

A hand holding a smartphone, with a red-to-orange gradient overlay. The text is centered on the screen.

TRENDSPOTTR

Predictive Content  
& Market Intelligence

# The market changed: buyers are now in control

Sales & marketing are expected to provide buyers with timely, relevant, and informative content



Effective sellers can meet buyers on their terms and have **continuous person-to-person interactions.**



Because ***digestible, educational, and interactive channel-specific content*** is an important aspect of any successful selling program.

- Mike Derezin, Vice President of Sales Solutions for LinkedIn



# What if....

- ? Your content strategy was informed by timely and relevant market intelligence?
- ? You could have continuous person-to-person interactions with your customer?
- ? You could predict market trends and share them with your customers before they went viral?



# Predictive trend intelligence

Detect trends early to get ahead of the curve



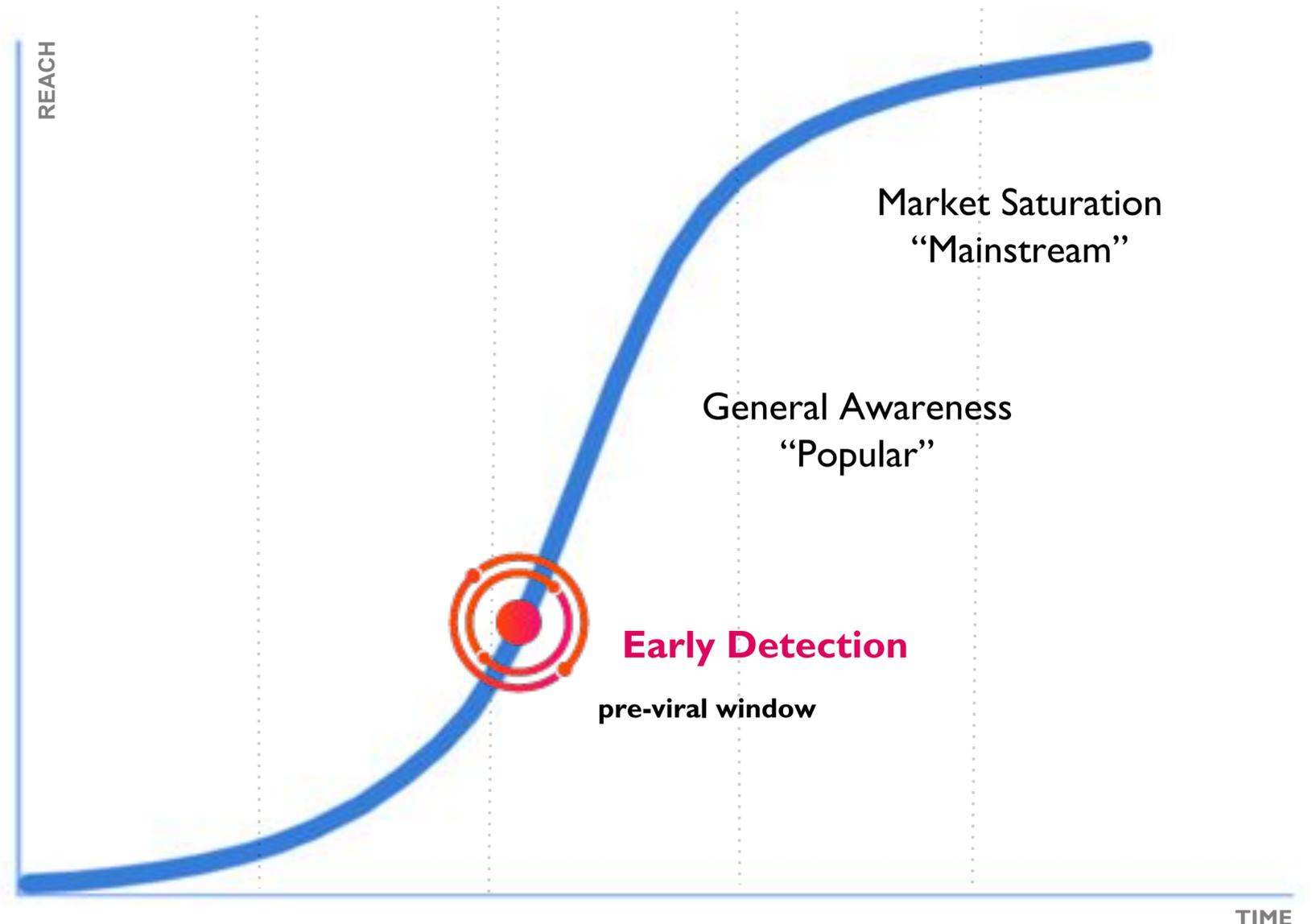
**Attract:** Generate awareness and build your audience with a market insights-based content strategy.



**Convert:** Facilitate regular engagement throughout each stage of the buyer journey and sales cycle.



**Retain:** Empower sales and customer teams with real-time insights to fuel relevant and timely engagement.



# Real-time content and market intelligence informs your...

## Content Strategy

Discover trends, monitor keywords and topics, and identify influencers and hashtags to produce an informed content strategy.

