Content Marketing

Trend Research Strategies

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Documents to inform your Content Marketing Strategy

- Business strategy
- Short-term and long-term **company objectives**
- **Target audience** profile
- **Tone of voice** guidelines
- Past **content marketing reports**
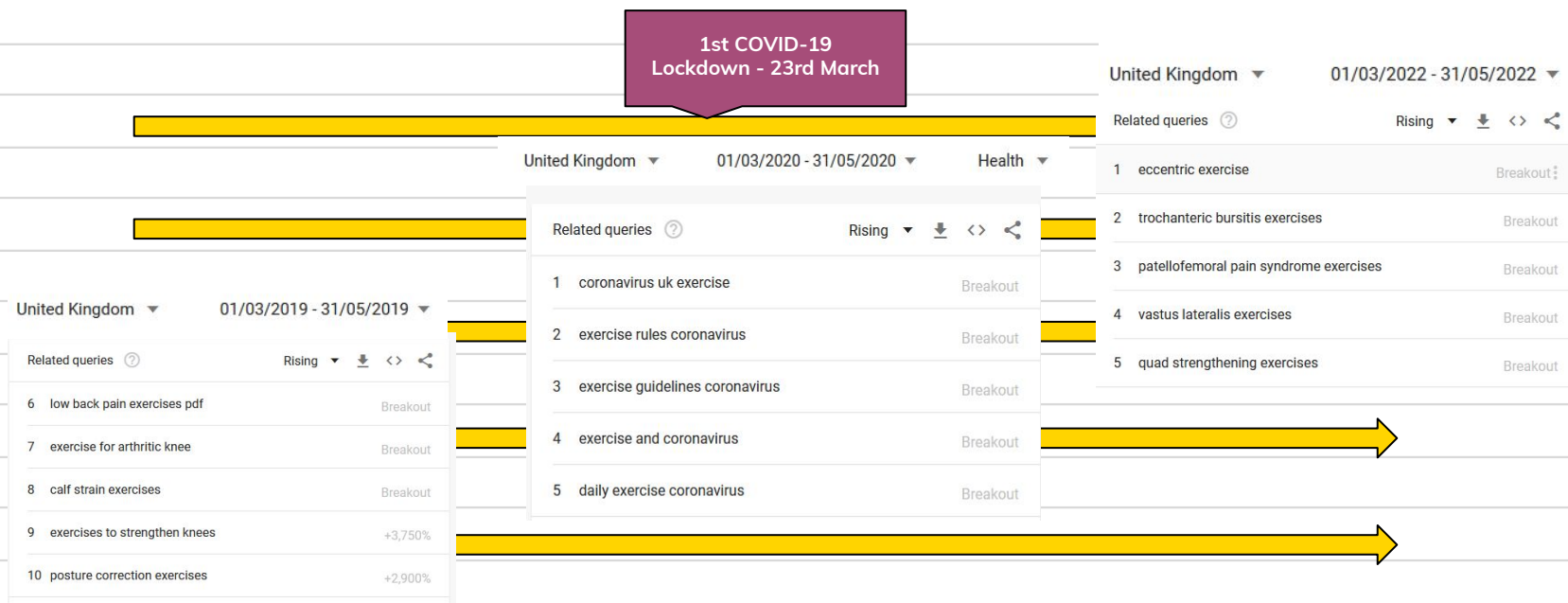- **Competitor research**
- **Trend research**

Trend

Trend is a general direction in which something is developing or changing. While researching your topic (area of expertise/business area/niche), you will notice topics are heavily impacted by trends.

Online trends indicate what people are searching for.

Trends, in additional to seasonality and your niche's specifics, heavily influences the context in which you talk about your product.

