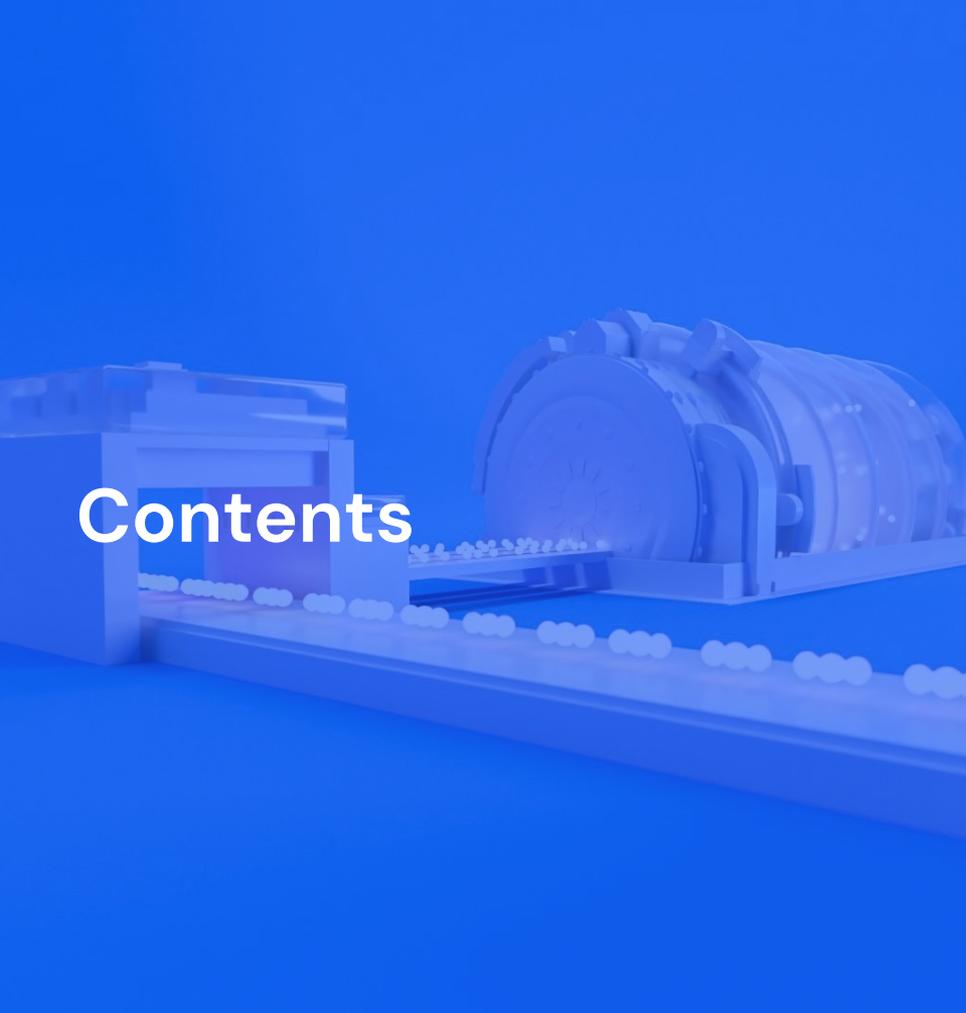


# How to Create a Gold-Medal Marketing Strategy

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# Introduction

With digital trends accelerating, data-driven marketing strategies can help you achieve improved results for your clients.

Using data and insights, you can develop and optimize your campaigns to target specific audiences more effectively.

This guide will walk you through how you can anticipate changes in the market caused by seasonal events like the Tokyo 2020 Olympics.

**Ready to build a gold-medal marketing strategy based on real user data?**

**Let's go!**



**Get an overview of your client's site**

# Website performance overview

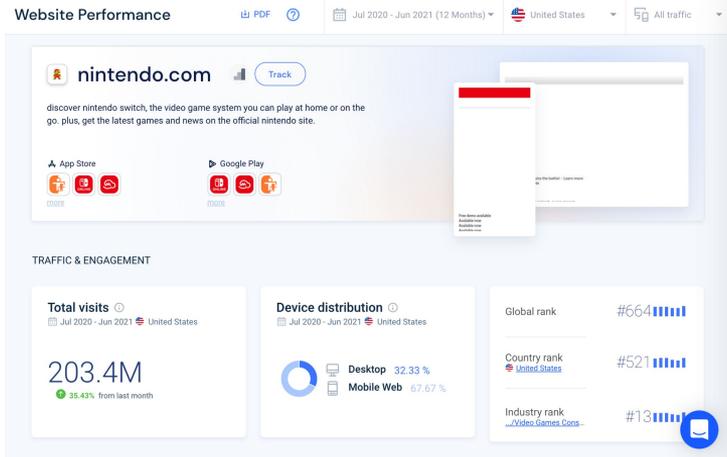
Your first mission: Get a high-level view of your client's website and impact of their current strategy.

You'll want to see an overview of their performance on desktop vs. mobile, site visits, and dive into their marketing channels mix.

To focus on a specific season, check the data for that time frame.

