

# How to Turn Competitive Digital Knowledge into Your Advantage

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Partner & CMO  
323-841-0535



# Robert Talbot

*Growth Advisor*



## Specialization

- Digital Analysis
- Demand Generation
- GTM Strategy
- Messaging

## Industry Background

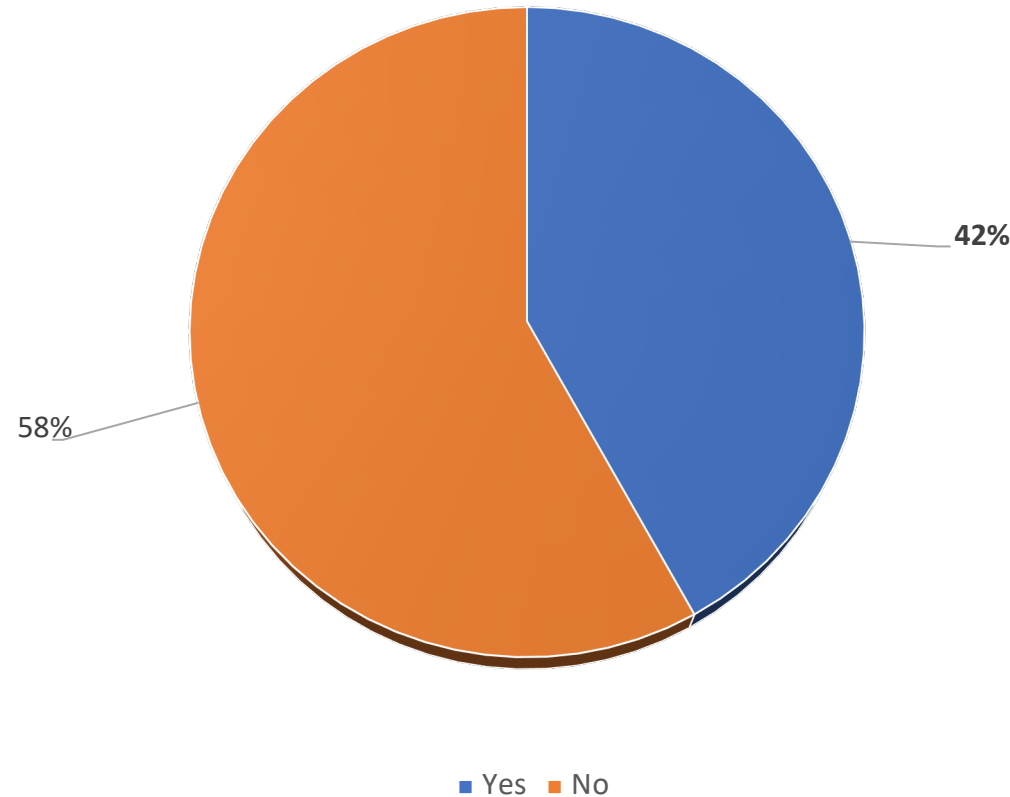
- Entertainment
- eCommerce
- Real Estate/Construction
- SAAS
- Professional Services



# Do you have a clearly defined digital strategy that is aligned in your organization?

- Yes
- No

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# Why Is a Digital Strategy So Important?

94

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online research in the  
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- Forrester

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**Buyer's journey is now  
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- Sirius Decisions

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- Sirius Decisions

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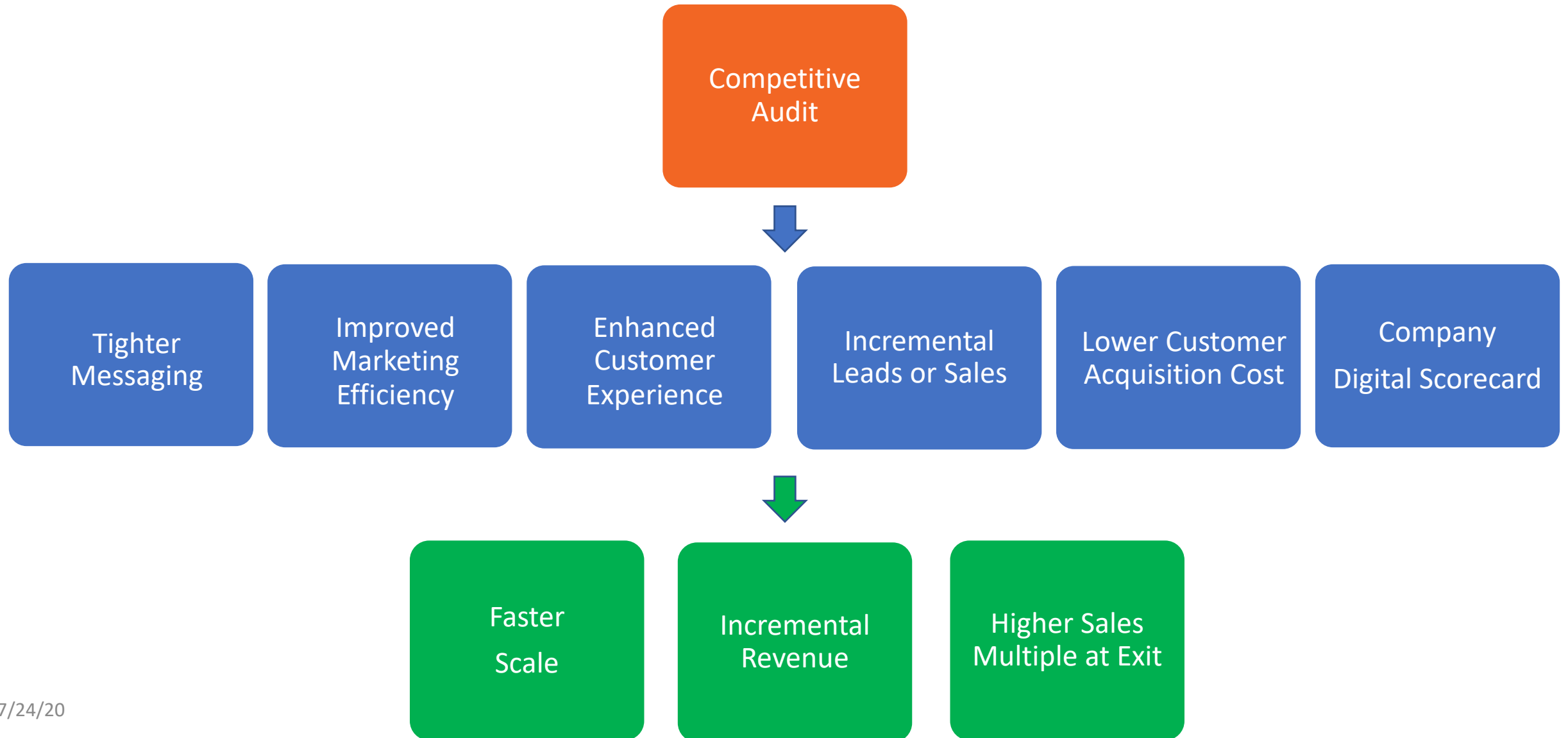
Purchase decision is  
**complete** before a  
customer even calls a  
supplier or company  
representative

- Gartner Research

# Digital Experiences Are Key Along The Buyer's Journey



# Benefits of a Digital Strategy



# Disadvantage of No Digital Strategy

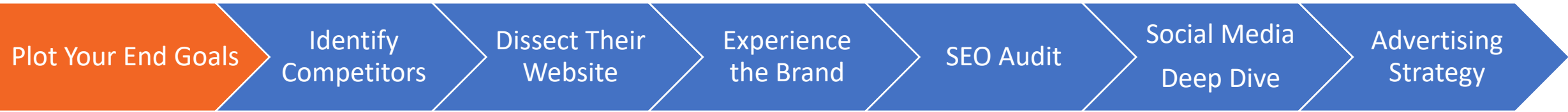
- The world is rapidly moving to digital (expedited by COVID-19)
- Your competitors are there
- You'll risk falling behind



