



How to Spy on Your Competitor's Marketing



If you're looking for marketing tips, tools and strategies to build your small business – and are open to looking beyond your own brand, how about doing some competitive analysis?

[Buzzsumo](#) is a really cool tool and resource that allows you to research your competitor's content marketing – and much more. It also shares key word rich articles that are trending, and identifies influencers and fans in your industry.

Here's how it works.

Type your competitor's website into the Buzzsumo search bar and you'll see what content has been published, what's been the most popular, how many views there were – and just as important, who's amplifying the content.



What's the benefit?

Wouldn't you like to know what titles received the most shares, on what social networks, content format type and keywords? Plus, be able to check out influencers and their following? You can create a list of fans who are following your competition, check out the links they clicked through – and sort by content type (infographic, video, article, etc), social media platform and date.

You can also get an alert when your brand is mentioned, but you probably already knew you could do that with a Google Alert, for published work. *Hint: if you haven't set up a Google Alert on yourself, your competition, customers and prospects, you're missing out.*

There are other companies similar to Buzzsumo, and they're listed below. Just remember, if you're monitoring your competition – and that includes using LinkedIn in private non-creepy mode – be sure you have a plan to take advantage of this intel. Your time and this information is valuable.

Alternatives to Buzzsumo? 3 Experts Share Their Views

[10 Best Free and Paid Buzzsumo Alternatives](#) via SMSS Blog

[Content Marketing Solutions You Might Want to Try](#) via Satori Studio

[6 Powerful Buzzsumo Alternatives to Consider](#) via Technology Advice Blog



About PR and Brand Expert Robin Samora

Small business marketing and PR expert Robin Samora teaches small business owners how their brands can command attention in a noisy, crowded marketplace. Through her speaking, consulting and coaching, she helps clients find their ideal prospects, form valuable relationships and turn followers into loyal customers and raving fans.



Robin’s mission is to help clients increase branding and visibility online and offline by cutting through the clutter so they can get noticed and sell more products and services. She uses social media, email marketing, speaking and free publicity strategies to enhance credibility, reputation and leadership position – even without a PR budget. Robin also shares marketing tools, tricks and articles on her weekly tip sheet, [“Robin’s Rainmakers.”](#)

Contact Robin at (617) 921-3448 or email her at Robin@RobinSamora.com to find out about how she can help you grow your business and brand.

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