Let's take a look at **nintendo.com**, one of the sponsor's for the 2020 Olympics. From the **Website Performance** page, you see that the majority of Nintendo's traffic is coming from direct and organic search and the site has a minimal investment in paid search and display ads.

Next, you'll want to understand if this represents the standard distribution in the wider industry, or if Nintendo is missing out on opportunities for fast and efficient growth.



Uncover your website performance



**Get an overview of your client's industry**

# Understanding your clients' market

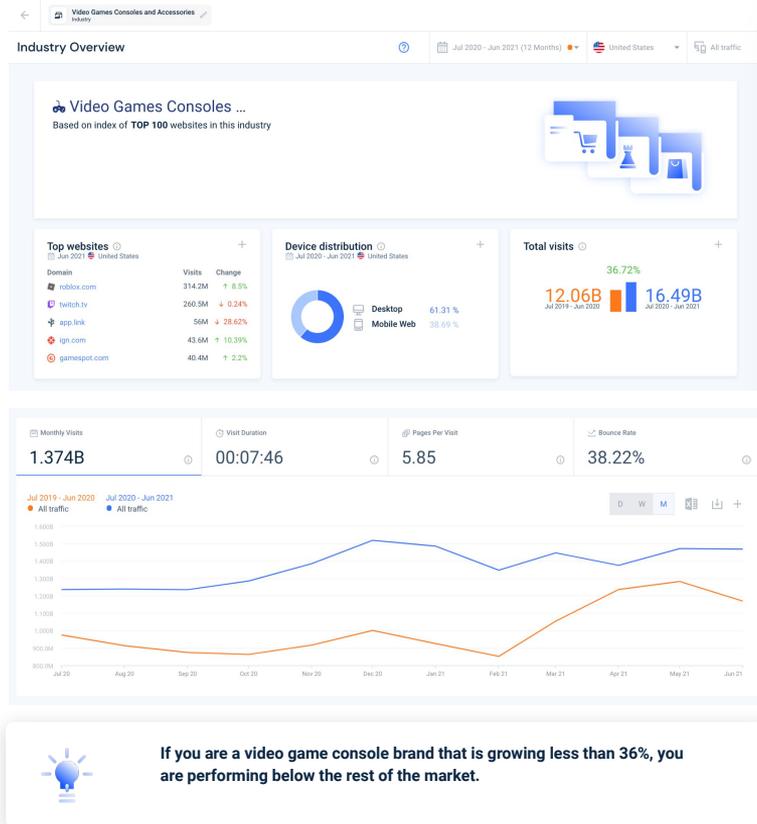
Now is the time to understand how a client's specific market is performing overall. From there, you can see how they stack up.

**Comparing performance of the industry over time helps your clients to recognize and seize seasonal opportunities for growth.**

For example, when looking at monthly visits for the video game consoles and accessories industry, similar spikes in traffic can be observed for the holiday season year-over-year (YoY). The more dramatic spike in traffic in the spring of 2020 can likely be attributed to the start of the pandemic.

Beyond seasonal spikes, we see that as a whole, the industry has grown 36% July 2020–June 2021 compared to the previous year.

Using Similarweb's **Industry Overview**, you can discover trends in category traffic and track performance over customized timeframes.



Understand your market

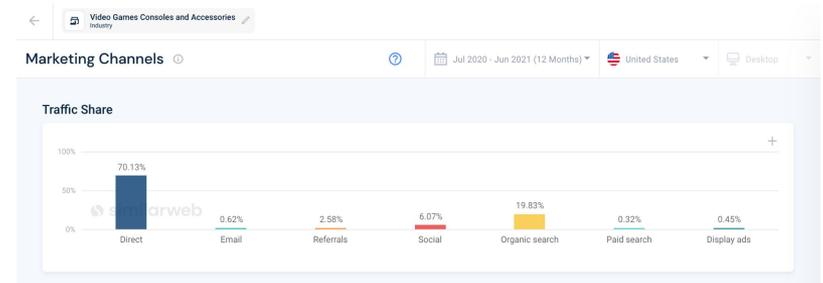
# Industry marketing channel trends

## Which marketing channels are driving traffic to your client's industry?

Knowing the answer to this question can help you optimize their efforts, especially during times of the year when opportunity increases.

For an Olympics or Holiday campaign, for example, you might notice that investment and traffic from paid channels surge. You can also discover surprises.

Consider following industry marketing trends so that you can optimize your strategy based on trends and seasonal events. For upcoming events, you can look at historical data to see what marketing channels worked well previously.