# Digital Competitor Analysis

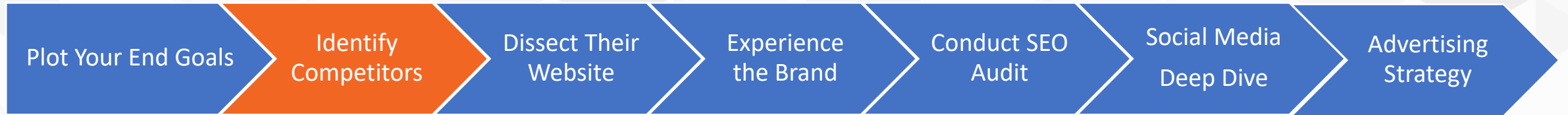






## What Strategic Questions Do You Want Answered?

- Where are their website visitors coming from?
- How is their unique value proposition and messaging hierarchy differ?
- What is their approach to content? Is it effective?
- Do we have any gaps in our customer experience?
- What is the effectiveness of Search Engine Optimization (SEO)?
- Does Social Media impact sales?
- Where can we improve advertising efficiency?
- Where are the opportunities to shorten the sales cycle?
- What are benchmarks for ongoing optimization?



**Leading Competitors**



**Industry Influencers**



**Aspirational Brands**



Plot Your End Goals

Identify  
Competitors

Dissect Their  
Website

Experience  
the Brand

Conduct SEO  
Audit

Social Media  
Deep Dive

Advertising  
Strategy

plastic injection molding companies

About 23,300,000 results (0.61 seconds)

**Ad** · www.advanceplastics.com/ ·  
**Plastic Injection Molding Companies - USA Plastic Injection...**  
Plastic Injection Molding for all industries, order 1 or 1,000 parts. AS9100 CERTIFIED for high quality parts and tooling. Get a quote online. 30 Day turnaround. Shorter lead times. Flexible production. On-demand orders. Custom made orders.  
[Mold Design And Building](#) · [Machines Information](#) · [Recent Technologies](#)

**Ad** · www.icomold.com/ · (419) 867-3900  
**Instant Injection Mold Quote - Get A Quote In 30 Seconds**  
Simply upload the 3D CAD model of your part & specify quantity, material & other options. Instant Quotes For Custom Plastic Injection Molding. Low Cost, Fast Turnaround.  
[Plastic Injection Molding](#) · [Instant Quote for Plastic](#) · [CNC Plastic Prototypes](#)

**Ad** · www.protolabs.com/ ·  
**Plastic Injection Molding - Quotes in Hours, Parts in Days**  
Leading plastic injection molding source for prototypes and low-volume production parts.

**Ad** · www.rodongroup.com/plastic/injection-mold · (800) 523-8792  
**Plastic Injection Molding - Mold Design & Building Experts**  
Quality Custom Plastic Injection Molding Solutions. Request A Quote Today! Free Quotes.

Midway City Fountain Valley J G Plastics Group LLC Irvine Woodbridge Limestone Canyon Regional Park Modjeska Canyon Trabuco Canyon Lake Forest Computerized Plastic Molding

Rating Hours

**J G Plastics Group LLC**  
4.8 ★★★★★ (4) · Plastic fabrication company  
Costa Mesa, CA  
(714) 751-4266  
Their website mentions injection molding companies

**JB Plastics Inc**  
4.0 ★★★★★ (4) · Plastic fabrication company  
Santa Ana, CA  
Closed · Opens 9AM Wed · (714) 541-8500  
Their website mentions injection molding services

**Computerized Plastic Molding**  
No reviews · Plastic fabrication company  
Irvine, CA  
(949) 768-7600

More places

#### Aspirational Brands



#### Industry Influencers



#### Leading Competitors



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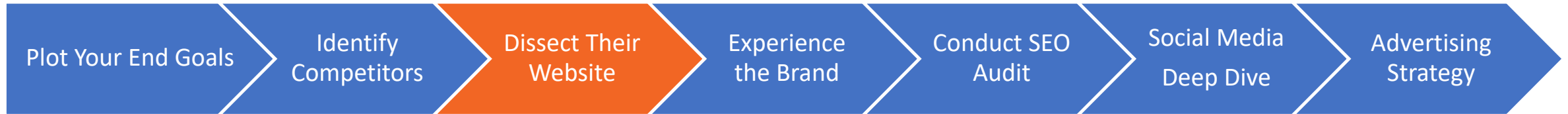
Experience  
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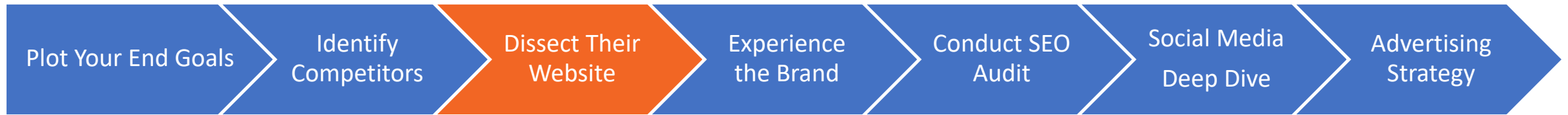
Advertising  
Strategy





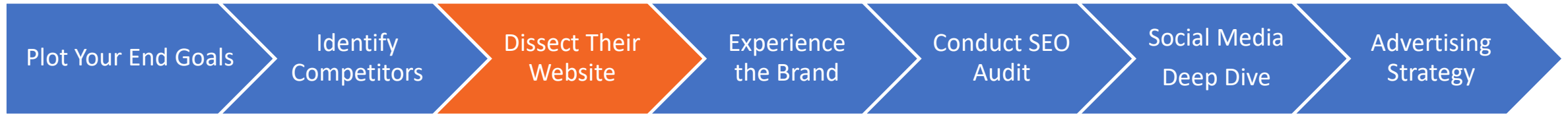
## Insights

- Amount of traffic
- Sources of traffic
- Referral partners
- Ability to retain visitors
- Strength of their brand



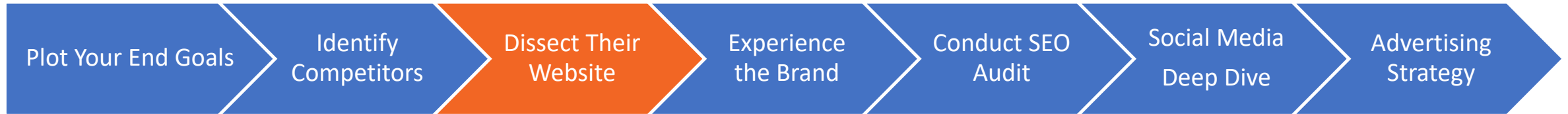
## Actions to Take

- Media investment
- Social media strategy
- Modifications to web sites
- Change in content
- Add tools (chat, calculators)
- Change site UX
- Hire SEO agency



## Impacts

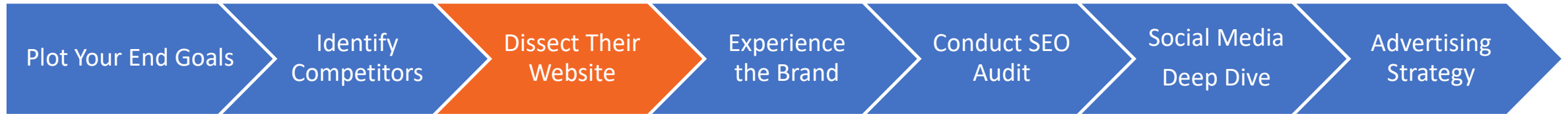
- Lower media cost
- Lower customer acquisition costs
- Increased leads
- Shorter sales cycles
- Reallocate personnel for savings



## Insights

- How are the services/products presented?
- What makes their product/service unique?
- What type of language is used to communicate?





