

How to Build the Perfect Marketing Strategy for Your Brand or Client

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November 2021



Getting started

With mounting competition online, the key to winning more business lies in the data. Creating a **data-driven marketing strategy** for a brand or client puts them on the fast-track to winning their market.

By understanding online behavior, you get the intel necessary to curate your initiatives according to your goals and develop **powerful campaigns tailored to your market and audience**.

To create a strategy that works, you need **accurate and up-to-date insights and real user data**.

Here we'll walk you through the best practices for building the perfect marketing strategy for your brand or client using unrivaled data from Similarweb Digital Marketing Intelligence.



How it's done

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Monitor website performance

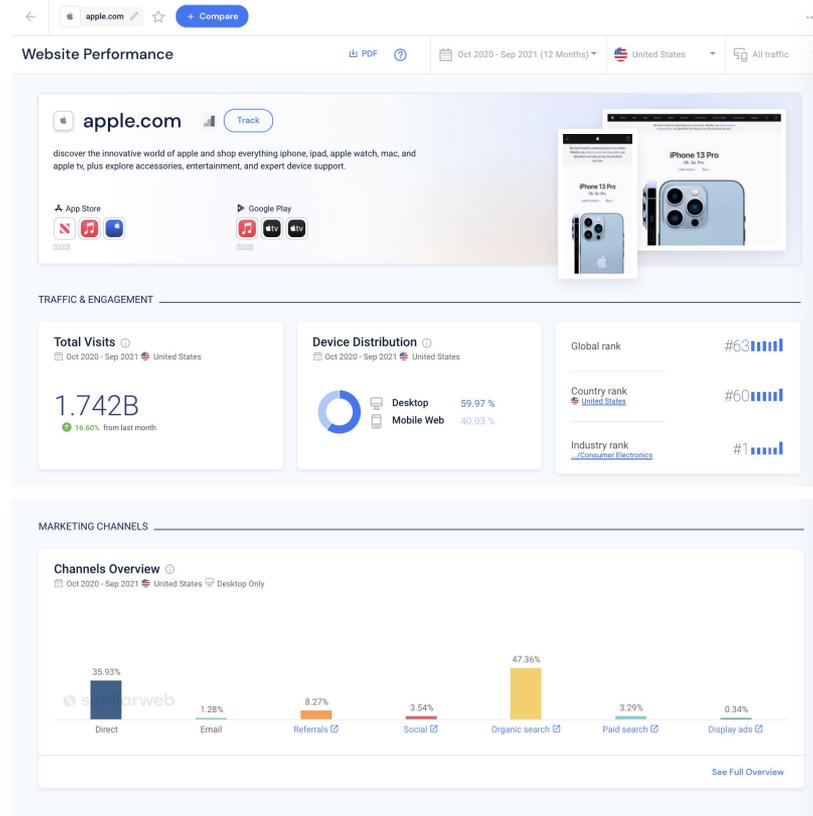
Get a 360° view of any site

A powerful strategy starts with a macro view. **With the big picture, you can discover where most traffic comes from and find fresh opportunities.**

Similarweb provides these insights at a glance, helping you to easily monitor **Website Performance** on both desktop and mobile, track a website's reach, and dive into the performance of each marketing channel.

Let's say your brand or client is Apple. You search **apple.com** in Similarweb's Channels Overview tool. Instantly it's clear that traffic from October 2020 - September 2021 came from direct and organic search, and there was minimal investment in paid search and email marketing.

Your next step would be to understand if this was the trend in the wider industry or if Apple missed out on key marketing opportunities for fast and efficient growth.



