Marketing Intelligence

**Definition:** Primarily external data collected and analyzed by a business about markets that it anticipates participating in with the intention of using it in making decisions. Marketing intelligence can be used to assess market entry opportunities and to formulate market development plans and penetration strategies.

### Social Media
- Facebook
- Pinterest
- Twitter
- #Hashtags

### Social Groups
- Chambers/Incubators/Support Groups
  - YBI- Woman’s Entrepreneurship
  - SBDC@YSU
  - Kitchen Incubator
  - Youngstown Warren Regional Chamber
- SCORE

### Print Source
- Catalog-Books Search
- Article Search: EBSCOHost or Gale Power Search

### Directories
- ReferenceUSA
- Yellow Pages
- Mergent Intellect
- Thomasnet.com
- Larger Institution’s
- Occupational Outlook Handbook
- Ohio Development Services-Research-Reports

### Social Groups
- Associations/Tradeshows
  - Expo Center
  - Google Alerts
  - Google News
  - Google Trends
  - Google Tag Manager
  - Google Adwords
  - Google Analytics
  - Google.com/business
  - Google Correlate
  - Google Analytics

### Business Question? Ask Your Business Librarian!
Stuart Gibbs, Business Librarian, can answer your questions and help connect you to the resources you need. And through our Book-A-Librarian program, you can arrange to meet with the Business Librarian for one hour of one-on-one consultation. Call 330-744-8636.