## Actions to Take

- Position products/services in the “white space”
- Develop claims or reasons-to-believe to counteract

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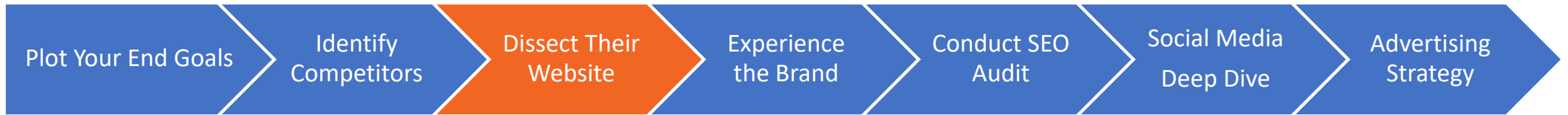
Advertising  
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What Makes Your Firm **Unique**?



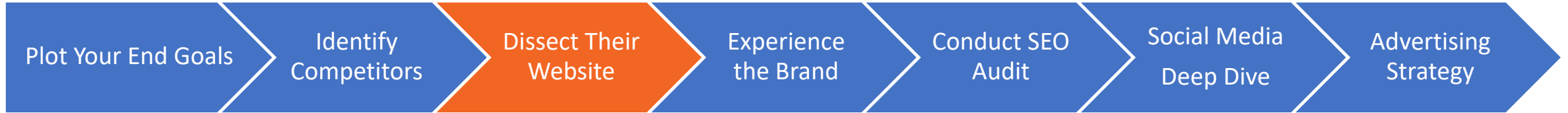
## Impacts

- Brand Unity
- Increase in SQLs



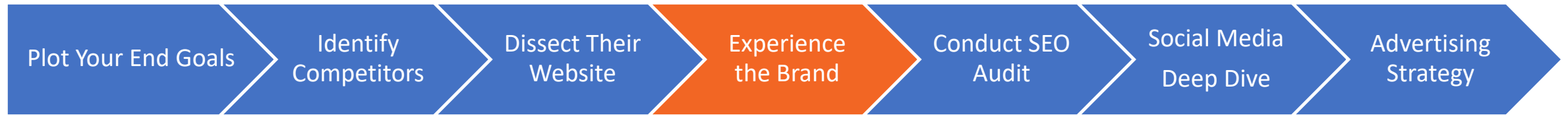
## Insights

- Industry focus
- How do they solve pain points
- Lead generation content
- Cadence
- Use of videos
- Calls to action



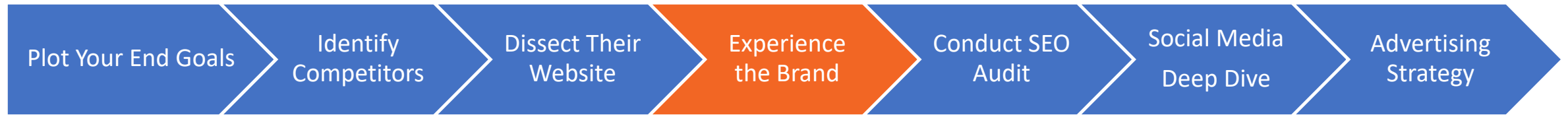
## Actions to Take

- Fill in gaps in messaging
- Improve underperforming content
- Tweak blog strategy
- Help consumers connect the dots



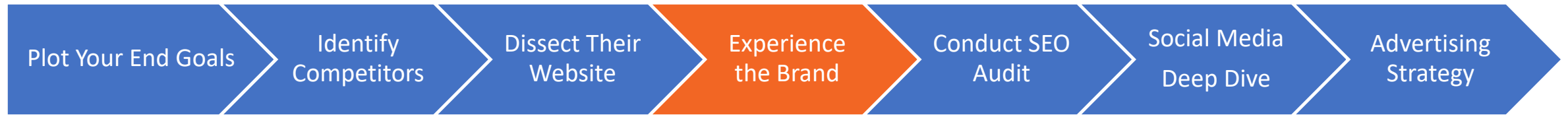
## Things to Do

- Sign up to their email list
- Read their blog
- Test the purchase experience
- Sign up for Google Alerts



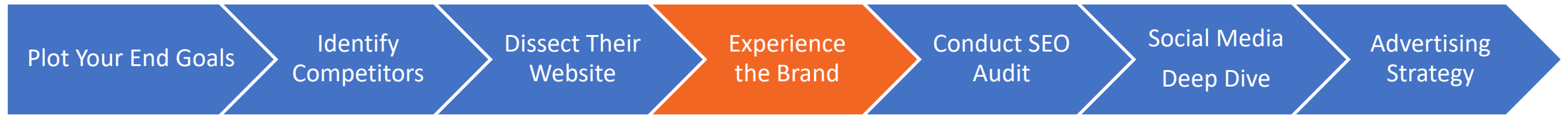
## Insights

- Type of content to transform leads into customers
- Topics that resonant
- Quality of the product and packaging
- Customer service experience
- Monitor industry changes



## Actions to Take

- Tweak, revamp or rebuild all facets of customer experience
  - Features
  - Content
  - Delivery system



## Impacts

- More informed roadmap
- Better reviews
- Higher repeat purchase rates



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A 3D rendering of the letters 'SEO' in a bold, sans-serif font. The letters are white with a thick red outline and are positioned on a white rectangular base. The 'S' and 'E' are slightly behind the 'O', creating a sense of depth. The background is a light gray with a subtle geometric pattern of overlapping cubes.

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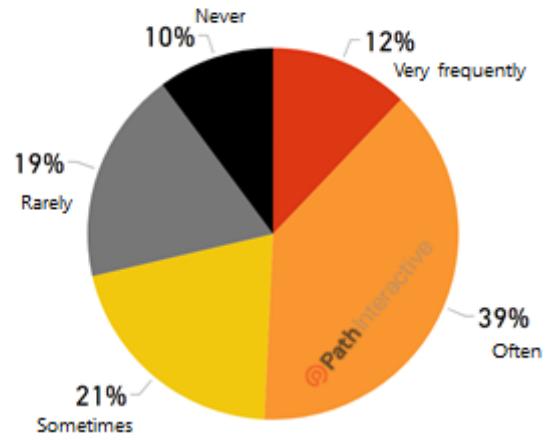
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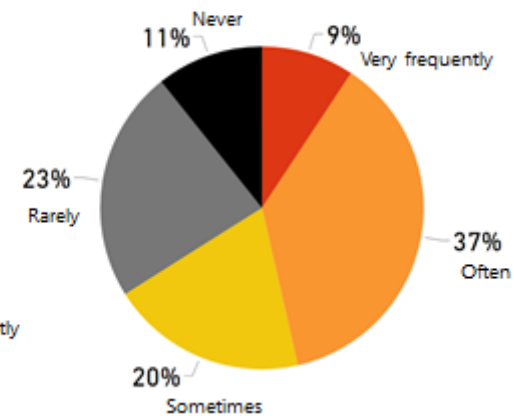
## Why Is SEO Important: People Trust Google