Uncover any website's performance



Evaluate any industry

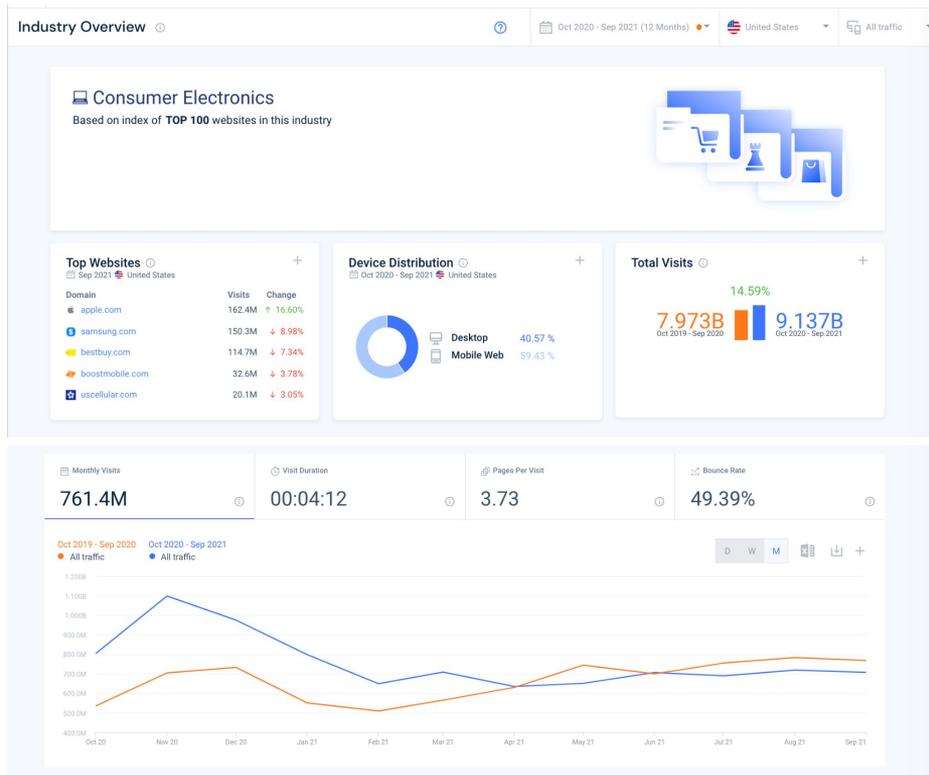
Analyze any industry

Examining the performance of your brand or client's industry helps you quickly gauge industry-wide traffic trends and seize seasonal growth opportunities over time.

Using Similarweb's **Industry Overview**, you can understand that Apple's industry, consumer electronics, grew more than 14% during the last 12 months.

If apple.com's traffic increased less than 14%, the website's performance was actually behind the rest of the industry.

Discovering you're lagging is step one in moving to the front of the pack.



Understand any market

Scope out industry marketing trends

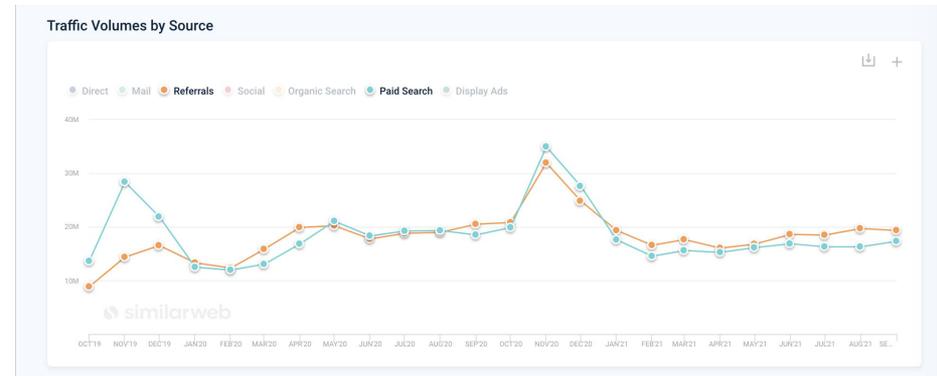
When you know the most critical marketing channels driving visitors to the industry, it's simple to spot gaps and opportunities to target.

