

Crystal Ball Marketing Report 2013



By Your "Oracle" Travis Sago

Brought to you by the [Bum Marketing Method](#)

Would you rather duke it out with your SEO competition over all the search phrases people USED to type in?

Or? ...

Would you rather bathe in the warmth of wealth almost alone for weeks or even months before your competition catches on?

The timing of your campaigns can make the difference between enjoying a lion share of the profits and scavenging for scraps left by your more savvy competitors.

The following are a few sites that I use as my personal Marketing Crystal Ball.

They allow me to see just far enough into the future that I can swoop in and rack up huge profits BEFORE most folks even KNOW these markets exist.

There may be a faster, easier way to make huge money with SEO, but I haven't found one yet!

Table of Contents

- [Crystal Ball Site 1: Trendwatching.com](#).....3
 - [Trends Briefing Page](#).....3
- [Crystal Ball Site 2: Trendhunter.com](#).....4
- [Crystal Ball Site 3: BuzzFeed.com](#).....4
 - [What is BuzzFeed?](#).....5
- [Crystal Ball Site 4: Twitter.com](#).....5
 - [Twitter Trends Screen Shot:](#).....6
 - [Hot Twitter Tip...](#).....6
 - [How To Use Twitter Hash Tags...](#).....6
 - [Twitter Trends Guidelines:](#).....7
- [Crystal Ball Site 5: WhatTheTrend.com](#).....7
 - [How WTT Works:](#).....7
- [Crystal Ball Site 6: Google Trends](#).....8
 - [How to Use Google Trends For Crystal Ball Marketing:](#).....8
 - [Google Trends Tips:](#).....9
- [Crystal Ball Site 7: ConsumerReports.org](#).....10
- [Crystal Ball Site 8: PRWeb.com – The BIG Kahuna!](#).....10
 - [Here’s a Great 'PRWeb' Ninja Trick:](#).....11
- [Crystal Ball Site 9: Amazon.com](#).....12
 - [Amazon’s Best Sellers Tips:](#).....12
- [Crystal Ball Site 10: *Engadget – TECH NEWS GALORE!](#).....13
 - [Crystal Ball Marketing Summary:](#).....14

Your Top Crystal Ball Marketing Sites For 2013:

Crystal Ball Site 1: [Trendwatching.com](http://trendwatching.com)



<http://trendwatching.com/>

Trendwatching.com is one of the world's leading consumer trends firms that provides insight into the emotions that drive the current (and future) consumerism trends. They literally scan the globe for the most promising consumer trends and then report their findings in a free monthly trend briefings.

Trends Briefing Page

On the [trends briefing page](#) you'll discover a variety of current consumerism trends, including;

- How savvy businesses are catering to the growing "PRESUMERS" crowd.
- A huge trend of *TRADING what you've got* for something you WANT.
- And 12 cool "MiniTrends" (including; lollipops that stop hiccups, a handbag that powers a mobile phone, and a portable fuel cell charger that runs on water) that you can run with right now!

Crystal Ball Site 2: [Trendhunter.com](http://www.trendhunter.com)



<http://www.trendhunter.com>

Get way ahead of your competition with HUNDREDS of product ideas that are hot today and will be getting hotter tomorrow. You can search by category to find a massive amount of ingenious product ideas.

From glowing electric sneakers and fully biodegradable vegan shoes, to hands-free gadget holders and hi-Tech rocking chairs with a built-in iPad dock and sound systems. These are just a few of the brilliant product ideas that I discovered while browsing the site.

Crystal Ball Site 3: [Buzzfeed.com](http://buzzfeed.com/)



<http://buzzfeed.com/>

Rising in popularity at an incredible rate, BuzzFeed delivers the most talked about information, shared articles, and other viral content from around the web.

What is BuzzFeed?

BuzzFeed is actually a viral news aggregator which uses technology to find viral content from all around the Internet and automatically chooses the most popular and interesting content. It's a one-stop place to discover, share and follow all things amazing that's taking place on the Web the moment it happens.