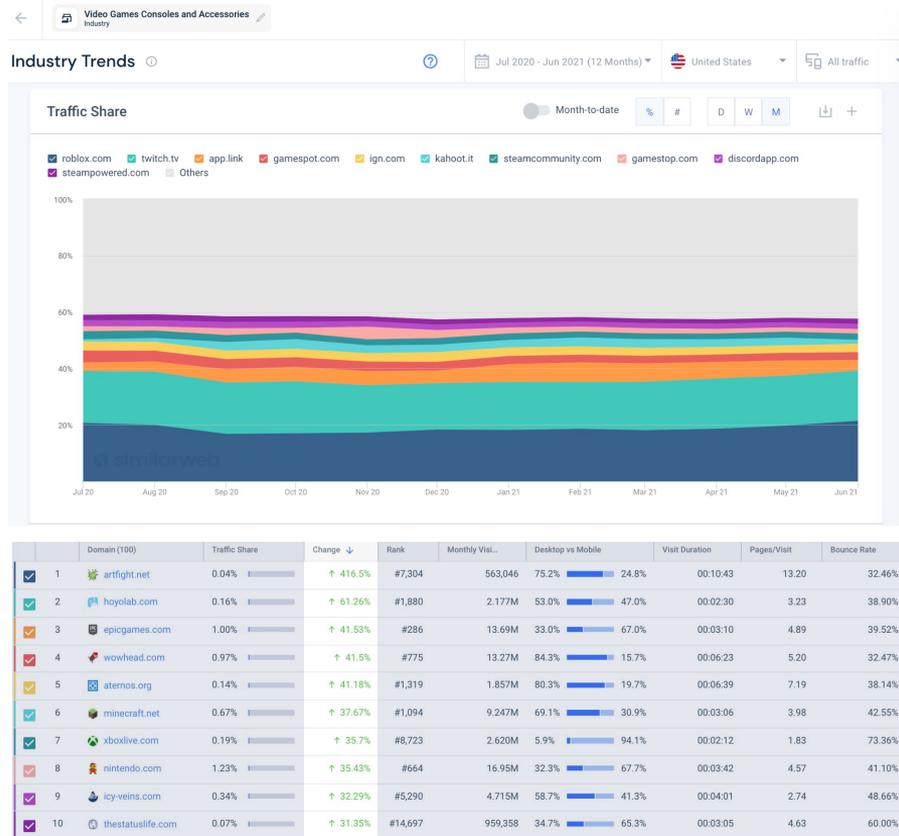
# Discover key players

Knowing the key industry players gives you insight into which sites to check out for winning strategies.

For video game consoles and accessories, the industry leaders can be found on Similarweb's **Industry Trends** page. Filtering by percent change of traffic share, you can spot up-and-coming players, those with growing market share, and monitor well-known competitors that are investing in growth opportunities.

As you can see from the screenshots to the right, **roblox.com**, **twitch.tv**, and **gamespot.com** are the top players in the industry, but **artfight.net**, **hoyolab.com**, and **epicgames.com** are the fastest-growing.

The next step is to figure out what these sites are getting right, and if you can replicate it for your clients.



# Uncover winning keywords

Keyword research helps you take advantage of what's trending and make the most of paid and organic strategies.

Bidding on keywords that are already organically trending can help you generate additional traffic for your clients.

Another powerful approach: examining the competition's keyword performance. With this knowledge, you can identify untapped opportunities and bid on terms where competitors are finding success.

Using the **Keywords by Industry** page, you can reveal opportunities at the category level. Plus, you can see which topics are growing for a sense of what specific audiences are searching.

Search Term (6,603)	Traffic	Change	Volume	Volume Trend	CPC	Traffic Leader
1 e3 schedule 2021	97.5K	0.35% ↑ > 5,000%	28.5K		\$2.70	ign.com
2 shin megami tensen v	7.6K	0.03% ↑ > 5,000%	33.1K		\$0.88	youtube.com
3 dungeons and dragons dark alliance	7.8K	0.03% ↑ > 5,000%	27.4K		\$2.68	youtube.com
4 e3 schedule	254.5K	0.91% ↑ > 5,000%	89.1K		\$2.12	ign.com
5 forza horizon 5	30.6K	0.11% ↑ > 5,000%	90.8K		\$0.19	youtube.com
6 biglittygohegg mega.nz	-	< 0.01% ↑ 4,616.84%	20		-	nsfw.xxx
7 venti	-	< 0.01% ↑ 42,43.47%	140.5K		\$1.15	fandom.com
8 e3 2021 schedule	267.4K	0.96% ↑ 3,069.73%	160.6K		\$2.43	pcgamer.com
9 e3	109.6K	0.39% ↑ 3,062.29%	225.8K		\$2.67	e3expo.com
10 google	-	< 0.01% ↑ 3,022.49%	21.2M		\$1.21	google.com

Search Term (145)	Traffic	Change	Volume	Volume Trend	CPC	Traffic Leader
1 fun games	2.7K	0.30% ↑ 2,108.57%	57.2K		\$0.55	ufreegames.com
2 games	97K	10.88% ↑ 2,051.74%	812.2K		\$0.52	ufreegames.com
3 game	2.3K	0.26% ↑ 1,888.33%	189.3K		\$0.52	ufreegames.com
4 dark alliance	2.4K	0.27% ↑ 740.02%	49.1K		\$0.98	steampowered.com
5 oculus quest 2	11.2K	1.26% ↑ 670.27%	774.6K		\$0.75	oculus.com
6 poke games	2.4K	0.27% ↑ 549.29%	1K		\$0.22	poki.com
7 free online games	6.2K	0.70% ↑ 416.22%	129.9K		\$1.00	ufreegames.com
8 basketball games	6.3K	0.71% ↑ 352.59%	20.8K		\$0.36	poki.com
9 games online	4K	0.45% ↑ 313.23%	73.3K		\$0.88	ufreegames.com
10 online games free	685	0.08% ↑ 311.06%	13.4K		\$1.00	ufreegames.com



If you were developing a keyword strategy for video game consoles and accessories, you may want to focus on the keyword fun games, which grew in paid traffic by 2,108%.