Tracking changes over time and optimizing efforts based on seasonal trends, like Black Friday and the winter holidays, helps boost traffic share.

In the case of consumer electronics, the graph on the right shows that a mix of major marketing channels were used in this industry.

Most of traffic came from direct and organic search, but paid search and referrals represented more than 12% of overall traffic. They were also two of the fastest-growing marketing channels by traffic volume during the shopping season.

Companies in this industry should look to diversify their marketing efforts to take advantage of potential traffic from other channels.



Discover key players

Identifying key players in the market helps you hone in on threats and borrow marketing tactics that are working.

Ask yourself: Who's winning? Who's losing market share? Who are the new emerging players in the space?

The **Traffic Share tool** allows you to review traffic trends for each of the top players in the industry. Sort by percent change to easily detect up-and-coming players and monitor well-known names investing in growth opportunities.

In the consumer electronics category, the top industry players for this period were:

- Bestbuy.com
- Samsung.com
- Apple.com

And the fastest growing names were:

- Thetileapp.com
- Dishnetwork.com
- Dbrand.com



	Domain (100)	Traffic Share	Change ↓	Rank	Monthly Visi...	Desktop vs Mobile	Visit Duration	Pages/Visit	Bounce Rate
✓	1 thetileapp.com	0.07%	↑ 65.66%	#78,186	509,332	37.6% / 62.4%	00:01:37	2.42	60.78%
✓	2 dishnetwork.com	0.17%	↑ 39.71%	#33,863	1,273M	38.4% / 61.6%	00:01:32	3.59	23.60%
✓	3 dbrand.com	0.09%	↑ 36.21%	#24,488	701,117	50.9% / 49.1%	00:02:25	3.83	39.86%
✓	4 gearbest.com	0.46%	↑ 34.00%	#3,578	3,495M	48.9% / 51.1%	00:03:23	2.34	56.64%
✓	5 ni.com	0.05%	↑ 32.91%	#23,145	407,007	90.1% / 9.9%	00:05:18	4.41	42.48%
✓	6 otterbox.com	0.32%	↑ 29.29%	#17,592	2,465M	24.0% / 76.0%	00:02:40	3.16	50.58%
✓	7 gopro.com	0.27%	↑ 25.37%	#6,687	2,065M	50.0% / 50.0%	00:07:16	4.85	48.60%
✓	8 casio.com	0.13%	↑ 22.63%	#11,401	1,021M	53.9% / 46.1%	00:02:56	3.46	50.42%
✓	9 shopmoment.com	0.06%	↑ 21.68%	#46,539	434,856	56.5% / 43.5%	00:02:34	3.89	56.58%
✓	10 jabra.com	0.09%	↑ 21.52%	#41,513	679,432	45.4% / 54.6%	00:02:07	2.66	59.23%



Benchmark against direct competitors

See how you stacks up

After reviewing your brand or client's industry and key players in the game, it's time to understand their immediate competitive set and compare their performance.

First, you'll want to uncover their closest competitors using Similarweb. Next, review the performance of each competing site to benchmark your website.

The bar chart reveals that **microsoft.com** has been the fastest-growing consumer electronics brand in the set. The main difference in its strategy: a higher traffic share coming from referrals.

Competitors should look into Microsoft's affiliate marketing strategy to see if the site can win some of this traffic.



Zoom in on the competition

A review of organic and paid search competitors offers a glimpse into who naturally competes with your site and who actively bids on the same keywords.

The **Search Competitors tool** shows that **Apple's** biggest organic search competitors differ from its overall digital competitors.

When it comes to paid search, competitors become even more striking, as smaller retailers that are not direct competitors, like **universitiesupplystore.com** and **backmarket.com**, show up at the top of the list.

