyword driving traffic to its competitors, summer dresses, and should adjust its campaigns to make sure it's receiving an adequate market share from the top paid keywords.
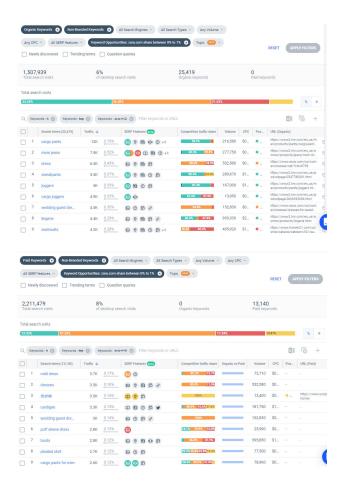
Identify Keyword Opportunities

Filter further for keyword opportunities or losses to uncover where you can improve. Keyword losses indicate search terms you pursue but lose to competitors, while keyword opportunities are those you don't target. These should help optimize your keyword lists for SEO vs. PPC.

For example, looking at the top screenshot, **Zara** has more than 25K SEO keywords that it missed over the last 3 months and potentially 2.2M more search visits it wins.

If you turn your attention to the screenshot at the bottom, you can see Zara can go after an additional 2.2M Paid Search visits targeting 11K PPC keywords that it has missed and win more market share quickly.

These are the types of insights that marketers need to note as they examine their website keyword strategies.
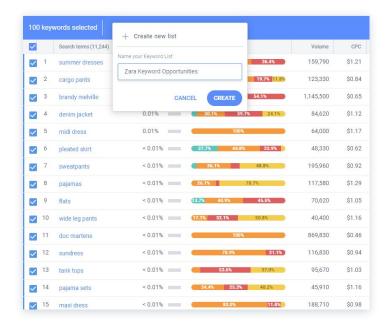
Build Your Keyword List

In just a few clicks, you can use the keywords identified in your analysis to generate lists of keywords for optimization or bidding. Similarweb's **Keyword Generator Tool** creates lists of keywords based on phrase match and user intent. Use these lists to inform keyword strategy, and decide which to target, and at what budget.

For example, after you have identified your top keywords you want to go after, you can create keyword lists and monitor your traffic share over time to understand your improvement in the months to come.

This will help you measure the success of your digital strategy and decide which keywords are most valuable to your marketing team.

BUILD A KEYWORD LIST

Optimize Your Affiliate Strategy

Review **Incoming Traffic** competitive share to get a sense of which affiliates are performing well for you and your competitors. Understand which referral sources are currently sending traffic to the competition in order to discover new growth opportunities.

For example, **Zara** has two big opportunities to increase its referral traffic, as you can see in the top left image.
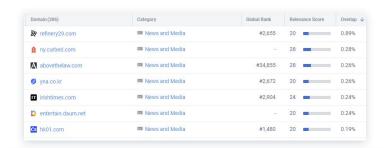
Audience Interest can then provide the sites that audiences are also browsing when visiting your website: these are potentially successful affiliates to consider partnering with.

Potential partnerships are crucial and always need to be investigated by the affiliate marketers on a team.

Domain (1,482)	Category	Total traffic share	Competitive traffic share
narvar.com (5)	Business Services	16.54%	47.1% 52.9%
buzzfeed.com	News and Media	4.84%	86.2%
shopstyle.com (3)	Fashion and Apparel	4.71%	94.4%
hm.delivery-status.com	Fashion and Apparel	4.52%	100%
whowhatwear.com	Fashion and Apparel	4.29%	95.1%
dealmoon.com (3)	Coupons and Rebates	3.85%	47.6% 46.7%
messenger.com (2)	Social Networks and Onli...	3.69%	11.4% 14.0% 32.1% 13.4% 29.1%
afterpay.com (3)	Financial Planning and M...	2.69%	96.5%

Zara receives much less referral traffic than its competitors from buzzfeed.com, indicating the brand should work to strengthen that partnership. In parallel, Zara receives no traffic from Shopstyle.com which shows the brand's marketers this is a partnership they should work to develop.

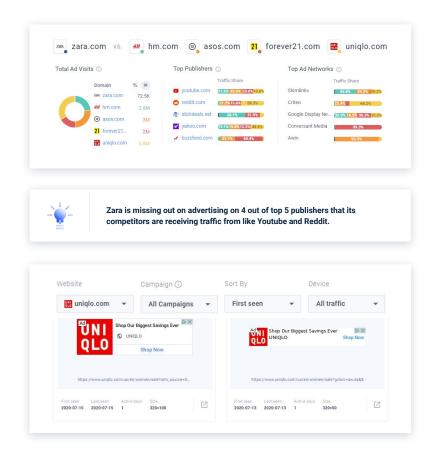| Domain (386)	Category	Global Rank	Relevance Score	Overlap
refinery29.com	News and Media	#2,655	20	0.89%
ny.curbed.com	News and Media	-	28	0.28%
abovethelaw.com	News and Media	#34,855	28	0.26%
yna.co.kr	News and Media	#2,672	20	0.26%
irishtimes.com	News and Media	#2,904	24	0.24%
entertain.daum.net	News and Media	-	20	0.24%
hk01.com	News and Media	#1,480	20	0.19%

Looking at the top news and media sites that Zara's audience visits the most on the same day, we can find a long list of potential referral partners.

Build Your Display Ad Strategy

Find out which Ad Networks your competitors are working with, where they place ads, and even which creatives are used the most. Review your website's share of traffic from each display network, and uncover new networks to work with based on your competitors' display networks. Finally, get inspired by reviewing creative images and videos used by competitors.

For example, **Zara** is the only retailer limiting itself to just two Ad Networks so its marketers should look into expanding advertising campaigns into other networks to increase both reach and performance.

When creating ads, Zara should take into account the ads it is competing against to ensure it is using the correct positioning. The bottom right image is an example of a competitor ad that Zara marketers can draw insight from.
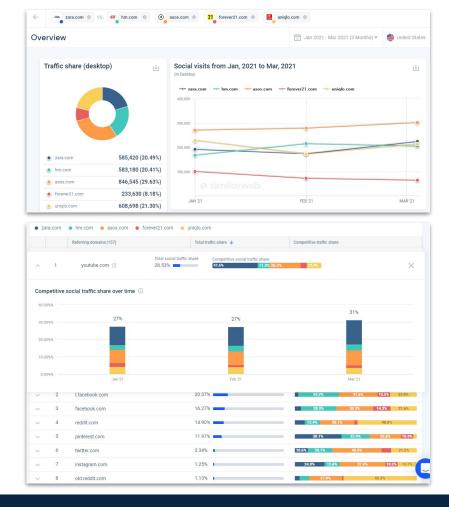
Win Social Media Traffic

With Similarweb's social data, you can gain an understanding of how your website and its competitors are using social media platforms: which networks they are investing in, and which are not being leveraged effectively.

For instance, **Zara** is receiving the second smallest share of traffic from social and has the highest concentration of traffic from one social channel, YouTube.

Zara has a lot of potential to increase its presence on Facebook and Reddit, where other competitors have seen a lot more success than Zara.

Have any questions?
Do you want to learn more?

Schedule a one-on-one consultation today.

REQUEST A LIVE DEMO

Thank You.

CONTACT US