

Market Intelligence Research Prompts

AI-Ready Templates for Client Research

These prompts are designed to work with Claude, ChatGPT, Perplexity, or any capable AI assistant. Copy and customize the bracketed sections for your specific client.

How to Use These Prompts

1. Replace all [BRACKETED TEXT] with your client's specific information
2. Start with the Master Research Prompt for comprehensive research
3. Use individual category prompts for deeper dives on specific areas
4. For best results, use an AI with web search capabilities

Master Research Prompt (Full Framework)

Use this for comprehensive market intelligence. Takes 30-60 minutes with a capable AI.

You are conducting market research for a [B2C/B2B] [INDUSTRY] business.

CLIENT CONTEXT:

- Business: [COMPANY NAME]
- Location: [CITY/REGION, STATE]
- Services: [LIST MAIN SERVICES]
- Average deal size: [DOLLAR AMOUNT]
- Known competitors: [LIST ANY KNOWN COMPETITORS]

Research the following 8 categories and compile a comprehensive report:

1. MARKET SIZE & OPPORTUNITY

- Total addressable market in the region
- Number of potential customers (housing units, businesses, etc.)
- Average project/transaction value
- Growth trends and market drivers

2. COMPETITIVE DEEP DIVES

For each major competitor, document:

- Business history and profile
- Online presence (website, SEO rankings)
- Review analysis (ratings AND specific language used)
- Messaging and positioning
- Pricing signals
- Strengths and weaknesses (SWOT)

3. ADDITIONAL COMPETITORS

- Who else ranks in search results
- Lead aggregator presence
- National brands in market

- Emerging threats

4. LEAD AGGREGATOR LANDSCAPE

- Active platforms in this industry
- Cost-per-lead by platform
- Competitor usage patterns
- Platform dominance in search

5. CUSTOMER ACQUISITION & BEHAVIOR

- Primary decision factors (ranked)
- Research behavior patterns
- Trust signals that convert
- Typical sales cycle length

6. DIGITAL MARKETING LANDSCAPE

- Search landscape and keyword opportunities
- Paid advertising intensity
- Social media norms
- Content gaps to exploit

7. INDUSTRY DYNAMICS

- Seasonality patterns
- Licensing/regulatory requirements
- Industry certifications that matter
- Economic factors affecting demand

8. POSITIONING OPPORTUNITIES

Based on all research:

- Gaps in competitor coverage
- Underutilized messaging angles
- Underserved niches
- Quick wins vs. long-term plays

FORMAT: Deliver as a structured report with clear sections, specific data points, and actionable recommendations.

Individual Category Prompts

Use these for deeper research on specific categories.

Competitor Deep Dive Prompt

Research [COMPETITOR NAME], a [INDUSTRY] company in [LOCATION].

Find and document:

1. Business basics: founding year, ownership, team size, certifications
2. Service offerings and pricing signals
3. Online presence: website quality, SEO rankings, social media activity
4. Review analysis:
 - Average ratings across platforms (Google, Yelp, BBB, industry sites)
 - Common praise themes (what do happy customers say?)
 - Common complaint themes (what do unhappy customers say?)
5. Marketing messages: taglines, value propositions, key claims
6. Strengths we should match or counter
7. Weaknesses we can exploit

Provide a SWOT analysis and positioning recommendations.

Customer Behavior Research Prompt

Research how customers make purchasing decisions in the [INDUSTRY] industry.

Find data on:

1. Top decision factors (price, reputation, speed, etc.) - ranked if possible
2. Research behavior: Where do they look? How many quotes do they get?
3. Trust signals: What credentials, certifications, or proof points matter?
4. Typical timeline from awareness to purchase
5. Common objections and concerns
6. Preferred communication channels
7. What makes them choose one provider over another?

Include any relevant statistics or survey data you can find.

Market Sizing Prompt

Size the [INDUSTRY] market in [GEOGRAPHIC REGION].

Research and calculate:

1. Total addressable market (TAM) in dollars
2. Number of potential customers in the service area
3. Average transaction/project value
4. Annual market volume (transactions per year)
5. Market growth rate and trends
6. What percentage is replacement vs. new?

7. Key demand drivers

Show your methodology and data sources.

Digital Landscape Analysis Prompt

Analyze the digital marketing landscape for [INDUSTRY] in [LOCATION].

Research:

1. Search landscape:

- Who ranks for "[INDUSTRY] + [LOCATION]" searches?
- What keywords have opportunity?
- How competitive is local SEO?

2. Paid advertising:

- Who is running Google Ads?
- Estimated cost-per-click for key terms
- Ad messaging themes

3. Social media:

- Which platforms do competitors use?
- What content performs well?
- Posting frequency norms

4. Content gaps:

- What questions aren't being answered?
- What content is missing from competitor sites?
- Educational content opportunities

Provide channel recommendations with priority ranking.

Tips for Better Results

- Use AI tools with web search (Claude with search, Perplexity, ChatGPT with browsing)
- Be specific about location - include city, county, and state
- Ask follow-up questions to go deeper on interesting findings
- Verify key facts and statistics from AI output
- Run the full master prompt first, then use individual prompts for deeper dives
- Save your research to a document for future reference

Questions? Want to see a real example?

Connect with me on LinkedIn: [linkedin.com/in/bryannmull](https://www.linkedin.com/in/bryannmull)
digitalmully.com