Organic Competitors						
	Domain (142)	Search Overlap Score	Shared Keywords	Organic Traffic	Total Traffic	Industry
1	idoc.eu	0	46.87%	9,711	9,711	Consumer Electronics
2	wirefly.com	0	7.52%	343,099	343,099	Consumer Electronics
3	ebay.com	1	3.29%	188.3M	247.2M	Marketplace
4	oldies.com	1	45.34%	205,804	254,052	Music
5	ifisandrepair.com	1	33.25%	11,891	11,891	Telecommunications
6	yohann.com	1	92.19%	5,567	10,831	Consumer Electronics
7	lg.com	1	11.02%	4.746M	5.131M	Consumer Electronics
8	macblurayplayer.com	1	58.35%	8,129	8,129	Computers Electronics and Technology
9	offerup.com	1	3.79%	9.128M	9.232M	E-commerce and Shopping
10	alogic.co	1	31.57%	17,548	17,548	Computer Hardware



Wirefly.com and ebay.com are 2 of the top 5 organic search competitors but neither appeared in the Competitive Landscape analysis.

Paid Competitors						
	Domain (657)	Search Overlap Score	Shared Keywords	Paid Traffic	Total Traffic	Industry
1	universitiesupplystore.com	16	38.39%	< 5,000	28,284	Universities and Colleges
2	backmarket.com	11	24.60%	1.311M	2.142M	Marketplace
3	t-mobile.com	11	20.19%	2.455M	15.15M	Telecommunications
4	macofaltrades.com	10	44.53%	119,707	220,312	Computer Hardware
5	bestbuy.com	7	6.67%	15.68M	67.52M	Consumer Electronics
6	bhphotovideo.com	6	5.08%	2.094M	13.14M	Consumer Electronics
7	dell.com	5	3.12%	2.812M	15.27M	Computer Hardware
8	walmart.com	4	1.27%	66.96M	206.1M	Marketplace
9	newegg.com	4	2.52%	2.207M	12.66M	Consumer Electronics
10	adorama.com	4	3.26%	554,797	2.024M	Consumer Electronics



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

Uncover additional competitors

Not all competitors are from the same industry, and not all sites in an industry are actual competitors. With Similarweb **Website Analysis**, you can layer multiple competitive discovery engines.

The **Competitive Landscape tool** reveals sites with similar content, while **Audience Interests** shows sites most likely to be visited by the website's audience.

In the **Competitive Landscape** view, **bestbuy.com** and **microsoft.com** had the most similar websites to **apple.com** based on their content and affinity scores.

On the other hand, the **Audience Interests** view shows where people cross-shop the most and who are your most important competitors when it comes to market positioning. Amazon.com came in first place on this list.

Competitive Landscape

Oct 2020 - Sep 2021 (12 Months) United States

Sites similar to apple.com

Filter by: apple.com All Industries Clear All

Search...

Domain (40)	Industry	Global Rank	Affinity ↓	AdSense
1 bestbuy.com	Computers Electronics and Technology > Consu...	#295	100%	🟢
2 microsoft.com	Computers Electronics and Technology > Progra...	#32	96.89%	🟢
3 icloud.com	Computers Electronics and Technology > Progra...	#542	94.09%	🟢
4 macrumors.com	Computers Electronics and Technology > Compu...	#6,249	80.35%	🟢
5 google.com	Computers Electronics and Technology > Search...	#1	76.32%	🟢
6 samsung.com	Computers Electronics and Technology > Consu...	#49	75.69%	🟢
7 dell.com	Computers Electronics and Technology > Compu...	#706	75.55%	🟢
8 bhphotovideo.com	Computers Electronics and Technology > Consu...	#2,243	75.52%	🟢
9 twitter.com	Computers Electronics and Technology > Social ...	#5	73.19%	🟢
10 newegg.com	Computers Electronics and Technology > Consu...	#2,031	71.50%	🟢

Audience Interests

Oct 2020 - Sep 2021 (12 Months) United States Desktop

Search...