Crystal Ball Site 4: [Twitter.com](https://twitter.com/)



<https://twitter.com/>

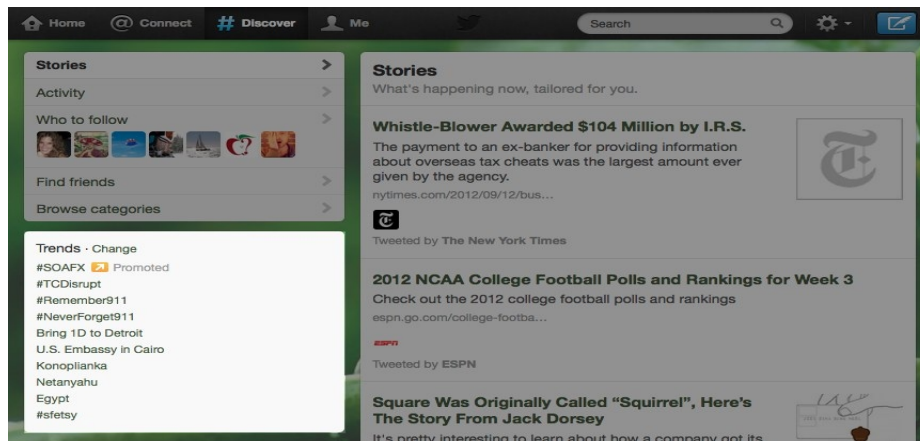
With regard to getting current news, Twitter is a valuable online resource. However, when using Twitter, one of the biggest marketing benefits is often either over-looked, or under-utilized...

...**"Twitter Trends"**!

Following trending topics on Twitter is one of the easiest ways to 'be in the know' with what's hot right now.

Whether or not you follow users that tweet viral content, it is possible to take a look at the Trending Topics that are displayed on your page which will show the keywords that are currently being tweeted the most.

Twitter Trends Screen Shot:



Trends appear in the column on the left side of your Twitter page. Above is a screenshot that highlights the Trending topics section.

Hot Twitter Tip...

Besides just watching the latest trends on Twitter, using a “**hashtag**” (#) in your tweets is strongly recommended as well! Here's why...

Using hashtags in your tweets is a very effective way to gain free exposure to your Twitter account and to (hopefully) gain more Twitter **followers**.

How To Use Twitter Hash Tags...

Every time you use a hashtag # in your tweet it will be visible in the Twitter search results. For example...

...If I tweet, "*I just bought my niece a cool **#hoodie** for **#Christmas***" then anyone that searches for either hoodie OR Christmas will see all the tweets containing those hash tags.

Pretty cool, Right?

But Remember...

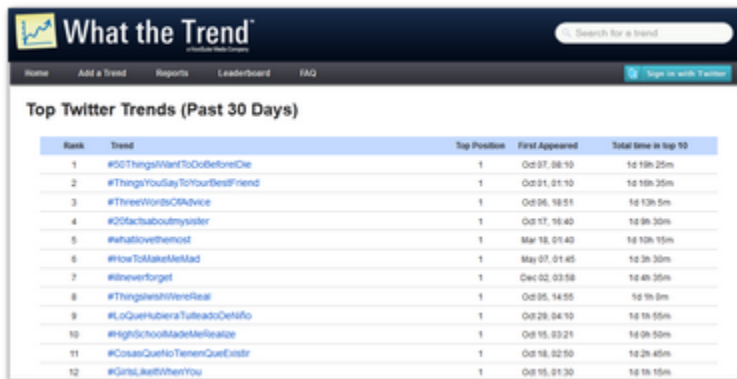
...When using Twitter (or ANY Social Media site) to *always* follow their Guidelines & Best Practices.

Twitter Trends Guidelines:

- “Don't #spam #with #hashtags” by over tagging a single Tweet! Twitter recommends using no more than 2 hashtags per Tweet.
- Don't post UNRELATED Tweets to trends or your *Twitter account could get **suspended!***

Speaking of Twitter Trends, this leads us to Crystal ball site #5...

Crystal Ball Site 5: WhatTheTrend.com



The screenshot shows the 'What the Trend' website interface. At the top, there is a search bar and navigation links for Home, Add a Trend, Reports, Leaderboard, and FAQ. Below the navigation is a 'Top Twitter Trends (Past 30 Days)' section with a table listing various trends.

| Rank | Trend | Top Position | First Appeared | Total time in top 10 |
|------|-------------------------------|--------------|----------------|----------------------|
| 1 | #50ThingsIWantToDieBeforeDie | 1 | Oct 07, 08:10 | 12 13h 25m |
| 2 | #ThingsYouSayToYourBestFriend | 1 | Oct 01, 01:10 | 10 10h 25m |
| 3 | #ThreeWordsOfAdvice | 1 | Oct 06, 18:51 | 10 12h 5m |
| 4 | #OfaCubaboutMySister | 1 | Oct 17, 16:40 | 10 3h 30m |
| 5 | #whatlovethebest | 1 | Mar 18, 01:40 | 10 10h 15m |
| 6 | #HowToMakeMeMad | 1 | May 07, 01:45 | 10 3h 30m |
| 7 | #INeverForget | 1 | Dec 02, 03:58 | 10 4h 35m |
| 8 | #ThingsIwishIHadReal | 1 | Oct 05, 14:55 | 10 1h 3m |
| 9 | #LoQueHubieraTuLoradoDeHillo | 1 | Oct 28, 04:10 | 10 1h 55m |
| 10 | #HighSchoolMadeMeRealize | 1 | Oct 16, 03:21 | 10 0h 50m |
| 11 | #CosasQueNoTienenQueExistir | 1 | Oct 18, 02:50 | 10 2h 45m |
| 12 | #GirlsAskWhenYou | 1 | Oct 16, 01:30 | 10 1h 15m |