Example of how trends influence content topics: Exercise & pre-, during, and post-COVID-19 in the UK

Topic: Exercise | Health | Web Search

1st COVID-19 Lockdown - 23rd March

United Kingdom ▾   01/03/2022 - 31/05/2022 ▾

Related queries ⑦   Rising ▾ ↓ <> ⤴

1	eccentric exercise	Breakout
2	trochanteric bursitis exercises	Breakout
3	patellofemoral pain syndrome exercises	Breakout
4	vastus lateralis exercises	Breakout
5	quad strengthening exercises	Breakout

United Kingdom ▾   01/03/2020 - 31/05/2020 ▾   Health ▾

Related queries ⑦   Rising ▾ ↓ <> ⤴

1	coronavirus uk exercise	Breakout
2	exercise rules coronavirus	Breakout
3	exercise guidelines coronavirus	Breakout
4	exercise and coronavirus	Breakout
5	daily exercise coronavirus	Breakout

United Kingdom ▾   01/03/2019 - 31/05/2019 ▾

Related queries ⑦   Rising ▾ ↓ <> ⤴

6	low back pain exercises pdf	Breakout
7	exercise for arthritic knee	Breakout
8	calf strain exercises	Breakout
9	exercises to strengthen knees	+3,750%
10	posture correction exercises	+2,900%

5 Ways to Predict a Trend - [link](#)

A trend is the distillation of a novelty—a novelty plus time. You can predict a trend by anticipating what will remain of a novelty in a year. <mark>In short, a novelty is the tidal wave and a trend is what's left on the beach after the tidal wave recedes.</mark>

5 Ways to Predict a Trend

Business Know-How
Powered by zenbusiness

By Jean Van Rensselar
October 19, 2017

Spotting a trend ahead of the competition can give you a big leg up. But how do you tell a trend from a fad? Here are five ways you can spot trends while they are still on the horizon.

A trend is the distillation of a novelty—a novelty plus time. You can predict a trend by anticipating what will remain of a novelty in a year. In short, a novelty is the tidal wave and a trend is what's left on the beach after the tidal wave recedes.

Anyone can recognize a trend once the tidal wave has receded; the trick is to predict what will be left on the beach while the tidal wave is still on the horizon. Those who can do this have a significant business advantage. But being able to do this with accuracy takes

Conducting a trend research

- Some **trend appearances are seasonal** and you can anticipate them, for example, Halloween, Back to school, or Christmas.

- Some **trends are related to geography or local customs**, for example Sakura season in Japan or swimming season in Vienna.

- Some trends were born as part of cultural events and repeat regularly, for example, **International Doughnut Day** or a new season of a favourite TV show (for example, Stranger Things).

- Some **trends come quick** and require quick response. A very extreme example would be **lockdowns tie-dye loungewear**. I call these volatile as they do not stick around.

- *Some trends have been going on for years but have not gone mainstream yet, i.e. will be relevant only for very specific audiences.* *Know your audience!*

Conducting a trend research

- Some **trend appearances are seasonal** and you can anticipate them, for example, Halloween, Back to school, or Christmas. *You can prepare ahead of time!*

- Some **trends are related to geography or local customs**, for example Sakura season in Japan or swimming season in Vienna. *You can prepare ahead of time!*

- Some trends were born as part of cultural events and repeat regularly, for example, **International Doughnut Day** or a new season of a favourite TV show (for example, Game of Thrones or Stranger Things). *You can align with them during trend research!*

- Some **trends come quick** and require quick response. A very extreme example would be **lockdowns tie-dye loungewear**. I call these volatile as most does not stick around. *Very difficult to anticipate - but once the trend starts, you need to be quick (if it makes sense for your brand to be part of it!)*

Examples, examples!

Game of Thrones trend

Game of Thrones
Drama series

Worldwide ▼   2004 – present ▼   All categories ▼   Web Search ▼

Interest over time ⑦

First episode date: April 17, 2011

100

75

50

25

1 Jan 2004   1 Jul 2009   1 Jan 2015
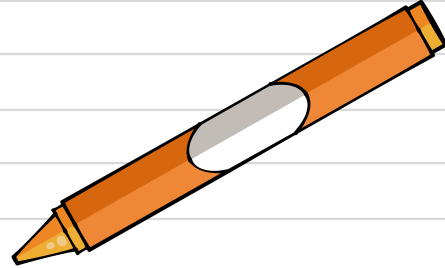
Note

Vienna Carnival

Researching trends

Useful tips

Priority in the content creation queue

1

Content that sells

Drive business & sales objectives forward; never lose sight of your mission.

2

Content that serves customers

Provide good service - guides, communicate updates, reward loyalty.