Domain (58,767)	Industry	Global Rank	Relevance Score ↓	Cross-Visitation	AdSense
1 amazon.com	E-commerce and Shopping > Marketplace	#12	100	39.66%	🟢
2 icloud.com	Computers Electronics and Technology ...	#542	100	4.92%	🟢
3 google.com	Computers Electronics and Technology ...	#1	99	90.68%	🟢
4 gmail.google.com	Computers Electronics and Technology ...	-	99	53.93%	🟢
5 youtube.com	Arts and Entertainment > TV Movies and...	#2	98	65.62%	🟢
6 instagram.com	Computers Electronics and Technology ...	#4	98	18.71%	🟢
7 reddit.com	Computers Electronics and Technology ...	#21	98	24.93%	🟢
8 en.wikipedia.org	Reference Materials > Dictionaries and E...	-	98	22.58%	🟢
9 linkedin.com	Computers Electronics and Technology ...	#24	98	14.67%	🟢
10 twitter.com	Computers Electronics and Technology ...	#5	98	24.12%	🟢

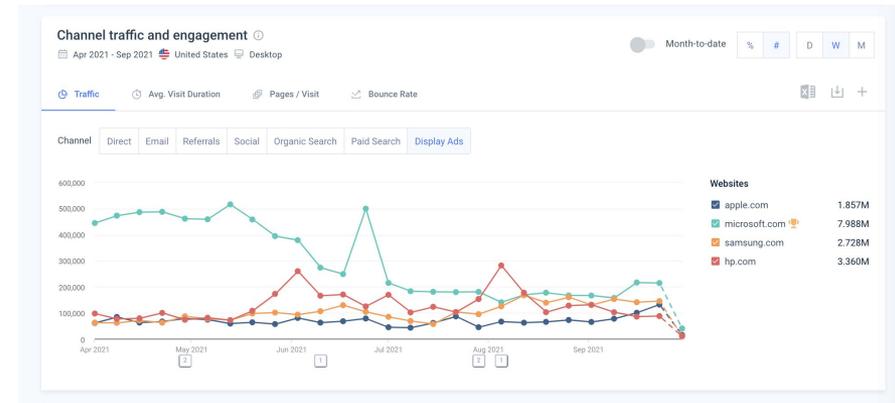
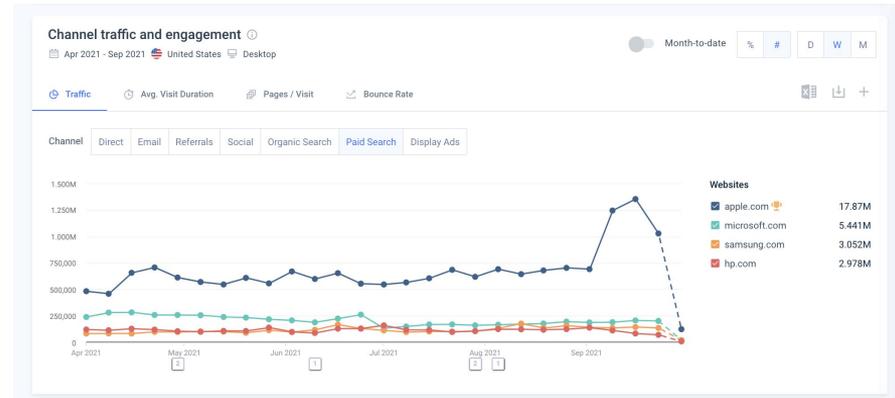
Reveal growth opportunities

Analyzing the traffic and engagement for your brand or client and website competitors across different time frames, you'll identify growth strategies working across the competitive set.

The chart shows **apple.com** received the largest traffic share from the Paid Search channel and had a recent spike in traffic, indicating a higher investment.

Microsoft.com had significantly more traffic from Display Ads earlier in 2021, which decreased by more than half July - September 2021.