**“Based on information I’ve found on Google, I have made important...”**

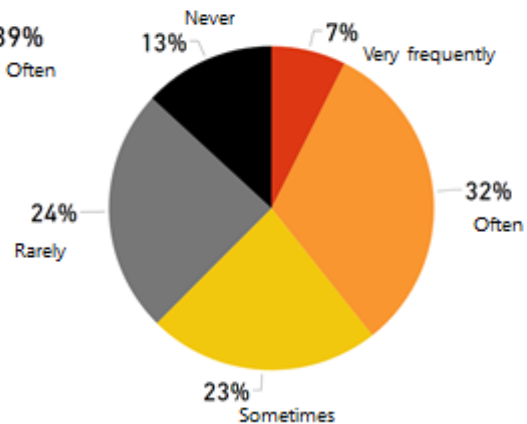
**Financial decisions**



**Medical decisions**



**Legal decisions**



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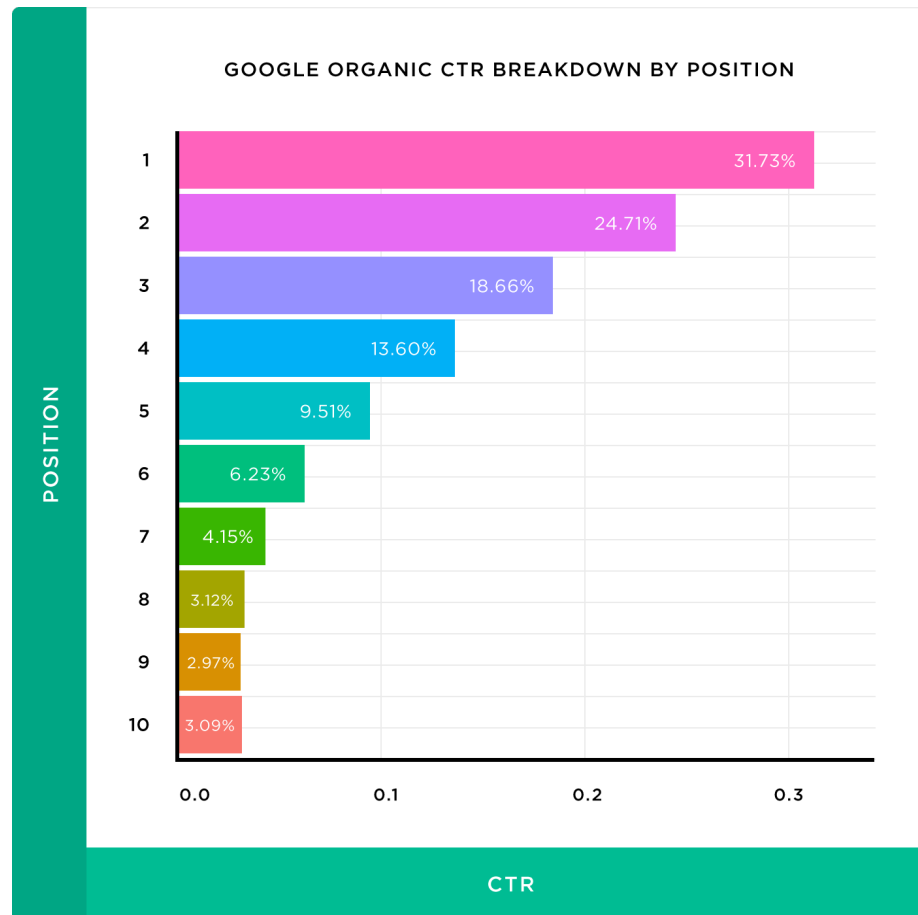
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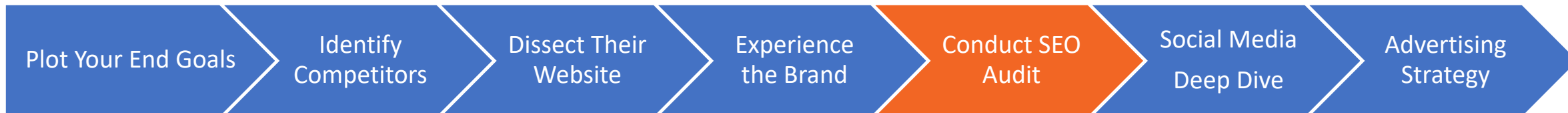
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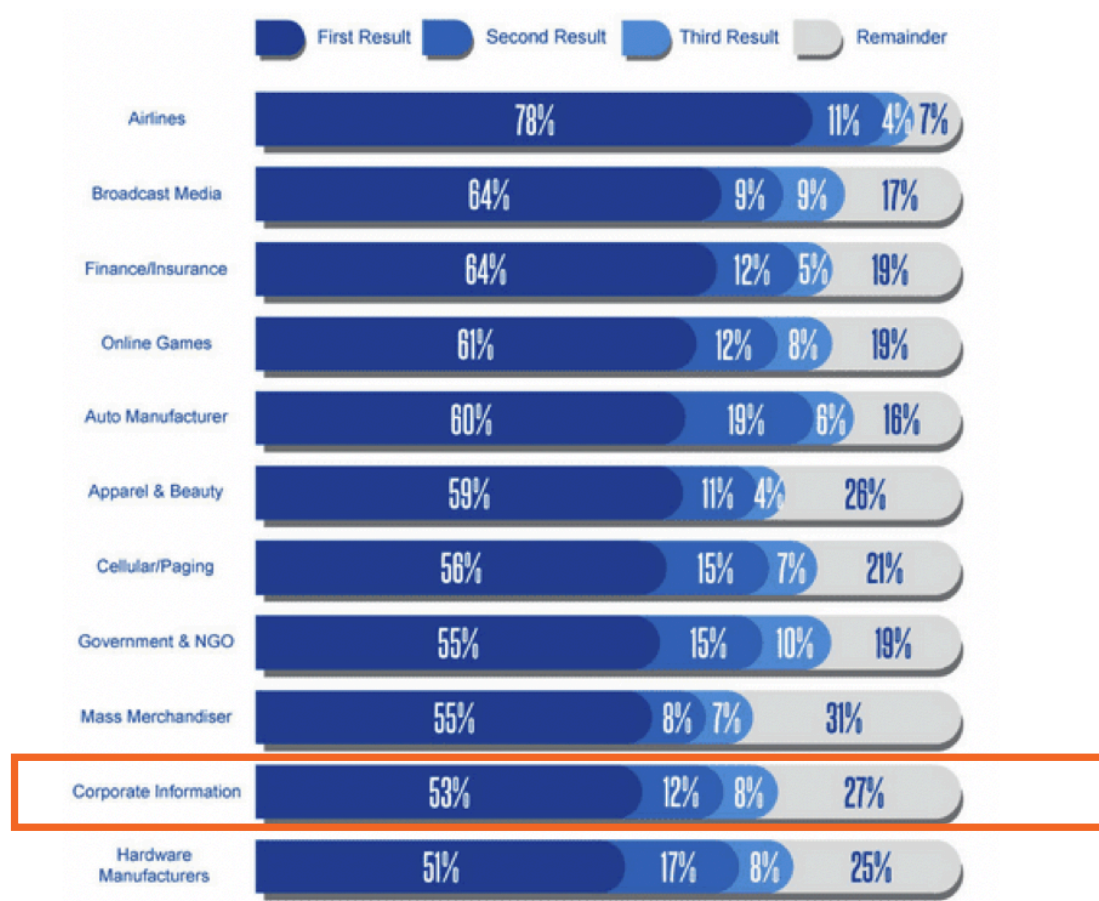
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## Why Is SEO Important: Top Position Wins





