



## Competitive Marketing: The Missing Link

**Maximize Your Competitive Advantage.** Your company does not exist in a vacuum. It is part of the larger market in which your customer has many options. If someone is searching for your products or services, even if they are referred to you, you can bet they will look at other companies in your space too.

Competitive Marketing is the Missing Link that can lead higher sales, a stronger market position and more loyal customers and a broader market presence. From a brand perspective, the stronger you are competitively, the higher your visibility and top of mind position.

**Competitive Marketing is Competitive Analysis with a customer-focused twist.** It begins with solid competitive analysis. That analysis is then used to create internal and customer-facing materials that can help sales win more deals, position your marketing messages more effectively, and enable customer service reps to answer customer questions with more authority.

Done well, it means you can almost predict what your competitors are going to do next.

### Elements of Competitive Marketing

Our competitive marketing program consists of the following ten elements. It can also be customized for your company's unique competitive challenges.

1. Competitor name and general background information
2. Corporate Team Background
3. Products and Services
4. Market Strength & Presence
5. Branding/Message/Customer Focus
6. Customer Loyalty Index (i.e. Net Promoter Score)
7. Pricing
8. Product Trends and Directions
9. Lead Sources/Win-Loss Analysis
10. Comparative Analysis: SWOT



## What Can Competitive Marketing Do for You?

When you add Competitive Marketing to your other marketing activities, you enhance your marketing efforts across the board. Competitive Marketing helps your company:

- Win more sales deals
- Arm internal customer champions with competitive facts
- Give customer confidence in their choice of product/service
- Train new sales reps
- Gain market share
- Extend your brand reach
- Micro-target your message on competitor strengths and weaknesses
- Provided a better customer experience
- Improve strategic planning
- Accelerate new product development

## Competitive Marketing Programs

We offer a range of programs. Here are the details. Pricing and program elements are customized to fit your exact needs and budget.

| OPTION 1          | OPTION 2         | OPTION 3               | Add On               |
|-------------------|------------------|------------------------|----------------------|
| Three competitors | Five Competitors | 10 Competitors         | Sales collateral     |
| 5 Elements        | 10 Elements      | 10 Elements            | Marketing collateral |
| Custom Report     | Custom Report    | Custom Report          | Customer Service     |
|                   |                  | Executive Presentation | Corporate Planning   |
|                   |                  |                        | Product Planning     |

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