<http://whatthetrend.com/>

WhatTheTrend (WTT) acts as a leaderboard for **Twitter trends** and is referred to as "*The front page of the real-time web*". What makes this site so unique is that it allows 'real people' from around the web to and give answers regarding why they think something is trending and to contribute to the trending topics as well.

How WTT Works:

What The Trend provides a constantly updated list of trending topics from Twitter and allows you and thousands of other people across the world to explain why this trend is important or interesting to people right now.

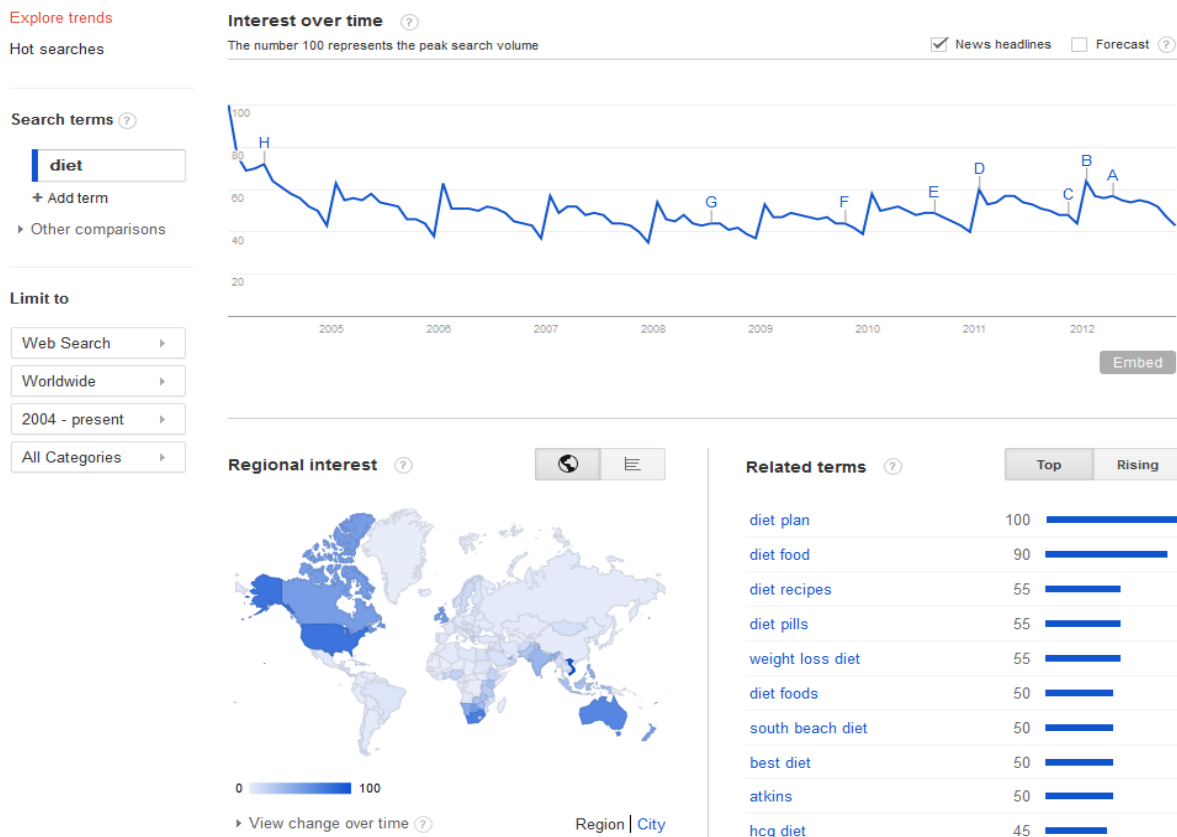
Crystal Ball Site 6: [Google Trends](#)

With the Google trends keyword search tool, you can *quickly compare **RISING Interests*** in niche markets and easily check the pulse of industry trends and consumer patterns at a glance.