## Why Is SEO Important: Top Position Wins



Plot Your End Goals

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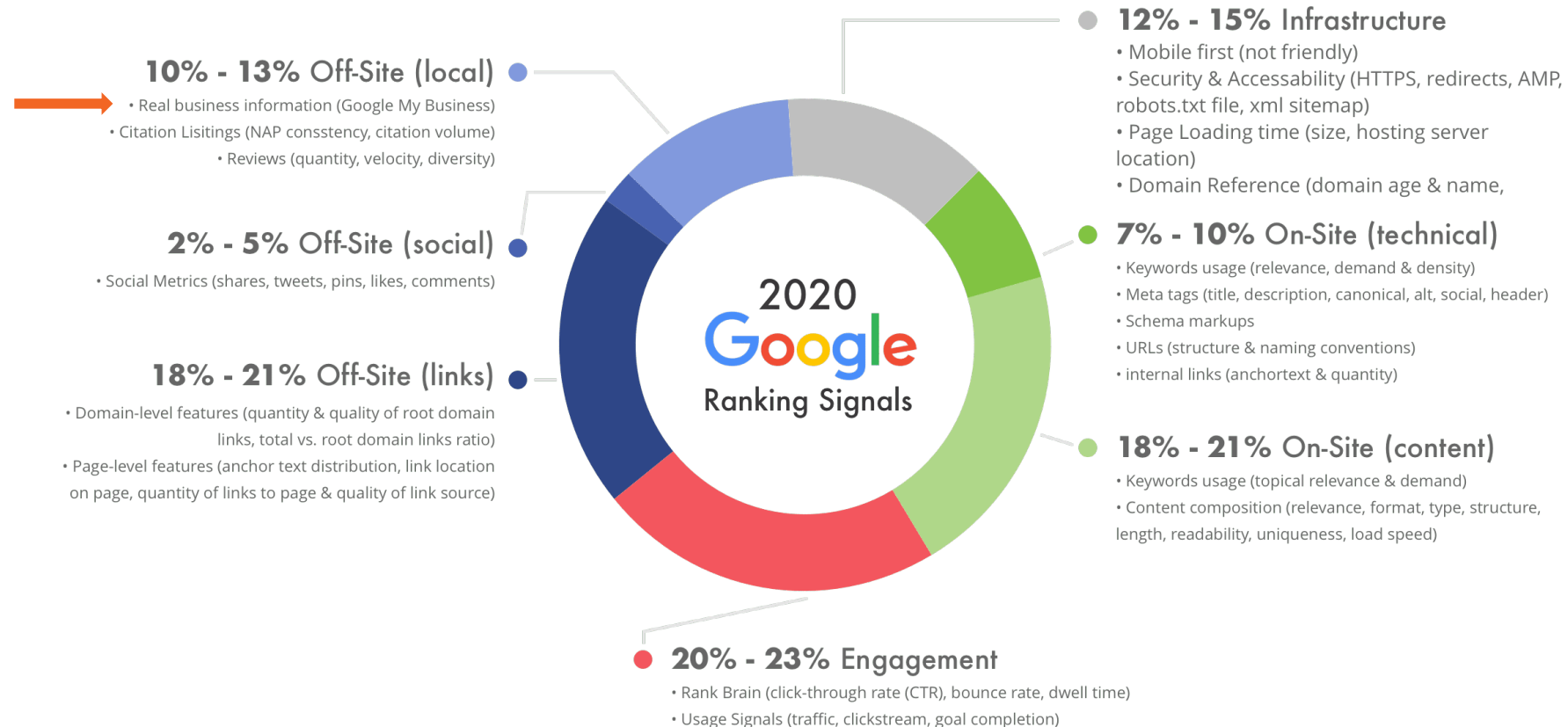
Experience the Brand