From here, you should dig deeper into apple.com's paid strategy and microsoft.com's display ad strategy to understand what's behind the performance. This will be crucial to build an effective action plan.





Craft a plan of action

Uncover search traffic trends

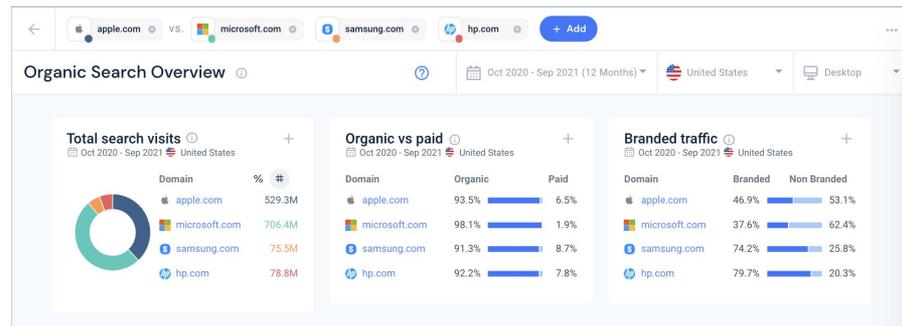
It's time to build your strategy.

To do this, you'll need to deep dive into the competitive set's performance metrics and user acquisition strategies and formulate a plan.

Where to begin?

- Identify specific keywords to optimize with either SEO or PPC
- Spot the most powerful and relevant affiliates to partner with
- Uncover the display and social strategies worth your focus

In **Search Overview**, you can review the website's search performance against the competitive set on desktop and mobile.



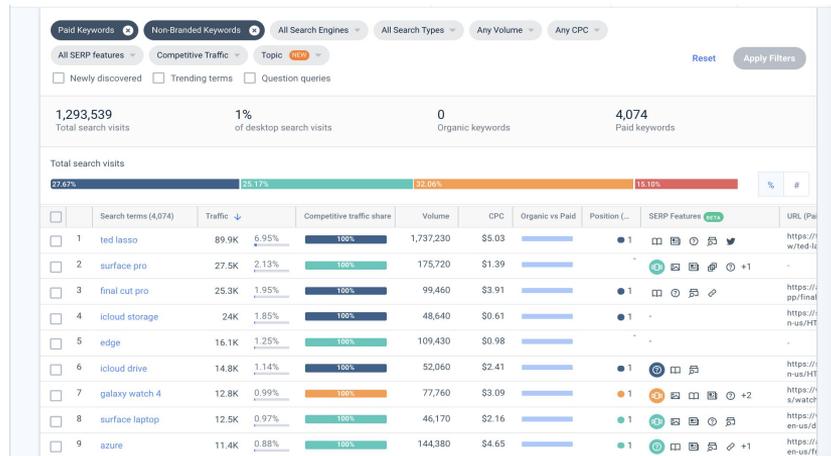
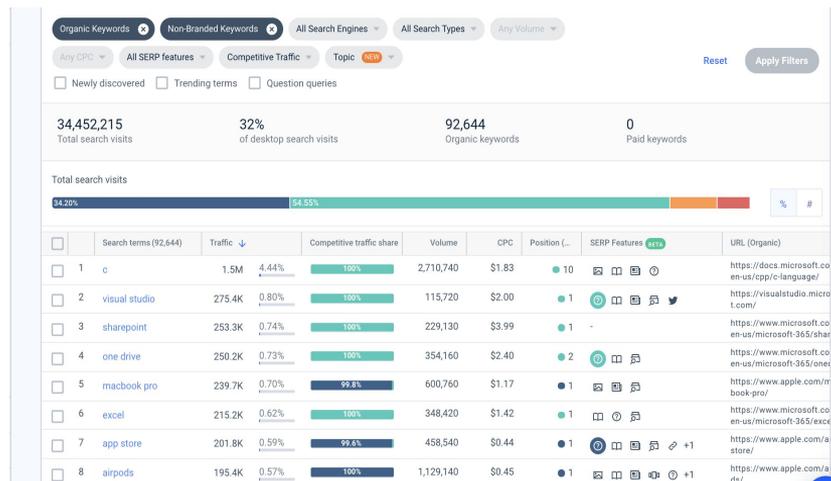
Find the right target keywords

A closer look 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. Create a competitive keyword filter to separate owned keywords (driving traffic only to one competitor) from the ones brands compete on.