# Benchmarking your client's direct competitors

# Competitive benchmarking

Honing in on your client's immediate competitive set, you can benchmark metrics. When comparing their metrics to direct competitors look for:

- Areas of weakness
- Areas of strength, like strong marketing channels
- Untapped opportunities
- Quick wins

Using Similarweb, you can easily benchmark sites across all metrics: from traffic to growth to engagement, digital strategy, and more.



**PlayStation has been the fastest growing brand in the past 12 months, despite having marketing channels that perform slightly behind its top competitors, they were still able to win more traffic, indicating a well-planned marketing strategy.**

# Identify your client's competitors

You might think you know your competition. But think again. Not all industry competitors will be obvious.

Your audience can overlap with unexpected sites. Why does this matter? **Understanding the complete competitive landscape is key for analyzing the competition and maximizing your seasonal strategies and marketing positioning.**

Let's look at **gamestop.com** and **xbox.com**, for example. These are the most similar sites based on the website content and affinity. On the other hand, there are sites which have a shared audience to you.

With Similarweb's **Website Analysis**, you can utilize multiple competitive discovery engines. Using the **Competitive Landscape** feature, you can see sites containing similar content. Then, you can layer this with **Audience Interests** to uncover the sites likely to be visited by your website's audience.

The image shows two screenshots from the Similarweb website analysis tool. The top screenshot is titled "Competitive Landscape" and shows "Sites similar to nintendo.com". It features a table with columns for Rank, Domain, Industry, Global Rank, Affinity, and AdSense. The bottom screenshot is titled "Audience Interests" and shows a table with columns for Rank, Domain, Industry, Global Rank, Relevance Score, Cross-Visitation, and AdSense.

### Competitive Landscape

Sites similar to nintendo.com

Filter by: Games

Rank	Domain (40)	Industry	Global Rank	Affinity	AdSense
1	nintendolife.com	Games > Video Games Consoles and Accessories	#8,051	100%	
2	gamestop.com	Games > Video Games Consoles and Accessories	#2,000	98.56%	
3	xbox.com	Games > Video Games Consoles and Accessories	#1,034	91.29%	
4	gamespot.com	Games > Video Games Consoles and Accessories	#650	90.23%	
5	ign.com	Games > Video Games Consoles and Accessories	#588	81.64%	
6	polygon.com	Games > Video Games Consoles and Accessories	#2,715	76.18%	
7	epicgames.com	Games > Video Games Consoles and Accessories	#286	75.33%	
8	eurogamer.net	Games > Video Games Consoles and Accessories	#4,373	68.77%	
9	gamesradar.com	Games > Video Games Consoles and Accessories	#2,940	68.45%	
10	sega.com	Games > Video Games Consoles and Accessories	#28,747	67.67%	

### Audience Interests

Rank	Domain (25,773)	Industry	Global Rank	Relevance Score	Cross-Visitation	AdSense
1	gamestop.com	Games > Video Games Consoles and Accesso...	#2,000	100	9.70%	
2	nintendolife.com	Games > Video Games Consoles and Accesso...	#8,051	100	4.88%	
3	store.steampowered.com	Games > Video Games Consoles and Accesso...	-	94	10.42%	
4	gamefaqs.gamespot.com	Games > Video Games Consoles and Accesso...	-	94	6.38%	
5	ign.com	Games > Video Games Consoles and Accesso...	#588	94	7.19%	
6	store.playstation.com	Games > Video Games Consoles and Accesso...	-	92	3.20%	
7	bestbuy.com	Computers Electronics and Technology > Cons...	#234	92	11.44%	
8	polygon.com	Games > Video Games Consoles and Accesso...	#2,715	91	4.91%	
9	metacritic.com	Arts and Entertainment > TV Movies and Strea...	#3,847	89	2.90%	
10	epicgames.com	Games > Video Games Consoles and Accesso...	#286	89	4.37%	

Identify your competitors

# Search competitors

Additional competitive discovery tools are **organic** and **paid competitors**, which uncover the sites that compete with your client's website over the same search queries. A review of both organic and paid competitors offers a glimpse into who naturally competes with your client's site and who actively bids on the same keywords - indicating search intent.

Note that **Nintendo's** biggest organic search competitors differ from its overall top competition. 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 brands that are not direct competitors, like **gamefly.com** and **deepdiscount.com**, appear at the top of the list.