Conduct SEO Audit

Social Media Deep Dive

Advertising Strategy

## Components of Google's Ranking Algorithm



Plot Your End Goals

Identify Competitors

Dissect Their Website

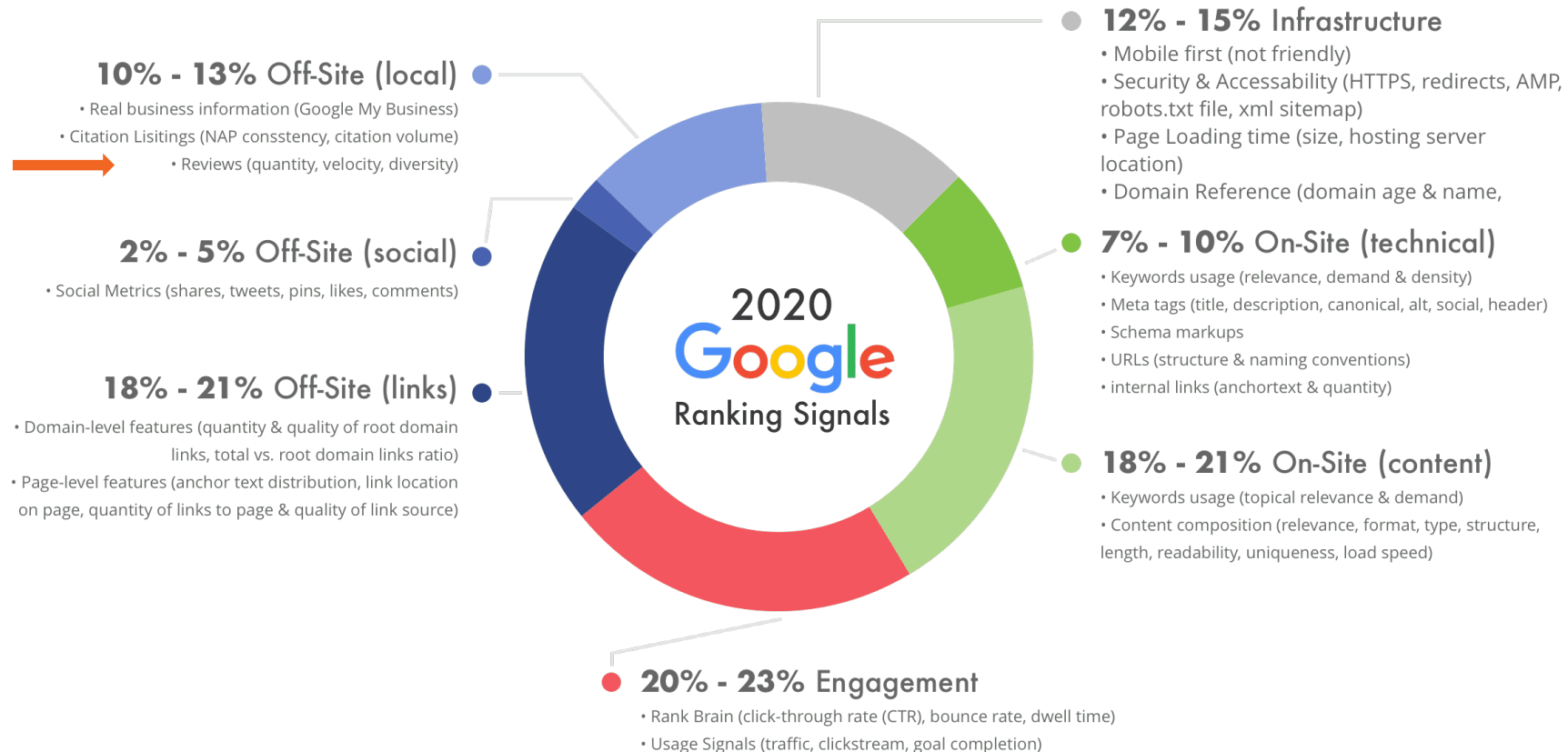
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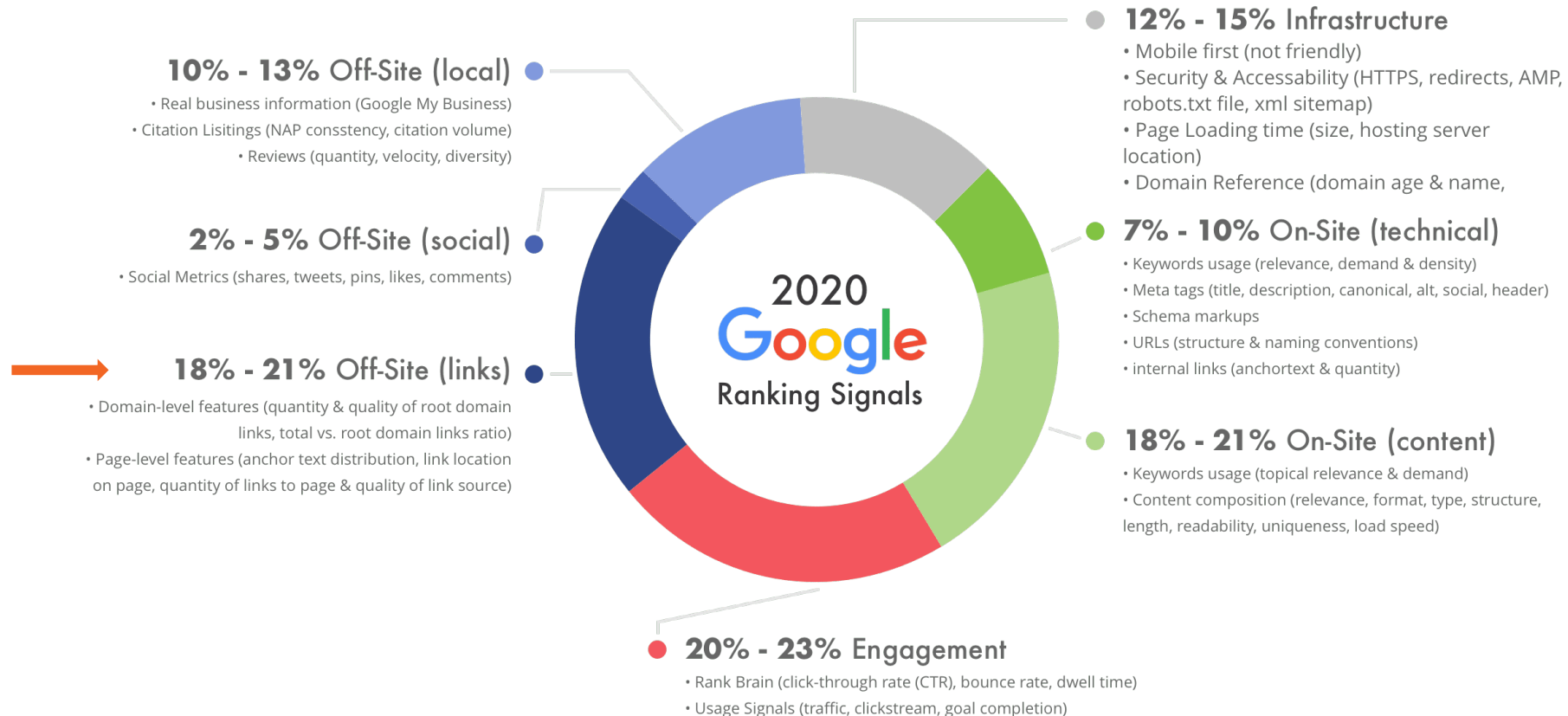
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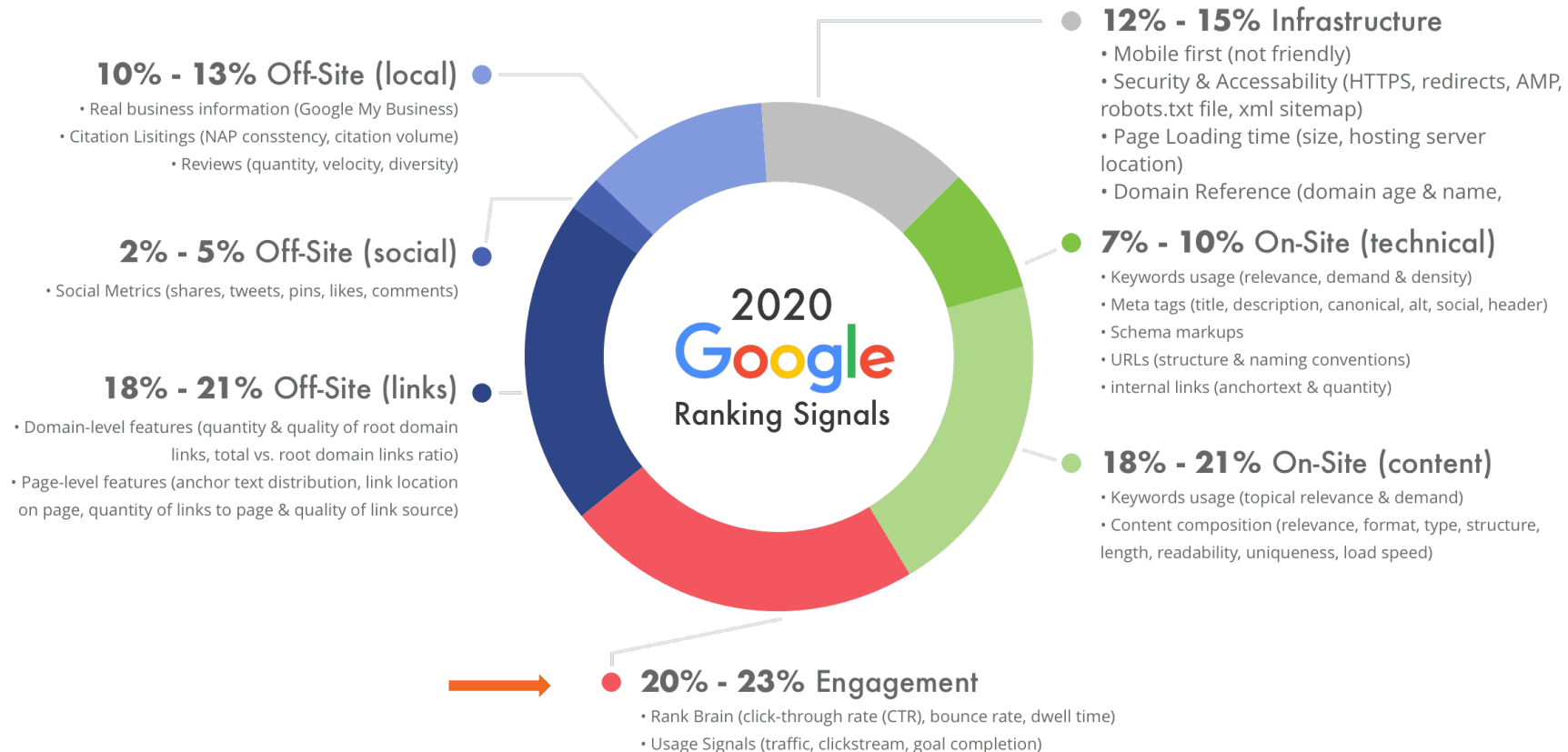