3

Content that trends

Fill the gaps, stay relevant, understand what drives your customers.

Documents you will need

$$a^2 + b^2 = c^2$$

Strategy

Content marketing strategy document

Report

Document or documents you use for reporting on your content

Implementation

Editorial calendar for your website and social media

Competitor research

Create a template to use every quarter

Where to find templates?

- https://backlinko.com/introducing-content-marketing-hub-2-0
- https://nira.com/templates/marketing-templates/
- https://blog.hubspot.com/marketing/content-marketing
- https://slidesgo.com/
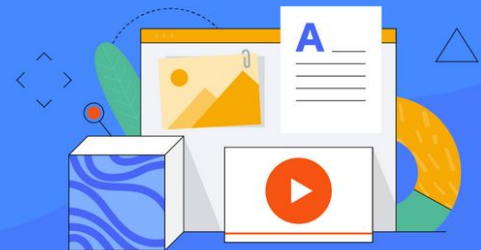- https://slidesgo.com/marketing#rs=menu

https://www.opensourcealternative.to/

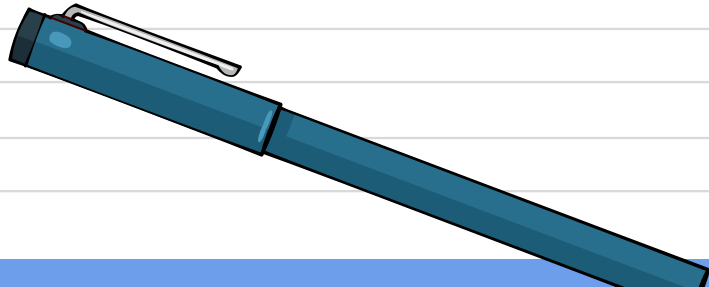**Introducing: The Content Marketing Hub 2.0, A Free Library of Content Marketing Resources for 2021**
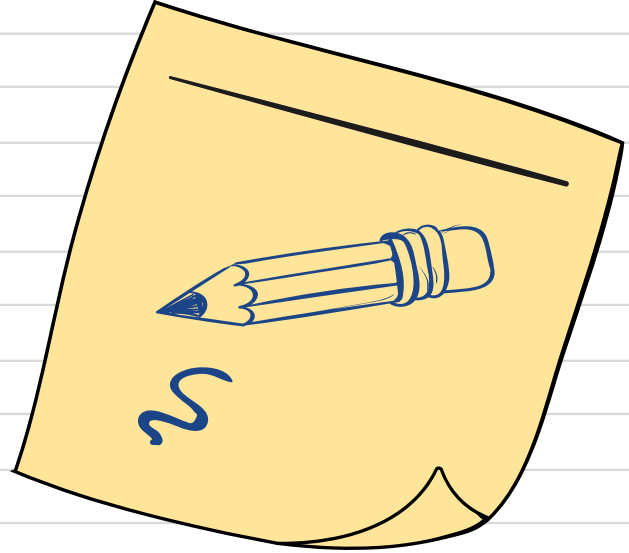
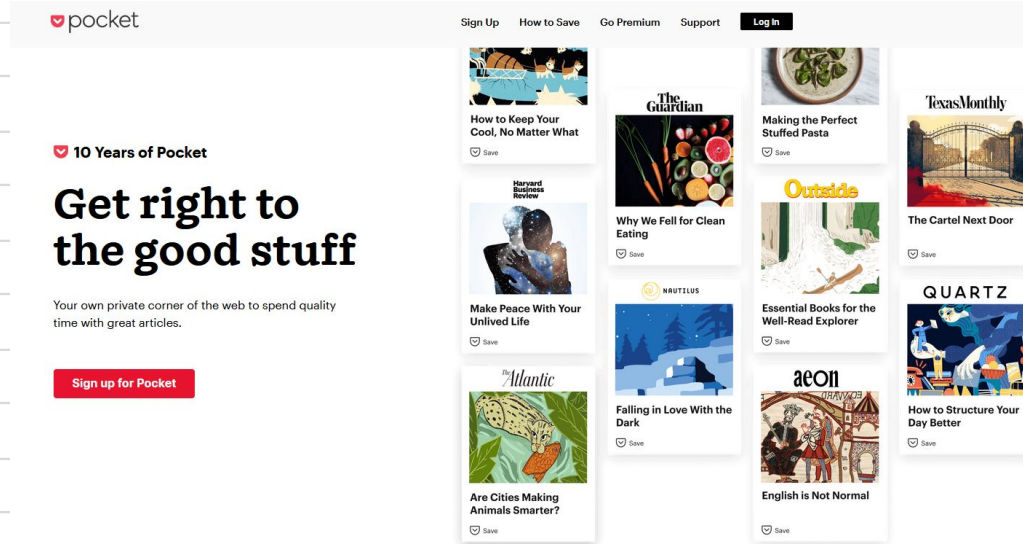by Brian Dean · Updated Aug. 10, 2021

