

Case Studies, Market Data & Field Reports

HOW TO GET A **FLOOD OF ONLINE TRAFFIC**
WITHOUT SPENDING \$1 / DAY

CONTENT MARKETING CASE STUDIES

- > [The Greatest Sales Letter of All Time](#)
- > [Kraft Case Study](#)
- > [AirBnB Case Study](#)
- > [Coca Cola Share with a friend Case Study](#)
- > [Oreo Real time Content Marketing](#)
- > [Nerdwallet Case Study](#)
- > [The Penny Hoarder Case Study](#)
- > [Zamato Case Study](#)
- > [Amazon Case Study](#)
- > [Dominos Pizza Case Study](#)



MARKET ASSESSMENT DATA SOURCES

1. CHARTS AND GRAPHS

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

2. CHARITABLE / NONPROFIT

<http://give.org/>

<https://shrm.org>

3. COMPANY RESEARCH

<http://data.cnbc.com/quotes>

<http://investing.businessweek.com/research/company/overview/overview.asp>

<http://www.cogmap.com>

<http://www.ic.gc.ca/eic/site/cd-dgc.nsf/eng/home>

<http://www.loc.gov/rr/business/company/directories.html>

<http://www.forbes.com/largest-private-companies/>

<http://investing.businessweek.com/research/common/symbollookup/symbollookup.asp>

<http://www.ic.gc.ca/eic/site/cd-dgc.nsf/eng/home>

<http://www.forbes.com/lists>

<http://www.scimagojr.com>

<http://www.sba.gov>

<http://www.bizstats.com>

4. CUSTOMER RESEARCH

<http://www.upcloseandpersona.com>

<https://aytm.com/>

<http://www.bls.gov/cex>

<http://www.bls.gov/opub/uscs>

<http://www.federalreserve.gov/releases/G19>

<http://www.oecd.org/sti/consumer>

<http://www.sca.isr.umich.edu>

http://www.socialsecurity.gov/policy/docs/chartbooks/expenditures_aged

5. CORPORATE REPORTS

<http://www.shibuimarkets.com>

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

<http://www.erieri.com/Proxies10ksAppraisalNorms>

6. ENTREPRENEURSHIP

<http://ecorner.stanford.edu>

<http://www.entrepreneurship.org/>

<http://www.inbia.org/>

<https://www.sba.gov/advocacy>

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

<http://www.gsb.stanford.edu/>

<http://www.kauffman.org/what-we-do/research>

<http://www.uschamber.com/sb/>

7. FINANCE

<http://valuationresources.com/>

<http://www.fsroundtable.org/>

<https://www.ssrn.com/en/>

<http://www.eldis.org/>

<https://www.federalreserve.gov/>

<http://www.fsroundtable.org/>

<https://www.ssrn.com/en/>

8. FREE SOURCES

<http://www.pewresearch.org/>

<https://www.marketingsherpa.com/freestuff>

<https://www.statista.com>

<https://www.research-live.com/>

<https://www.plunkettresearch.com>

<https://www.economy.com/freelunch/>

<https://www.thinkwithgoogle.com/>

<https://trends.google.com/trends/>

<https://research.hubspot.com/>

<https://www.survata.com/>

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

<https://www2.deloitte.com>

<http://www.economist.com/topics>

<http://market-research.alltop.com/>

9. GOVERNMENT AND AGENCIES

<https://www.dol.gov/>
<http://unctad.org>
<https://bea.gov/>
<https://www.newyorkfed.org/research/snapshot/index.html>

<https://ustr.gov>
<https://www.bls.gov/>
<http://www.sba.gov/advocacy>
<https://www.wto.org/>
<http://www.sba.gov/content/understand-your-market-and-economic-conditions>

10. MARKETS

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

11. MEDIA

<http://www.reuters.com>
<https://www.forbes.com>
<https://www.nytimes.com/>
<http://www.bbc.co.uk/>
<http://www.foxbusiness.com>
<https://www.wsj.com/>
<https://www.bloomberg.com/markets>

<http://news.yahoo.com/>
<http://news.google.com/>
<https://www.economist.com/>
<https://www.inc.com/>
<https://www.entrepreneur.com>
<https://www.fool.com/>
<http://money.cnn.com/>

12. OTHER LISTS

<http://econdata.net/links-by-source/>
<http://econdata.net/subject-links/>
<http://slideplayer.com/slide/4395616/>

13. PAID SOURCES

<http://www.hoovers.com>
<https://www.theresearchbuyersguide.com/>
<https://www.comscore.com>
<https://www.technavio.com>
<https://www.ibisworld.com/>

<https://www.marketresearch.com>
<https://www.ibisworld.co.uk>
<https://www.mordorintelligence.com/>
<https://www.gminsights.com>
<https://www.reportbuyer.com/>

14. STATISTICS - GENERAL

<http://www.unescap.org/stat/data/>

[http://www.aeaweb.org/rfe/showCat.php?](http://www.aeaweb.org/rfe/showCat.php?cat_id=6)

[cat_id=6](http://www.aeaweb.org/rfe/showCat.php?cat_id=6)

<http://ec.europa.eu/eurostat/web/main/home>

<http://faostat.fao.org/>

<http://www.census.gov/main/www/a2z>

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

<https://usa.ipums.org/usa/>

<http://www.stat.go.jp/english/data/index.htm>

<http://www.imf.org/external/index.htm>

<http://www.nationmaster.com/index.php>

<http://www.nsf.gov/statistics/>

<http://www.oecd.org/statistics/>

<http://www.offstats.auckland.ac.nz/>

<http://www.prb.org/>

<http://www.researchamerica.org/>

[poll_summary](http://www.researchamerica.org/poll_summary)

<http://www.statemaster.com/statistics>

<http://www.uis.unesco.org/Pages/default.aspx>