For example, the top non-branded organic keywords for **apple.com**'s competitive set were *visual studio*, *sharepoint*, and *app store* over the three months ended September 2021. Still, the brand is not receiving traffic from them.

This insight shows Apple that it has the opportunity to improve its SEO strategy to target these top searches and use paid search to gain more market share.



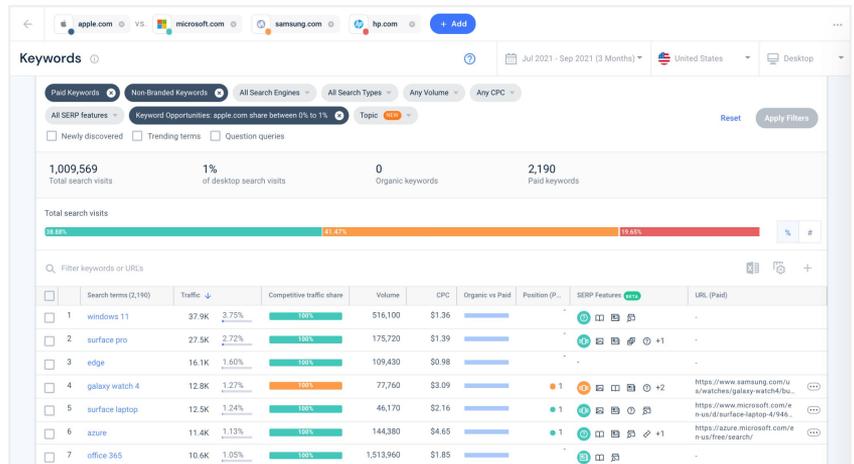
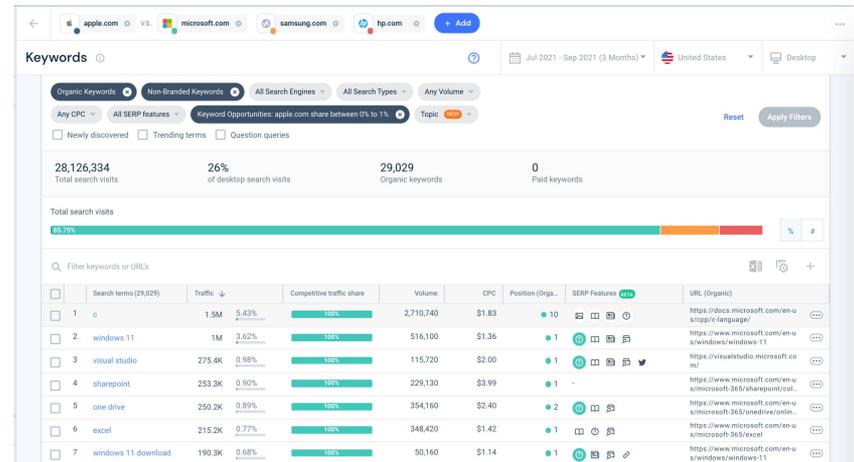
Identify keyword opportunities

Filtering further will reveal keyword opportunities or losses, uncovering where you can improve your strategy. 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.

Apple.com, for example, gained more than 29K SEO keywords that it missed July - September 2021 and potentially 28M more search visits it wins.

In the screenshot at the bottom, you can see that apple.com can go after an additional 1M Paid Search visits targeting more than 2K PPC keywords that it has missed and win more market share quickly.