### Organic Competitors

Apr 2021 - Jun 2021 (3 Months) | United States | Desktop

Rank	Domain (2,016)	Search Overlap Score	Shared Keywords	Organic Traffic	Total Traffic	Industry
1	nintendooflife.com	23	48.78%	1.263M	1.263M	Video Games Consoles and Accessories
2	gamestop.com	19	20.12%	5.950M	8.288M	Video Games Consoles and Accessories
3	nintendo.co.uk	15	83.89%	144,636	144,636	Video Games Consoles and Accessories
4	store.playstation.com	13	19.69%	2.670M	2.988M	Video Games Consoles and Accessories
5	metacritic.com	12	8.82%	3.658M	3.658M	TV Movies and Streaming
6	store.steampowered.com	12	9.34%	23.85M	24.04M	Video Games Consoles and Accessories
7	reshop-prices.com	11	92.18%	16,565	16,565	Video Games Consoles and Accessories
8	nintendo.com.au	11	85.24%	93,113	93,113	Video Games Consoles and Accessories
9	zelda.com	8	64.96%	107,239	109,368	Video Games Consoles and Accessories
10	imore.com	8	7.29%	4.494M	4.495M	Programming and Developer Software



**Store.playstation.com and metacritic.com are 2 of the top 5 search competitors, but neither appeared in the Competitive Landscape analysis.**

### Paid Competitors

Apr 2021 - Jun 2021 (3 Months) | United States | Desktop

Rank	Domain (72)	Search Overlap Score	Shared Keywords	Paid Traffic	Total Traffic	Industry
1	try.pistolwhiggame.com	5	25.00%	-	-	NA
2	gamefly.com	3	0.23%	52,132	157,997	Video Games Consoles and Accessories
3	deepdiscount.com	2	0.03%	92,083	185,048	TV Movies and Streaming
4	gamestop.com	2	0.04%	2.338M	8.288M	Video Games Consoles and Accessories
5	ecrater.com	1	0.02%	692,185	824,299	E-commerce and Shopping
6	travelsearcher.com	1	0.06%	1.602M	3.723M	Home and Garden
7	wish.com	1	< 0.01%	8.179M	10.43M	Marketplace
8	target.com	0	< 0.01%	28.32M	90.68M	Marketplace
9	notwheelsunleashed.com	0	6.67%	< 5,000	14,170	Video Games Consoles and Accessories
10	nookshub.com	0	11.11%	< 5,000	< 5,000	NA



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

# Reveal growth opportunities

To see how a sites' performance changed over time, you can compare performance across different time frames.

Take your analysis to the next level by reviewing the user acquisition methods employed by your client's site and its competitors to gain insight into the growth strategies used.

For example, you can see that **xbox.com** is the largest competitor in paid search, responsible for more than half of traffic from this channel.

Xbox.com is also the fastest-growing competitor in display ads, with a considerable spike in traffic in October and November that can likely be attributed to a successful holiday or seasonal campaign.

From here, you should investigate xbox.com's paid strategies to understand how they are driving such dramatic growth.





## Build a plan of action

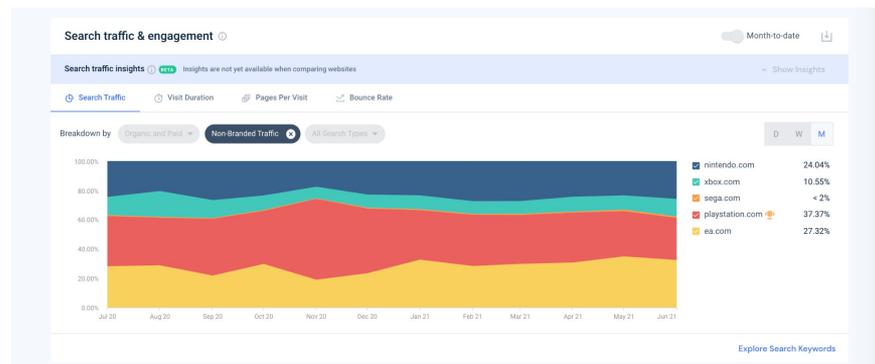
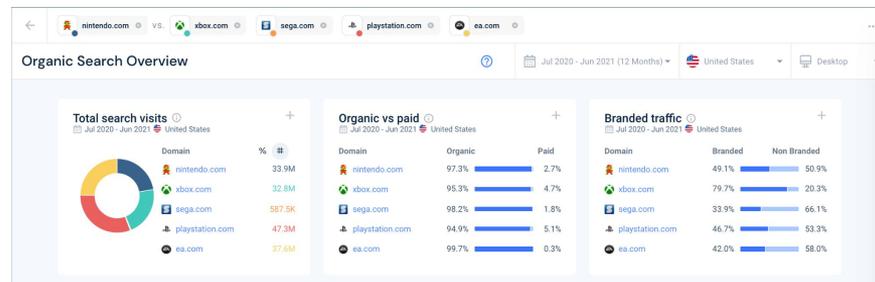
# Analyze search traffic

Finally, it's time to come up with a plan of action. Deep dive into your competitive set's performance metrics and user acquisition techniques to formulate an effective digital marketing strategy.

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**, you can review your client's website search performance against the competitive set on desktop and mobile.

Discover what proportion of search traffic goes to each site, across all media. Find out how much search is branded, and what is actually competitive, in order to size up different growth opportunities.



Even though Nintendo is receiving 22.27% of total search traffic, it is only receiving 24% market share of non-branded traffic, which showcases a large opportunity for Nintendo to grow its search presence through SEO and Paid search channels. This is something Nintendo's marketers would want to act on quickly.