Idea list

A list of content you want to keep for later or use as inspiration. It can be a simple WordDoc or you can use one of many tools online, such as Pocket or Google Keep

Some tools for saving discoveries

- Pocket - https://getpocket.com/en/

- Pinterest save button https://chrome.google.com/webstore/detail/pinterest-save-button/gpdjojdkbbmdfjfahjcgigfpmkopogic?hl=en

- Simple Google Keep notes - https://keep.google.com/

- Evernote - https://evernote.com/

What about the frequency of trend research?

Daily

- Social media trends
- Google searches for your area
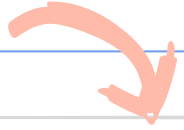- Publications relevant to your niche

Quarterly

- Competitor research - what are they doing and how do we beat them?

Annually

- Check what worked this year - and plan a strategy to do better next year
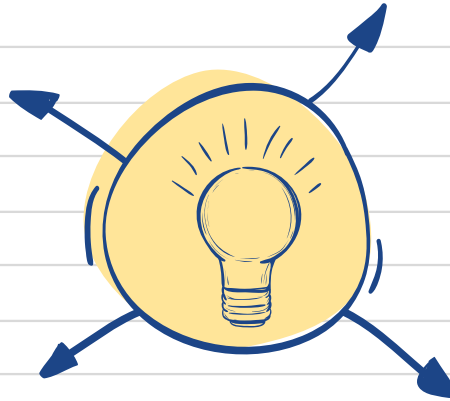- Align with business goals!

So much content, so little time.
Make your life easier with these tips!

Recycle

Use existing content in a new format. Article > Explainer video

Curate content

Create a listicle post - a list of items you found on the Internet.

Use content from other platforms

Source content from news sites or forums. For example, reddit Austria or Quora will have people asking questions - answer these questions in an article. You improve your website's SEO too!
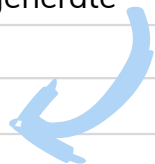
User-generated content

Have an audience? Ask them a question in a social media poll post and then publish the results. Or, ask them to send in examples or use a hashtag to generate content.

Tools
to
discover &
analyse

Audience research

- twitter.com/
- https://de.quora.com/
- reddit.com/
- https://answerthepublic.com/
- http://www.whatdoestheinternetthink.net/
- https://en.wikipedia.org/wiki/Portal:Current_events
- https://www.trendhunter.com/pro

People also ask

What are popular vegan foods?

Is Vienna good for vegan?

Is Austria vegan friendly?

Are vegan meals healthy?

