Accelerate our content's impact

TLDR: Why should we invest in MarketMuse?

✓ Save time

✓ Unify the team on strategy

✓ Improve our decision-making with objective data

✓ Increase organic traffic and rankings (avg. 2-6X increase)

Manual
TOTAL: **19HRS**
MAX: **36HRS**

✦ **MarketMuse**
TOTAL: **8HRS**
TIME SAVED: **11+HRS**

Trusted solution

Industry recognized

INSIDER

SEJ Search Engine® Journal

MARKETING ARTIFICIAL INTELLIGENCE INSTITUTE

CM CONTENT MARKETING INSTITUTE™

Forbes

User approved

G2 **Highest User Adoption** — Mid-Market — WINTER 2023

G2 **High Performer** — WINTER — 2023

G2 **High Performer** — Mid-Market — WINTER 2023

G2 **Leader** — WINTER — 2023

Why MarketMuse

It takes hours to research topics, keywords, competitors, SERP structure and our own content performance.

We can minimize the number of points solutions we use to gather that research. MarketMuse streamlines that process and will help us make decisions faster around:

- ✓ What content to create
- ✓ How much to produce
- ✓ How to strategically compete

- ✓ Our site's strengths and weaknesses
- ✓ What quick wins are possible
- ✓ How to maximize our ROI

MarketMuse inventory reads all our content and extracts entities to help us understand our site's strengths and weaknesses.

Implementation

Engineering doesn't need to get involved, which accelerates our timeframe. They only need our website(s) and topics we care about to get us started.

Team training will be scheduled, but we can start using it immediately.

Risks of not choosing MarketMuse

- ✗ Losing traffic
- ✗ Chasing the wrong topics
- ✗ Spending more money later to make up for inefficiencies

- ✗ Making non data-driven decisions
- ✗ Publishing low-quality content
- ✗ Wasting time on research

Software comparison

MarketMuse offers something nobody else on the market does: personalized insights based on our content and goals.

	✦ MarketMuse	clearscope	⣿ frase	◫ SURFER
Content inventory	Full domain	No	No	No
Analyze competitive clusters	Yes	No	No	No
Your content insights overlayed with topic research	Yes	No	No	No
Personalized Metrics	Yes	No	No	Yes
Data Sources	Proprietary	Commodity	Commodity	Commodity
Content Planning	Yes	No	No	Yes
Analyze SERP structure	Yes	No	Yes	Yes
Linking Suggestions	Yes	No	Yes	Yes
Questions	Yes	No	Yes	Yes