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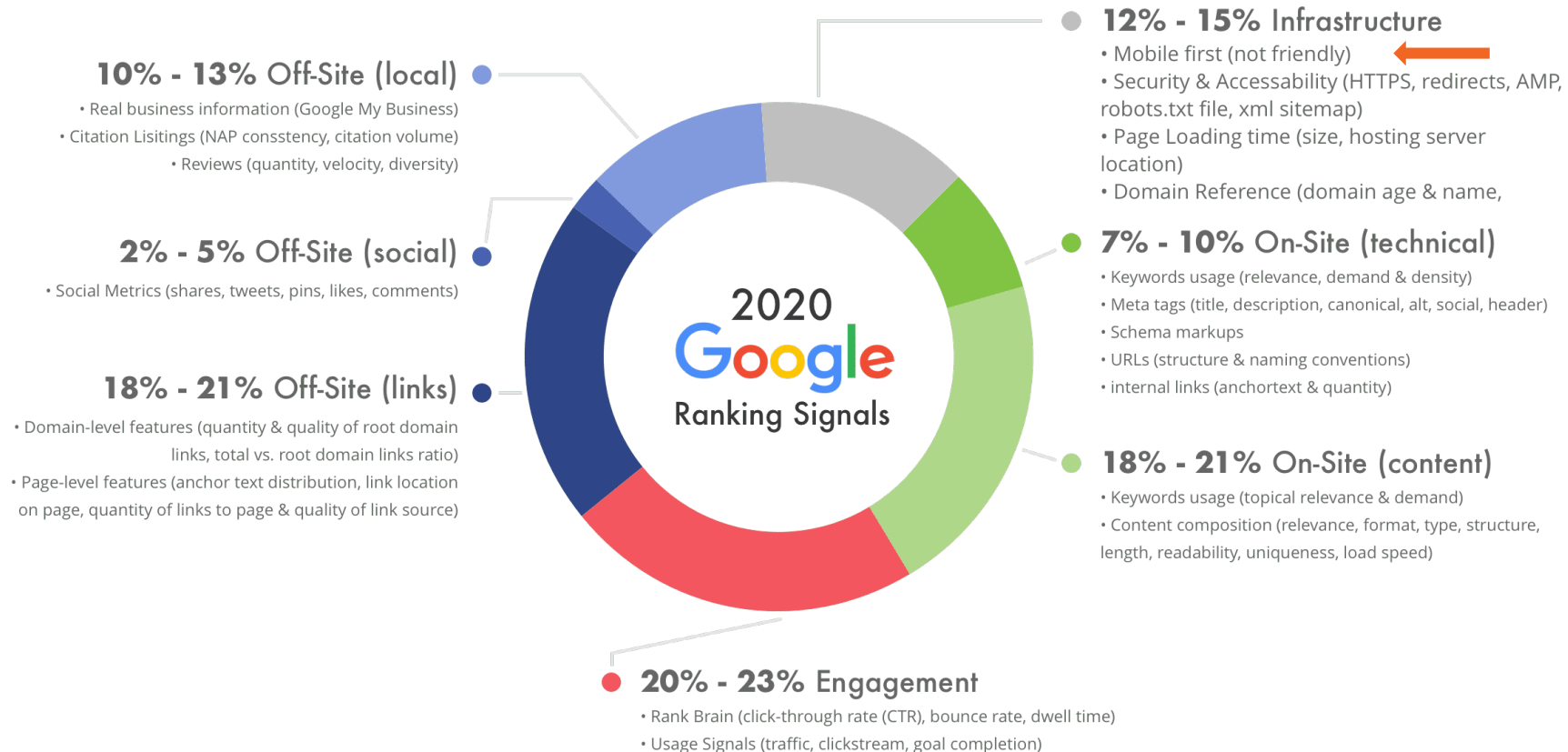
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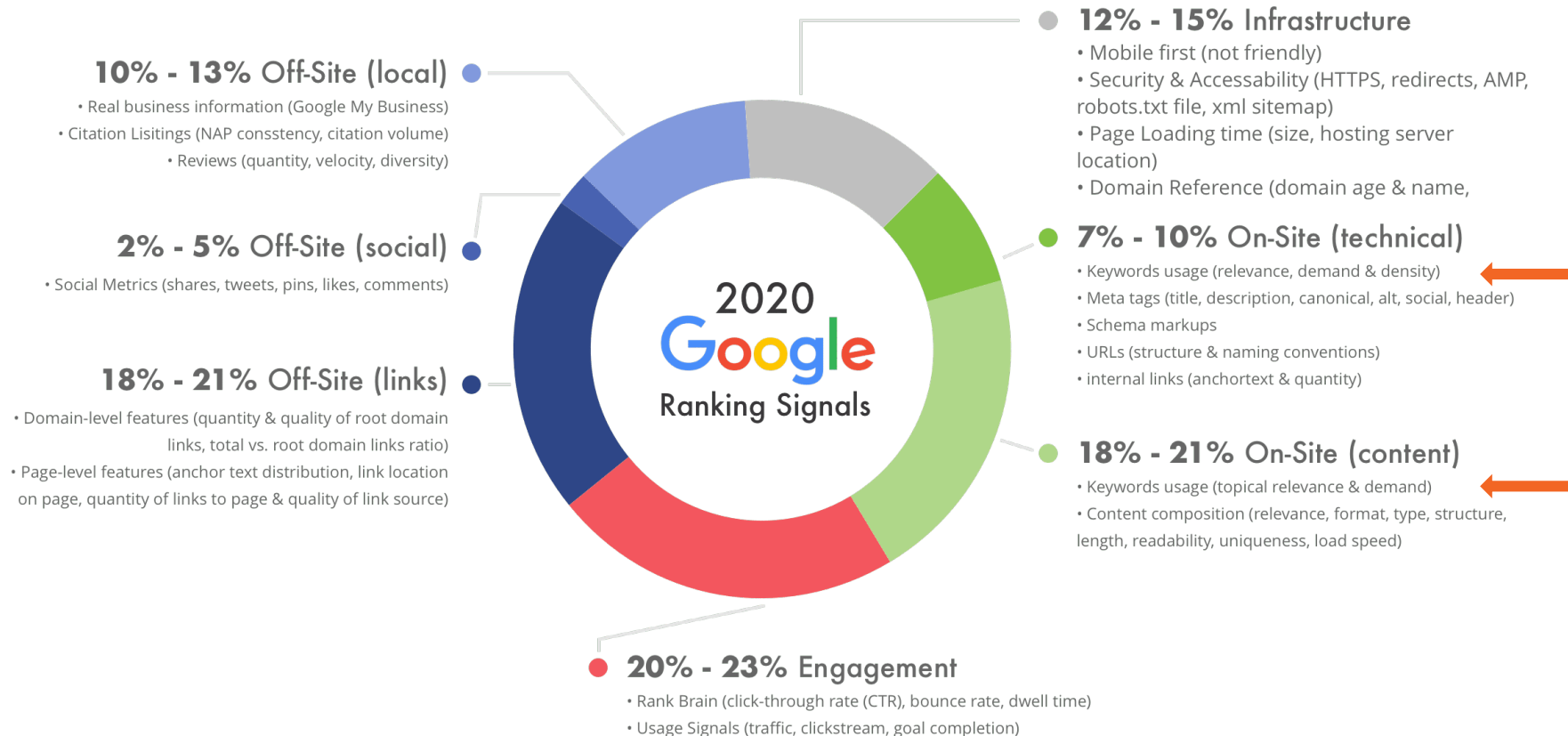
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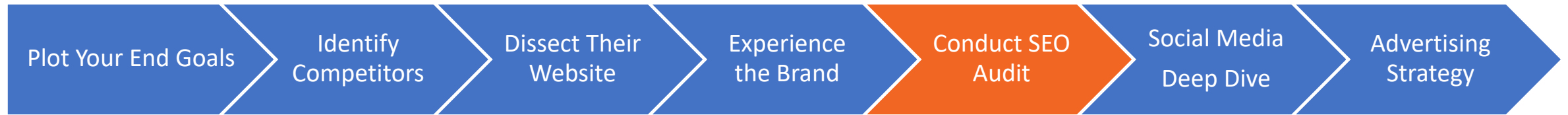
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## Components of Google's Ranking Algorithm





