

## Mining Local Sources for Competitive Intelligence

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## Agenda

- ✓ Why bother?
- ✓ Strategies
- ✓ Sources

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## Local for CI

Information about the environment in which companies/people live, work, operate

- Demographic
- Economic
- Regulatory
- Political
- Social

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## Local for CI

In-depth coverage not found elsewhere

- Coverage of small, private companies
- Mass layoffs
- Natural disasters
- Local feel/insights

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## Challenges

- Fewer sources
- Harder to find
- Later releases
- Information not always uniform across locations
- Smaller samples/less reliable

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## Strategy

Use a variety of sources - online and human  
How will the information be used?  
Know when to pay

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## Strategy

Know your geography  
Small locations don't live in isolation  
Consider alternatives

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Demographics  
Economics  
Issues  
Companies  
People

## KEY SOURCES

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## Key sources

- Federal government
- State/local governments
- Local organizations
- Local media
- Social media
- Specialized sites
- Local experts

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## Local demographics

- New American FactFinder  
[factfinder2.census.gov](http://factfinder2.census.gov)
- [statelocalgov.net](http://statelocalgov.net)
- Chambers of Commerce
- Claritas MarketPlace  
[snipurl.com/21uq9bh](http://snipurl.com/21uq9bh)

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## Local economics

- BLS Geographic Guide  
[bls.gov/guide/geography](http://bls.gov/guide/geography)
- BEA Regional Economic Accounts  
[bea.gov/regional](http://bea.gov/regional)
- American FactFinder
- [censtats.census.gov](http://censtats.census.gov)

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### Local economics

- Google News advanced search
- Economic development orgs
- Chambers of Commerce
- Economists, journalists
- GovScan.com
- YourEconomy.org

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### Local issues

- Topix.com
- InOtherNews.us
- LocalTweeps.com
- HelloMetro.com
- Stateline.org
- Librarians, journalists
- Econdev, other organizations

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### Companies

- BizJournals.com
- NewsLink.org
- InfoUSA.com
- Placeblogger.com
- ThomasNet.com
- Chambers of Commerce, econdev orgs

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### People

- abyznewslinks.com
- Wink.com
- ChirpCity.com
- LinkedIn advanced search
- Guidestar.org
- Petersons.com

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### Going local

- ✓ Have a plan - but be flexible, creative
- ✓ Use the web to find leads, sources
- ✓ Talk to the locals

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*ResearchNOTES*

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