How to Use Google Trends For Crystal Ball Marketing:

1. Start by entering a “broad” search term for your niche such as; weight loss, exercise, make money, etc.

*For example, below I entered “**diet**” as my keyword search term:



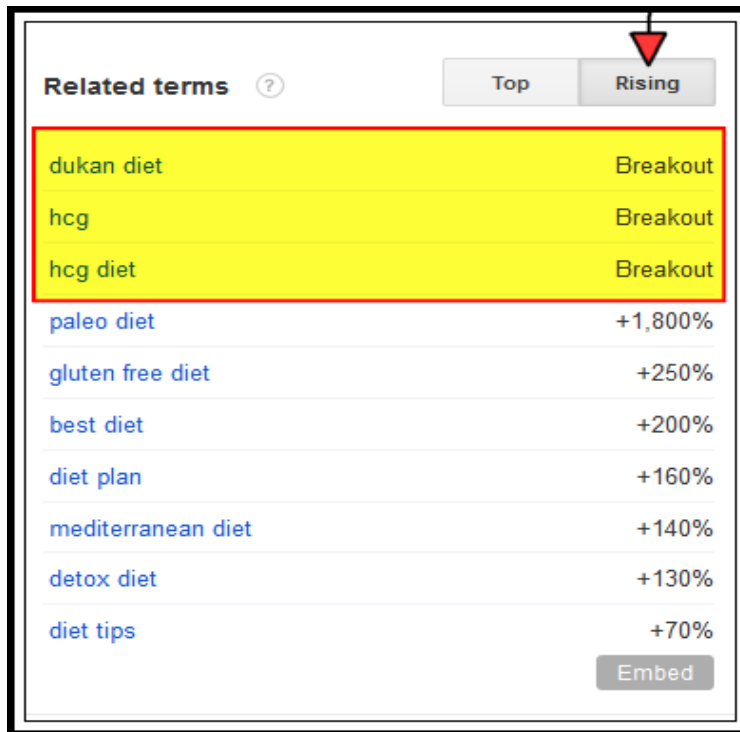
<http://www.google.com/trends/>

2. Next, select the “Rising” tab button. (See the screenshot below)...



3. After clicking on the rising tab, look for any “Breakout” search terms. The breakout searches are newer keywords that are being searched for at a higher than usual rate.

Breakout keywords (as highlighted below) could be a signal for a hot new breaking trend that you can jump into quickly and get a huge advantage over your competition.



Google Trends Tips:

- You can enter as many as five terms to find out compare different search terms, or to see how often they are searched for over a period of time.
- You can hover your mouse over different points on the graph to see when your search term(s) have shown up in Google news.

- Check out the map to see at a glance which geographic locations have searched for your search terms most frequently.

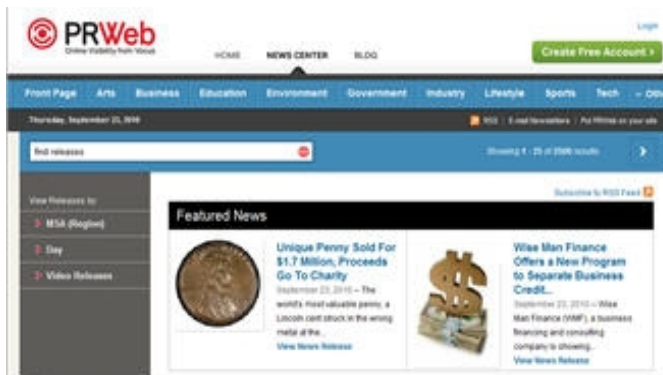
Crystal Ball Site 7: ConsumerReports.org



<http://consumerreports.org>

A wealth of new product information and discussion! MAKE SURE you look at the news and VISIT THE FORUM for NEW PRODUCT RELEASE discussions. There are NEVER ending opportunities to be found, as well as what consumers are thinking about the new products.

Crystal Ball Site 8: PRWeb.com – The BIG Kahuna!



<http://www.prweb.com/>

Where do companies go weeks, months or even YEARS before they launch a new product or service and want to start building buzz?

They go to PRESS RELEASE sites and News Wires.

There are several, but this one will present you with more future opportunities than you may know what to do with?

<http://www.prweb.com/recentnews/index.htm> (This link will take you straight to the PR WEB news center).

You'll find DOZENS of new RELEASES, LAUNCHES, NEW PRODUCT ANNOUNCEMENTS – EVERYDAY.

Go into a category and WATCH FOR TRENDS.