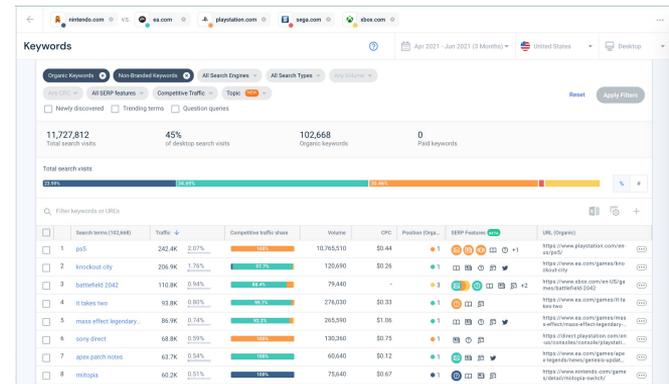
# Find the right keywords

Taking a deeper dive into **Search Keywords** allows you to find exactly which keywords to optimize and bid on, as well as their average cost-per-click (CPC).

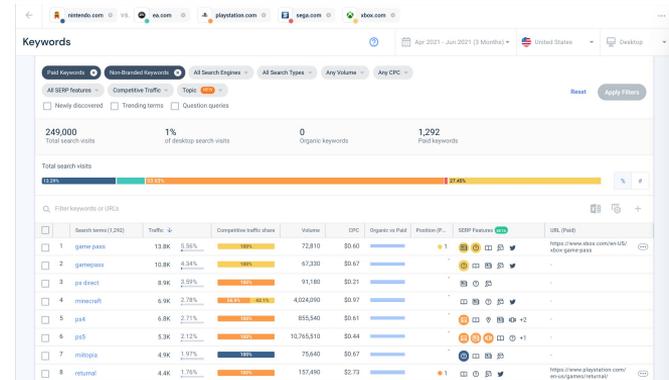
Looking at non-branded keywords on either organic or paid search, you can discover the most popular search terms in your competitive set. Set a competitive keyword filter to separate owned keywords (driving traffic only to one competitor) from the ones brands compete on.

For example, top non-branded organic keywords for **Nintendo's** competitive set are *ps5*, *knockout city* and *it takes two* over the last 3 months, and the video game brand isn't receiving traffic from any of the top organic keywords.

This insight tells Nintendo that it can use paid search to gain more market share.



**Nintendo is missing out on the top paid search keyword driving traffic to its competitors, game pass, and should adjust its campaigns to make sure it's receiving an adequate market share from the top paid keywords.**



# Identify keyword opportunities

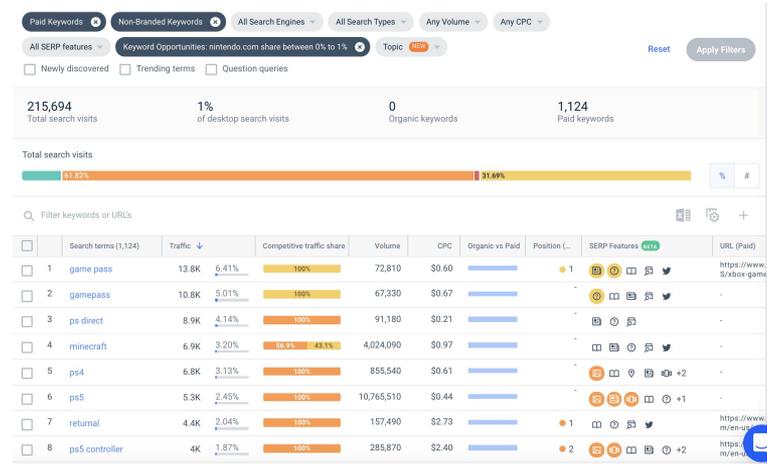
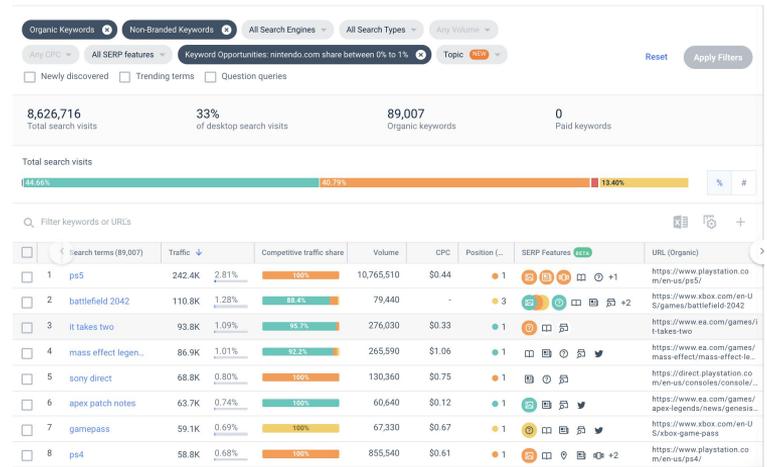
Uncover how your client can improve their SEO strategy specifically during seasonal events by filtering further for keyword opportunities or losses.

Keyword losses indicate search terms your client pursues but loses to competitors, while keyword opportunities are those they don't target. These should help optimize your keyword lists for SEO vs. PPC.

For example, looking at the top screenshot, **nintendo.com** has more than 89,000 SEO keywords that it missed over the last 3 months and potentially 8.6 million more search visits it wins.