## Social Marketing

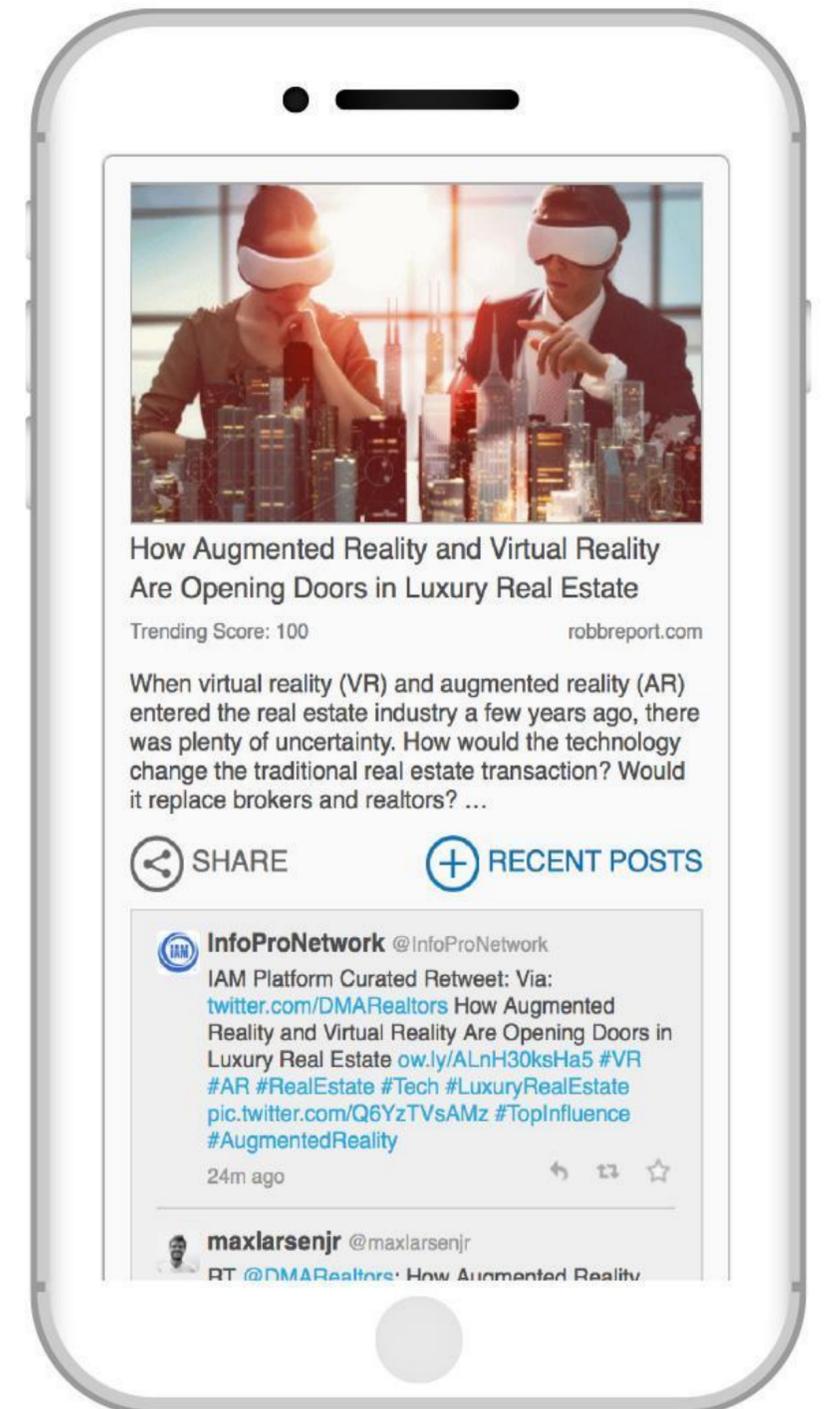
Share high-ranking social content with your prospects and customers—before it goes viral.

## Sales Engagement

Provide salespeople with real-time insights into industry and competitive trends, build thought leadership, and connect with key prospects and influencers.

## PR & Communications

Provide a real-time newsroom and knowledge center to monitor and surface emerging industry and competitor trends, PR issues, and potential crises.



# TrendSpottr provide real-time insights from a single interface

Monitor a topic or keyword, discover trending content, instantly personalize and share.

The screenshot displays the TrendSpottr interface with three main panels:

- Content Marketing Trends:** Features a video thumbnail titled "How to Use Content Marketing to Drive Sales Through All Five Stages of The Customer Buyer's Journey - Inbound Rocket" with a trending score of 100 from inboundrocket.co. The text below discusses changes in online marketing over the last decade. A green line graph shows an upward trend. At the bottom are "SHARE" and "RECENT POSTS" buttons.
- Influencer Marketing Trends:** Features a thumbnail titled "How to Grow Your Business in 2018 through Influencer Marketing Campaigns" with a trending score of 100 from creator.ai. The text discusses the challenges of staying relevant in a competitive market. A green line graph shows an upward trend. At the bottom are "SHARE" and "RECENT POSTS" buttons.
- Influencers & Hashtags:** Includes a "Trending Topics" section with "Marketing, Search engine optimization, Social media, Sales, Customer service, Floral design, Corporation, Attention, Sales lead, Trail". Below is a "Trending Hashtags" section listing various tags like #contentmarketing, #marketing, #content, #b2b, #ecommerce, #buyersjourney, #digitalmarketing, #leads, #decentralization, #gamb, #entrepreneur, #seo, #business, #leadgen, #businessstrategy. At the bottom is a profile for Michael Brenner (@BrennerMichael), a marketer and CEO of @MKTGInsiders, with a "Follow" button.

Top trending hashtags and influencers

Track a subtopic or Twitter list to monitor content in real-time

# Easy to use, easy to deploy

AI-powered market & content intelligence

- ✓ Mobile ready and optimized
- ✓ No SEO or coding required
- ✓ Real-time access to predictive insights
- ✓ Customize or whitelabel the user experience
- ✓ Enterprise-level scalability with limitless users
- ✓ Flexible deployment: on your website, microsite, landing page, or intranet



A hand holding a smartphone, with a pink-to-orange gradient overlay. The text "Be the First to Know" is centered in white.

# Be the First to Know

[www.TrendSpottr.com](http://www.TrendSpottr.com)