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.

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- Facebook
- Pinterest
- Twitter
- #Hashtags

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

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

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- Expo Center
- Gale Directory
- Lawrence Convention Center
- Exporting
- Google News
- Google Correlate
- Google.com/business
- Google Analytics
- Google Adwords
- Google Tag Manager
- Google Trends
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