In the screenshot at the bottom, you can see nintendo.com can go after an additional 215,694 paid search visits targeting 1,124 PPC keywords that it has missed and win more market share quickly.

These are the types of insights that marketers for events like the Olympics need to note as they examine their website keyword strategies.



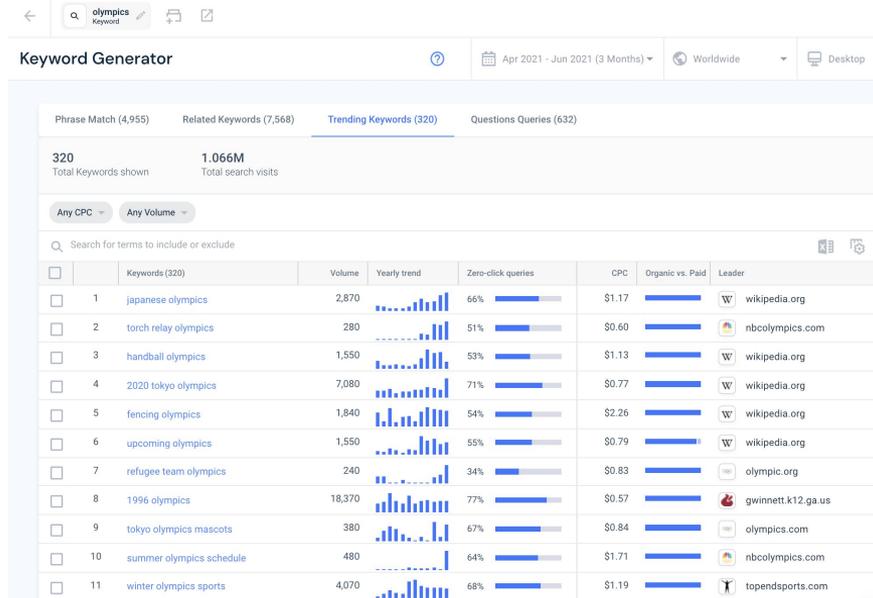
# Build your keyword list

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.

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

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

For example, this list features trending keywords generated by the search term Olympics. It's clear how the yearly trend has increased as the event nears. This list can be used to inform keyword strategy, decide which to target, and what budget to invest where.



Build a keyword list

# Optimize your affiliate strategy

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

To get a sense of which affiliates are performing well for your clients and their competitors, look to understand which referral sources are currently sending traffic to the competition. This will help you discover new growth opportunities. You can use the **Incoming Traffic** section of Similarweb's **Competitive Analysis** page to gather this data instantly.

For example, as you can see in the top image, **nintendo.com** has a big opportunity to increase its referral traffic.

**Looking at audience interests** shows you sites that audiences are also browsing when visiting your website. The bottom image displays Similarweb's **Audience Interest** tool. These are potentially successful affiliates that nintendo.com should consider partnering with.

	Domain (1,493)	Industry	Total traffic share	Competitive traffic share	Engagement Leader <span>100%</span>
1	live.com (5)	Email	2.5M 30.93%	89.9%	+1
2	pogo.com (4)	Video Games Consoles and Accessories	1.8M 21.59%	100%	
3	microsoft.com (20) <span>100%</span>	Programming and Developer Software	483.4K 5.87%	99.9%	+1
4	amazon.com (2)	Marketplace	475.6K 5.77%	99.5%	+2
5	origin.com	Video Games Consoles and Accessories	440K 5.34%	100%	
6	rpc3.net (3)	Video Games Consoles and Accessories	183.9K 2.23%	100%	
7	tomsguide.com (2)	Computers Electronics and Technology	168.6K 2.05%	82.5%	+3
8	sony.com (8)	Consumer Electronics	138K 1.67%	99.9%	+1
9	techradar.com (2)	Computers Electronics and Technology	109.8K 1.33%	81.4%	+3
10	battlefield.com (5)	Video Games Consoles and Accessories	102.6K 1.25%	100%	



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

	Domain (33)	Industry	Total traffic share	Competitive traffic share	Engagement Leader <span>100%</span>
1	theverge.com	News and Media	31.9K 54.80%	22.1% 81.2%	+4
2	usatoday.com	News and Media	6.2K 10.72%	99.5%	+1
3	raterhub.com	News and Media	< 5K 7.56%	21.1% 84.7%	+3
4	newsweek.com	News and Media	< 5K 5.09%	96.2%	+2
5	yahoo.com (2) <span>100%</span>	News and Media	< 5K 3.73%	28.3% 88.6%	+3
6	msn.com	News and Media	< 5K 3.21%	19.9% 95.4%	+2
7	businessinsider.com	News and Media	< 5K 3.19%	41.5% 98.7%	+2
8	republicworld.com	News and Media	< 5K 2.29%	100%	+1
9	cmn.com	News and Media	< 5K 2.18%	98.1%	+2
10	axios.com	News and Media	< 5K 1.00%	80.3% 84.1%	Low Traffic
11	makeuseof.com	News and Media	< 5K 0.93%	64.5% 90.8%	Low Traffic
12	bloomberg.com	News and Media	< 5K 0.91%	100%	Low Traffic



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

# Build your display ad strategy

When creating ads, brands should take into account the ads they are competing against to ensure they're using the correct positioning.