These are the types of insights you need to note as you examine website keyword strategies.



Optimize your affiliate strategy

Skip trial and error when it comes to affiliates. Reviewing the **Incoming Traffic** competitive share breakdown reveals which referral sources are sending the most traffic to competitors and highlights fresh partnership opportunities.

For example, **apple.com** has two big opportunities to increase its referral traffic, as you can see in the top image.

Audience Interest can then reveal 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 (3,033)	Industry	Total traffic share ↓	Competitive traffic share	Engagement Leader
1	mcafee.com (4)	Computer Security	33.8M 61.76%	99.9%	+2
2	xbox.com (10)	Video Games Consoles and Accessories	3.1M 5.65%	99.3%	+2
3	games.skillz.com	Video Games Consoles and Accessories	1.1M 2.06%	99.0%	+1
4	clever.com	Education	1M 1.85%	99.5%	+1
5	sharepoint.com (284)	Computers Electronics and Technology	892.6K 1.63%	99.9%	+3
6	narrativ.com (2)	Beauty and Cosmetics	814.7K 1.49%	98.7%	+1
7	azure.com (12)	Programming and Developer Software	588.8K 1.08%	99.8%	+2
8	slickdeals.net	Coupons and Rebates	564.5K 1.03%	42.4% 38.8% 15	+3
9	smarthings.com (8)	Computers Electronics and Technology	529.8K 0.97%	100%	
10	schooling.com (23)	Education	353.4K 0.65%	100%	+1



Apple receives much less traffic than Microsoft from xbox.com and clever.com, indicating the brand should work to strengthen these partnerships to win a larger traffic share.

	Domain (38,434)	Industry	Global Rank	Relevance Score ↓	Cross-Visitation	AdSense
1	icloud.com	Computers Electronics and Technology > Prog...	#562	100	5.09%	
2	amazon.com	E-commerce and Shopping > Marketplace	#12	100	37.98%	
3	google.com	Computers Electronics and Technology > Sear...	#1	99	90.00%	
4	mail.google.com	Computers Electronics and Technology > Email	-	99	53.67%	
5	instagram.com	Computers Electronics and Technology > Soci...	#5	98	18.71%	
6	youtube.com	Arts and Entertainment > TV Movies and Strea...	#2	98	64.56%	
7	linkedin.com	Computers Electronics and Technology > Soci...	#25	98	14.84%	
8	reddit.com	Computers Electronics and Technology > Soci...	#21	98	24.35%	
9	en.wikipedia.org	Reference Materials > Dictionaries and Encycl...	-	98	21.60%	
10	twitter.com	Computers Electronics and Technology > Soci...	#4	97	23.25%	
11	docs.google.com	Computers Electronics and Technology > Prog...	-	97	27.91%	
12	accounts.google.com	Computers Electronics and Technology > Sear...	-	97	21.61%	



Looking at the top websites 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

To streamline your display ad strategy, it helps to know what ad networks are driving traffic to the competition, where the ads are placed, and which creatives are working.

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, apple.com is receiving the smallest percentage of ad traffic among its competitive set.

To build a successful strategy for **apple.com**, you'll want to look into expanding advertising campaigns into other networks and publishers to increase both reach and performance.



With less than 12% of ad visits, Apple is missing out on advertising opportunities on 4 out of top 5 publishers and ad networks that its competitors are receiving more traffic.



Win social media traffic

Social media data offers key insights into your competitors. Using the **Social Traffic** view, you can find which networks apple.com is investing in and which channels aren't being leveraged effectively.

Apple is receiving the largest share of traffic from social media and has the highest concentration of traffic from many social channels, including youtube.com and facebook.com.

Looking at apple.com's strong and diverse social strategy, competitors such as microsoft.com should increase their investment and presence on platforms like twitter.com and instagram.com to win some of this traffic.





Want your own insights?

Schedule a one-on-one meeting today.

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Thank You.

Contact us