

Web Search Secrets: Turning Information into Opportunity



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September 13, 2012



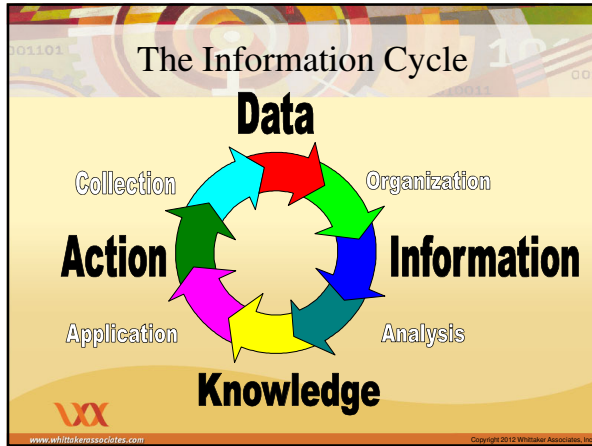
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Learning Objectives



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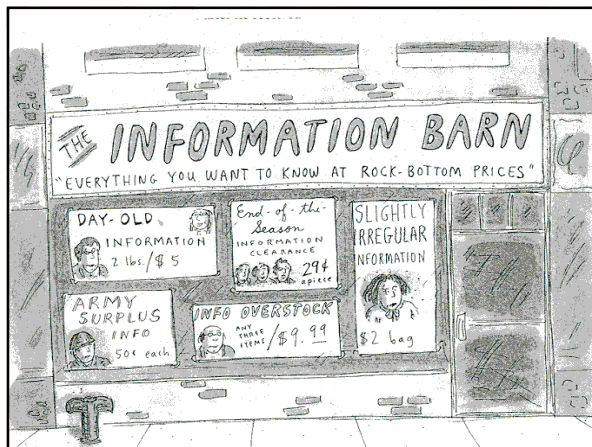




Data, Data, Who's Got the Data?

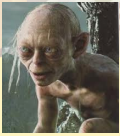
- Got to have it!
- Who's Got it?
- How good is it?

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Business Intelligence

- Predicting Corporate Behavior
 - Behavior linked to history
 - Accuracy function of data available
 - Rational Behavior?
 - Cyclical?



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Why Target Companies?

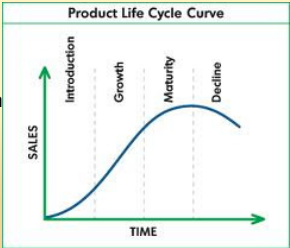
- Focus energy and effort
- Limited resources of time and money
- Maximize result
- Brains vs. muscle

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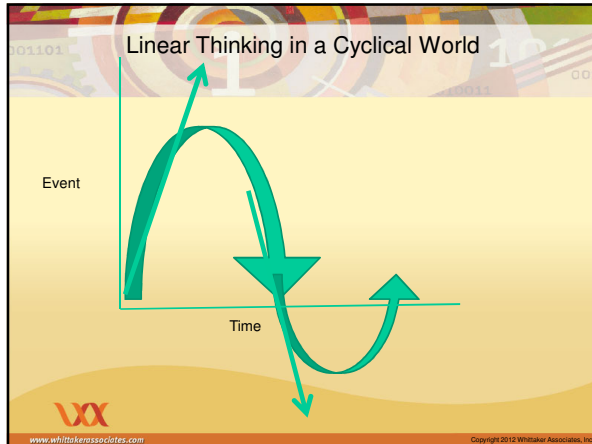
Corporate Life Cycle

Phases

- Launch
- Growth
- Maturation
- Decline



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- ### How to target companies
- Creating a target company profile
 - Target industry
 - Size
 - Location
 - Corporate Changes/Events
 - Others
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- ### Correlated Vs. Causal
- Is it Causal?
 - Relationship in which one variable causes another.
 - Or is it correlated?
 - Relationship of two variable degree to which show a tendency to vary together.
 - Correlation does not imply causation
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Why do companies relocate or expand?

- Internal changes
 - Ownership
 - Leadership
 - Others
- External Changes
 - Business Environment
 - Regulatory Environment
 - Others

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Predicting Corporate Behavior

- Key Drivers
 - Change
 - Leadership
 - Ownership
 - Product/Service
 - Client Preference
 - Metrics
 - Sales
 - Employment



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Predictive Analytics

- Statistics
- Correlation
- Relationships
- Models
- Pattern recognition
- Algorithms



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Predictive Analytics

- What is it that you would benefit from knowing ahead of time?
- Is there data that is plausibly correlated to that which you wish to predict?

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Our Research Process

- List Generation
- List Research
- List Filtering

A funnel diagram illustrating the research process. At the top is a cloud labeled "Universe of Companies". The funnel narrows through three stages: "Generation", "Research", and "Filtering". At the bottom, three arrows point to three colored cylinders labeled "Project" (green), "Prospect" (yellow), and "Suspect" (blue).

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List Generation

- Where do we find companies?
 - Association members
 - Conference attendees and exhibitors
 - Competitor lists
 - Industry websites
 - News articles
- Why don't we rely on industry codes?




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List Research

- Overview
- Website
- Product/Service
- Contact Info
- Financials
- Executives
- Emails
- Events












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List Filtering

- Events are key
- Sales/employment growth
- Industry growth


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