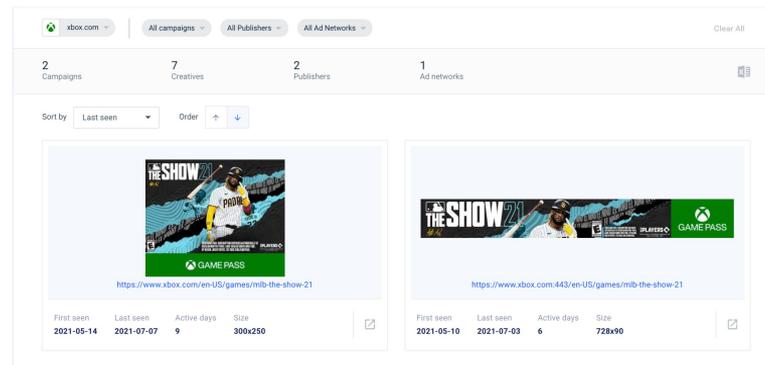
Find out which ad networks your client's competitors are working with, where they place ads, and even which creatives are used the most. Review their website's share of traffic from each display network, and uncover new networks to work with based on competitors. Finally, get inspired by reviewing creative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

For example, **Nintendo** is limiting itself to three of the top ad networks, so its marketers should look into expanding advertising campaigns into other networks to increase both reach and performance.

The bottom right image is an example of a competitor ad that Nintendo marketers can draw insight from.



Nintendo is missing out on advertising on 2 out of top 5 publishers that its competitors are receiving traffic from, tehradar.com and instok.org.



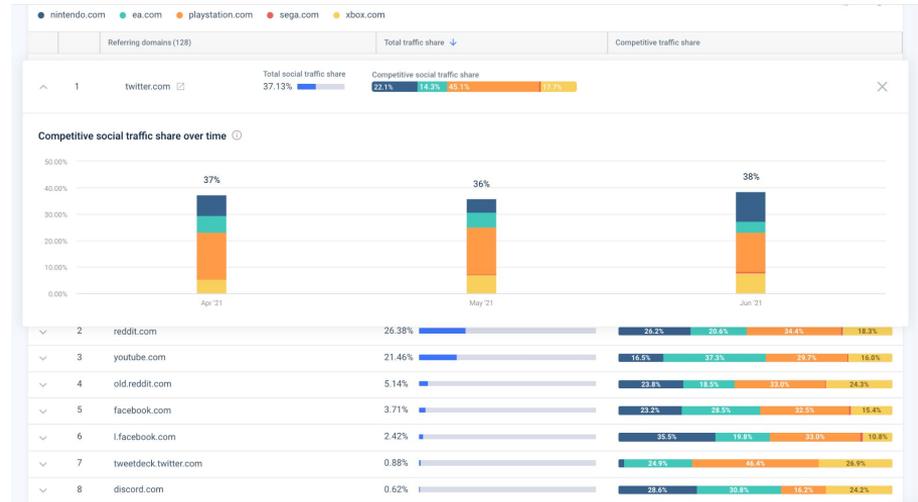
# Win social media traffic

Gain an understanding of how your client's website and their competitors are using social media platforms in order to optimize their strategy.

With Similarweb's social data, you can see which networks they are investing in, and which are not being leveraged effectively.

For instance, **Nintendo** is receiving the third largest share of traffic from social and has the highest concentration of traffic from one social channel, Facebook.

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



# More ways Similarweb can help boost your client's digital strategy

Focus	Goal	Similarweb Features
<b>Competitive landscape</b>	Understand the competitive aspects of your industry: How does a competitor succeed, and why?	<a href="#">Website Analysis</a> <a href="#">App Engagement</a>
<b>Audience behavior</b>	Characterize and segment audiences for effective targeting (e.g., age-related device usage; gender-specific shopping preferences).	<a href="#">App Demographics</a> <a href="#">Audience Demographics</a>
<b>Consumer tracking</b>	Know your potential customer's interests, behaviour, preferences. Identify shifting trends, leverage opportunities.	<a href="#">Conversion Analysis</a>
<b>Market overview</b>	Uncover relevant industry statistics and business conditions, SWOT, then position yourself effectively.	<a href="#">Category Analysis</a> <a href="#">Segment Analysis</a> <a href="#">App Engagement</a>
<b>Keyword research</b>	Track trending keywords to discover what your customers are searching for and how your competitors are utilizing search.	<a href="#">Keyword Research</a>
<b>Social media / Audience analysis</b>	Discover popular channels, evaluate marketing initiatives and engagement.	<a href="#">Website Analysis (Marketing Channels)</a>



# Key takeaways

1. Compare clients' website trends to **larger industry trends**.
2. **Benchmark marketing efforts against competitors** to discover fresh growth opportunities.
3. **Run competitive analysis** on digital campaigns, especially during global events like the Olympics.
4. Analyze **how competitors are growing traffic**.
5. Hypothesize **what can be replicated** for your clients.



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# Thank you.

Contact us