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| --- | --- | --- | --- | --- | --- |
| **Keywords**  (Google, Bing) | **Ad Channels / Traffic Estimates**  (Google, FB, Bing)  **Audience Insights:** | **Media Channels**  (TV, Radio, Ezines/Magazines, Podcasts, Youtube, etc) | **Software / Apps** | **Communities / Events**  (Groups,Forums,Boards,Assocations, Seminars, Conferences,etc) | **Ideas, Challenges/Opportunities** |
| **Competitor Websites/blogs** | **Influencers/Thought Leaders** | **Product/Service / Salespages** | **Lead magnets / Optin Pages** | **Key Features/Benefits** |