Competitor research

- https://followerwonk.com/
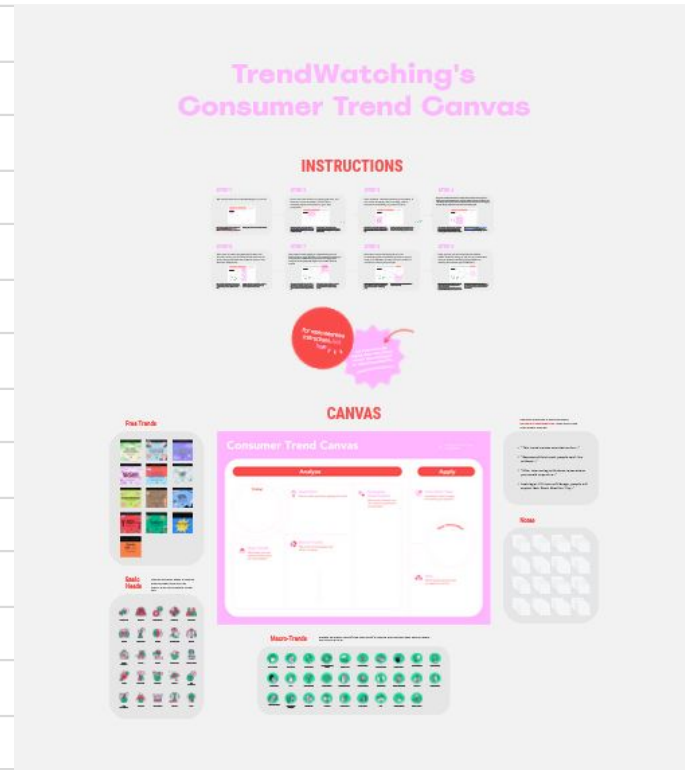- https://builtwith.com/
- https://www.wappalyzer.com/
- https://sparktoro.com/
- https://www.similarweb.com/
- https://www.spyfu.com/

Guides:
- https://ahrefs.com/blog/competitive-intelligence/
- https://buffer.com/library/competitor-analysis/

Trends (annual/detected ahead of time)

- https://business.pinterest.com/en-gb/pinterest-predicts/
- https://www.warc.com/feed
- https://www.trendwatching.com/
- https://www.trendreport.de/
- https://about.instagram.com/blog/announcements/instagram-trends-2022

https://miro.com/miroverse/consumer-trend-canvas/?hsCtaTracking=59ce7e07-02d9-4c93-849e-b08e06fc0a67%7C7f78ab68-b41a-488a-a9cb-9ca9a543c61b

TikTok

10 VIRAL TIKTOK BEAUTY PRODUCTS TO BUY IN 2022

- Trends pick up and go haywire VERY FAST
- Dictates FMCG trends, food trends (Pink sauce), beauty and fashion
- https://www.buzzfeednews.com/article/stefficao/friendship-pinterest-board-tiktok-trends

Example: Clinique Black Honey lipstick.

Clinique's black honey lipstick is going viral on TikTok for this reason

by Cristina Montemayor
September 1, 2021 — 5 min read

Unsere Minis gehen mit Ihnen auf Reisen! ✈ JETZT SICHERN >

CLINIQUE   NEU   **BLACK HONEY** 💄   Bestseller   Reisegrößen ☀   Feuchtigl

Home / Lippenstift

Almost Lipstick

Bewertung schreiben

Cliniques #1 TikTok-Sensation. Du willst keinen Trend verpass
lass Dir keinen Hype entgehen!
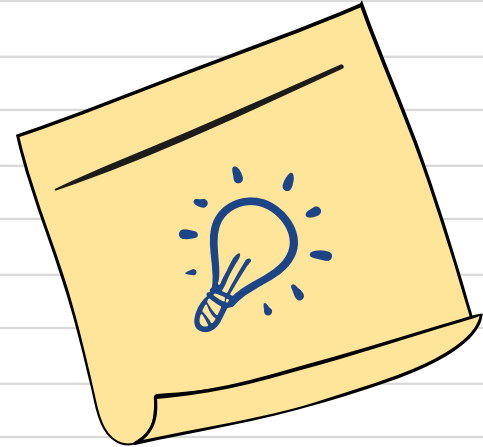
1.9g

Anzahl   — 1 +

€26.00
€13.68 / 1g

Social media trends

Tend to be short-lived, volatile, and platform-specific.

- Search https://www.reddit.com/ homepage by "Trending" or "Hot" to see what the internet is talking about.
- Twitter Trends - https://twitter.com/i/trends
- https://www.tiktok.com/discover/top-trending?lang=en
- https://www.buzzfeednews.com/ & https://www.buzzfeed.com/ - US-specific
- https://buffer.com/resources/news-trends/
- https://www.buzzfeednews.com/topic/internet-culture

Learning

- https://backlinko.com/blog
- https://buffer.com/resources/
- https://gizmodo.com/field-guide
- https://digitalmarketinginstitute.com/

Thanks!

Do you have any questions?

https://www.linkedin.com/in/anetapawlik/