

**THE ULTIMATE LIST OF**

# MARKET RESEARCH TOOLS



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# Market Research Tools

As a business owner, you probably know how vital it is to keep an eye on the competition. When done right, market research can help you be vigilant of your competitors, make wise business decisions, and much more. Luckily, there is no shortage of resources on the internet for that very purpose. Below we have compiled a list of the best market research tools, divided by categories of free and priced tools. Use them to your advantage and learn how to outperform your competitors and offer a world-class customer experience

### 🔍 FREE MARKET RESEARCH TOOL

1. Google Alerts is a free online research tool that can come in handy and is easy to set up. You can use Google Alerts to monitor your online presence, track backlinks, and any mentions of your company, products, and perhaps the most useful, your competition. Set up weekly alerts on your competitors to get some insight into their activities.
2. Moz is an SEO-focused organization that offers a decent range of free research tools. Exploring keywords, link building research, and conducting analysis are among the free options at your disposal. Use it to discover the SEO metrics of your competitors.
3. You can add the Keyword Surfer Extension to your Google Chrome and conduct keyword research for free. You can see the monthly searches of various keywords so that you can be in tune with your target audience.
4. Google Trends will help you discover what type of products and services people search for the most. It is a great tool to learn about market trends, identify patterns in searches, and to absorb the terminology that people are likely to use.



## PRICED MARKET RESEARCH TOOL

5. SEMrush is a favorite among SEO professionals, as well as marketers and content creators. The SEO tool can help you analyze a topic thoroughly and discover many subtopics along the way. While you can use it to supervise your digital presence, you can also do an analysis and see the search rankings of your competitors' keywords. Price: starts at \$99,95 per month.
6. Ahrefs is a multi-faceted SEO tool that you can put to use for keyword research, URL ranking, link building, competitor analysis, and more. Enhance your content and boost your organic traffic by using this tool. Price: starts at \$99 per month.
7. WhatRunsWhere is a powerful advertising tool for content marketing. You can use it to assess the efficiency of your competitor's ads and learn from their failures. Price: starts at \$299 per month.
8. Monitor Backlinks can help you find out your competitors' backlinks to see which blogs support their content. You can also measure and compare your performance to theirs. Price: starts at \$25 per month.
9. SpyFu is your chance to take a peek at your competition's strategies, from their keywords to their marketing campaigns. You can use that SEO knowledge to stay on top of things. Price: starts at \$33 per month.
10. With KWfinder, you can conduct traditional keyword research, as well as ones with low SEO difficulty. Your number one way of finding long-tail keywords. Price: starts at \$29,90 per month.
11. WordStream can help you with automated keyword analysis to save you time on your research campaign. Price starts at \$49 per month.
12. Prisync can help you track your competitors' prices all around the world. To gain a better understanding of your competitive landscape, you can use this price tracking software and arrange a winning price strategy. Price: starts at \$59 per month.
13. Pricefy allows you to monitor the product prices of your competitors daily, in any country, currency, or market. You can conduct product and market analysis and discover the bestseller options. Price: their starter plan is free, but their lite version is \$99 per month.

**BEST MARKET RESEARCH TOOLS FOR SEO AND COMPETITOR ANALYSIS:**

14. SEMrush
15. Ahrefs
16. SpyFu
17. Google Alerts
18. Moz
19. Keyword Surfer
20. KWfinder
21. WordStream
22. UberSuggest

**BEST MARKET RESEARCH TOOLS FOR ADVERTISING**

23. Adzoola.com
24. BuzzSumo
25. SEMrush (Advertising Research, Display Advertising, PLA Research)

**BEST MARKET RESEARCH TOOL FOR SOCIAL MEDIA RESEARCH AND MONITORING**

26. Hootsuite
27. Talkwalker
28. SEMrush – Social Media Tracker
29. Reputology
30. BuzzSumo
31. Fanpage Karma
32. Klear
33. SocialMention

**BEST MARKET RESEARCH TOOLS FOR CONTENT:**

34. Monitor Backlinks
35. Ahrefs
36. Google Trends
37. WhatRunsWhere
38. SEMrush (Topic Research, Feedly)
39. SEMrush (Post Tracking)

**BEST MARKET RESEARCH TOOLS FOR YOUR PRICE STRATEGY (PRODUCTS):**

40. Skuuudle - Allows you to price right by directly and regularly tracking your competition
41. Prisync – Boast competitor price tracking and monitoring software.
42. Pricefy – Allows you to monitor your competitor's prices on autopilot!

**BEST MARKET RESEARCH TOOLS FOR YOUR PRICE STRATEGY (SERVICES):**

43. **Price Manager:** Track daily prices, assortment, and implement marketplace or shopping engine scans
44. **Pros:** Drive revenue and margin growth through this price optimization and management software.
45. **Price FX:** Dynamic pricing software that will grow your profitability.

**BEST EMPLOYEE RESEARCH TOOLS**

46. Glassdoor
47. <https://fairygodboss.com/company-reviews>
48. <https://www.indeed.com>
49. <https://www.vault.com>
50. <https://www.careerbliss.com>

## **BEST CUSTOMER COMPLAINT TOOLS**

51. Twitter
52. Facebook
53. Better Business Bureau

## **BEST FINANCIAL HEALTH TOOLS**

54. <https://www.merchantcircle.com>
55. <https://www.sec.gov/edgar.shtml>
56. Hoovers
57. Crunchbase

## **BEST CHROME EXTENSIONS FOR RESEARCH & MARKETING**

58. Keyword Everywhere
59. NAP Hunter
60. Check My Links
61. SEO Minion
62. Wappalyzer (see competitors website tech stack)

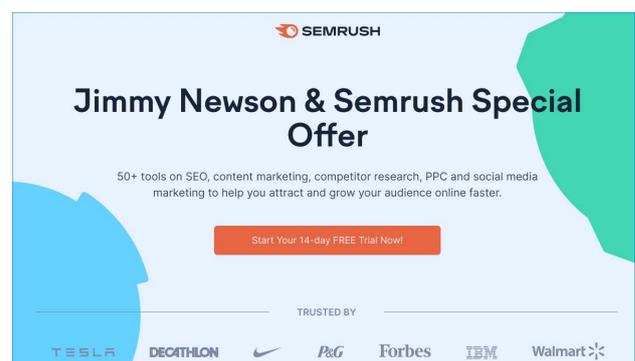
63. SEMrush Social Media Poster

## **BEST MARKET RESEARCH TOOLS FOR CONTENT:**

64. ReferenceUSA
65. SimplyAnalytics
66. eMarketer
67. Ascend2
68. Mintel
69. IBISWorld
70. D&B Hoovers
71. Statista
72. Winmo
73. Business Insights: Essentials
74. PrivCo
75. Gale Directory Library
76. Mergent
77. Plunkett Research
78. Mergent
79. Plunkett Research

As you can see, there can be a bit of overlap with some tools, so it's best to leverage a few free trials to find the tool that can give you the best bang for your buck. There are a ton more tools out there. So good luck as you begin your research journey.

Now that you have our ultimate list of market research tools, you can pick the one that best suits your exact needs. You can choose the appropriate tool from this range of free and priced tools. Your decision-making process will rely on credible data, and growth will follow soon



**Get a 14-Day Free Trial of SEMrush**

<https://www.semrush.com/partner/jimmynewsonpro/>

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Through leveraging the power of strategy, technology, and innovation, MFSB helps small business owners and entrepreneurs navigate a sea of options and possibilities to make the right decisions to produce results in their business that lead to sustainability, growth, and leadership. We plan on impacting 1MM businesses by 2050.

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