Here's a Great 'PRWeb' Ninja Trick:

=> Go to Google and Type this in:

Site:prweb.com "KEYWORD"

=> Replace KEYWORD with:

- Announces
- Launch
- Launches
- New
- New product

This time-saving searching technique will help you find hot new product ideas and the latest innovations fast!

Crystal Ball Site 9: [Amazon.com](https://www.amazon.com)



<http://www.amazon.com/>

Amazon is an ideal site for getting market research for just about any niche. The easiest way to begin looking for hot niche ideas is to click on Amazon's "*Best Sellers*" tab and browse the categories. by entering your search term into Amazon's search bar and

Amazon's Best Sellers Tips:

- To discover what's already selling, search any of Amazon's "*Best Sellers*" departments and browse the categories.
- When searching their best sellers, it's important to refine your niche as tightly as possible. For example, click on Baby => Strollers => Joggers to refine your search to show only the best sellers in "Jogger Baby Strollers".
- Another tip to help identify a good marketing niche using Amazon is to check out customer reviews of the people that have actually purchased the product.
- Amazon's "**Hot New Releases**" is a Goldmine for getting a jump on new niche markets and product ideas.

- Best Sellers
- Hot New Releases
- Movers & Shakers
- Top Rated
- Most Wished For
- Gift Ideas

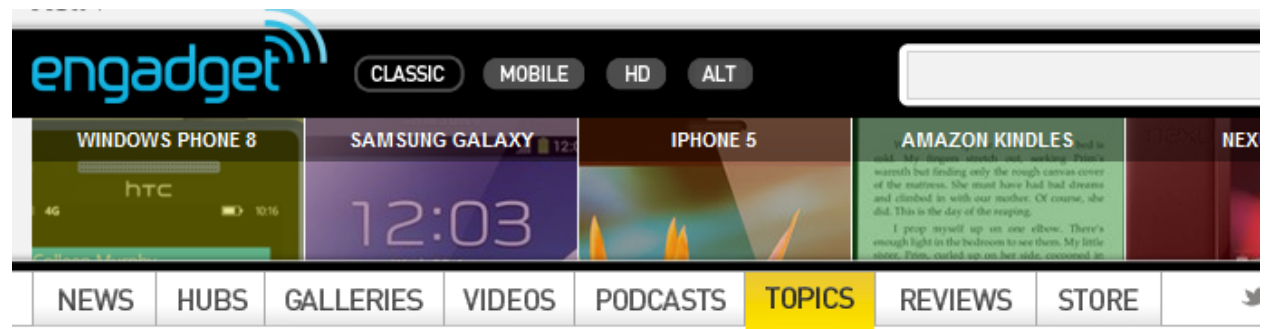
Amazon Hot New Releases

Our best-selling new and future releases. Updated hourly.

For example, if you check out the Hot New Releases in the “**video games**” department, you can quickly see all of the latest games that are freshly new to the market and which games that are going to be released soon.

And by knowing which video games are becoming available, and when they'll be released, you'll get a big advantage over your competition.

Crystal Ball Site 10: *Engadget – TECH NEWS GALORE!



SORT ALL POSTS

CSR outs new Coach16 p cameras, aims to kill video
by Steve Dent Nov 6th 2012 at 3:56PM
0 Comments

BY TOPIC

ALL TOPICS ▼

- ALL TOPICS
- ANNOUNCEMENTS
- CELLPHONES
- DESKTOPS
- CAMERAS
- DISPLAYS
- E-READERS

BY COVERAGE

ALL COVERAGE ▼

- ALL COVERAGE
- FEATURED
- HANDS ON
- HOW-TO
- PREVIEWS
- REVIEWS

<http://www.engadget.com/>

Engadget is an Internet magazine with almost endless daily coverage of all things new in gadgets and consumer electronics. Make sure to click on the “**Topics**” section to check out their “[Announcements](#)” as well as the **PREVIEWS** and **reviews** tabs for hot, new product ideas.

Crystal Ball Marketing Summary:

How much Crystal Ball Money can you make using these sites? Or, more to the point, how much money can you afford to LOSE by not using these Crystal Ball marketing resources?

Now please don't become overwhelmed with the thought of using each and every site listed above. The key is to use the sites that help you best while researching to find a new hot new market niche.

As you begin your Crystal Ball research, you'll quickly discover which sites work best for you. Furthermore, depending on your market niche, some of the Crystal Ball sites may be more important to you than the others.

For example, while Engadget is great for new electronic gadgets and hot trends in technology, the site will not be helpful if you're looking for the latest diet trends.

What's most important is that you get started right now!

The Crystal Ball Marketing Report is *Brought*
To You By The
[*Bum Marketing Method*](#)

Copyright © - All Rights Reserved