## Insights

- Which keywords competitors are banking on and which ones they're not
- Lessons for how you optimize your content
- Overall marketing strategy

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Estimated Annual Click Value \$2,000

Mid-Sized Trust Company



SEO Overview

Competitors

Kombat

Keyword Groups

SEO Keywords

Ranking History



Top Pages

Backlinks

Most Valuable Keywords



Type to Filter

<input type="checkbox"/> Keyword	Rank (Change) ^	Cost/Click	Ranking Difficulty	Searches/Mo	Est. Clicks/Mo	Est. Click Value/Mo
<input type="checkbox"/> alaska trust	5 (5  )	\$1.40	56	90	3.1	\$9.17
<input type="checkbox"/> alaska trusts	5 (9  )	\$0.59	55	90	3.1	\$0.00

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7/24/20

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7/24/20







7/24/20

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Advertising Strategy

Estimated Annual Click Value \$235,000

Main Competitor

Q

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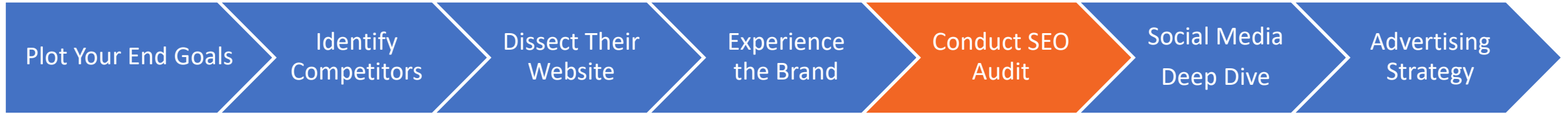
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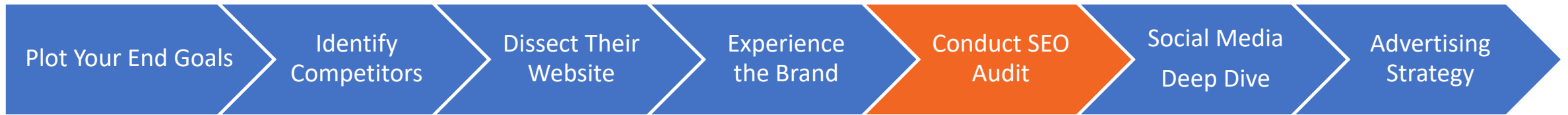
Type to Filter

<input type="checkbox"/> Keyword	Rank (Change) ^	Cost/Click	Ranking Difficulty	Searches/Mo	Est. Clicks/Mo	Est. Click Value/Mo
<input type="checkbox"/> trustee services	1 (0 —)	\$10.42	49	1k	164	\$1.9k
<input type="checkbox"/> trustee ira	1 (0 —)	\$0.00	64	390	64	\$248
<input type="checkbox"/> south dakota trust law	1 (0 —)	\$8.24	46	70	11.5	\$48.76
<input type="checkbox"/> what is a directed trust	1 (0 —)	\$3.33	45	40	6.56	\$21.39
<input type="checkbox"/> directed trust	2 (1 ↓)	\$3.70	49	260	21.8	\$95.56
<input type="checkbox"/> directed trusts	2 (1 ↓)	\$10.32	44	260	21.8	\$54.09
<input type="checkbox"/> trusteeed ira	3 (0 —)	\$18.47	45	390	22	\$208
<input type="checkbox"/> trust protector	4 (5 ↑)	\$0.44	43	2.9k	124	\$49.58
<input type="checkbox"/> bank trust co	5 (New)	\$3.06	83	74k	2.55k	\$3.61k
<input type="checkbox"/> trustee fees	5 (0 —)	\$0.73	54	480	16.5	\$10.74



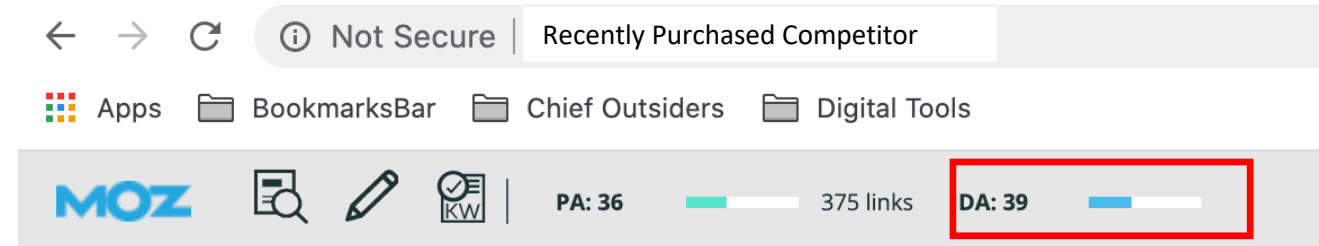
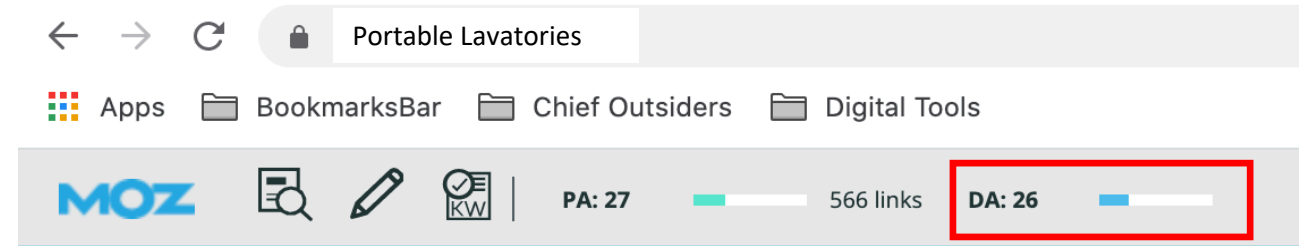
## Helpful SEO KPI

- **Domain authority** is the most accurate representation of the search results landscape.



## Helpful SEO KPI

- **Domain authority** is the most accurate representation of the search results landscape.
- The Mozbar is a **free** Chrome plugin that will tell you a page's authority rank.



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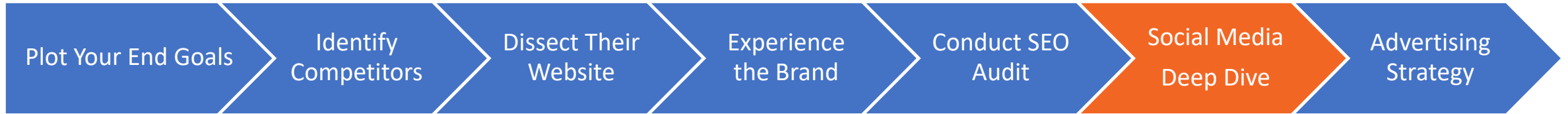
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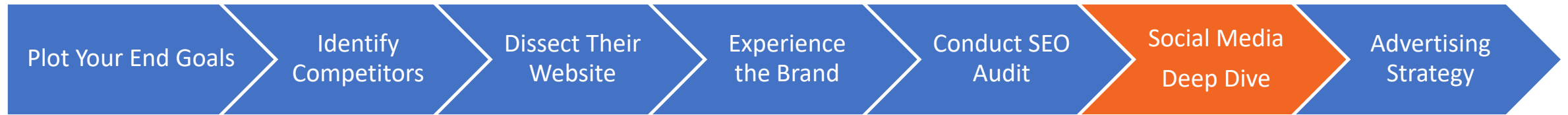
Advertising  
Strategy





## Insights

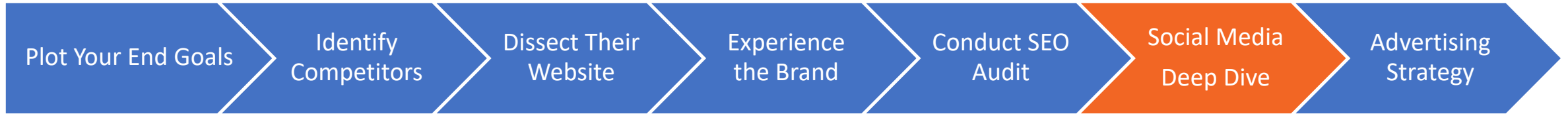
- Can they be found?
- Platform approach
- Are they active?
- Followers and engagement
- Types of content (brand, product, company)
- Impact on website traffic



## Action Items

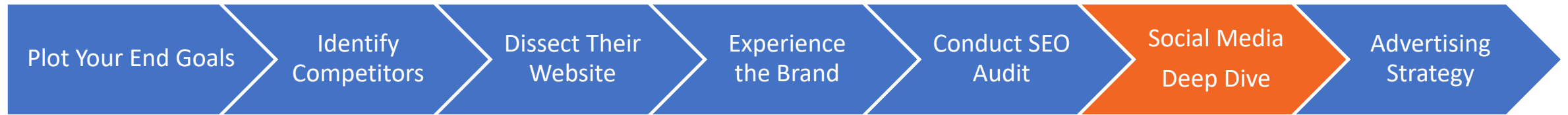
- Level of effort to this channel
- Start/stop tactics
- Adjust marketing team or budget
- Refine content





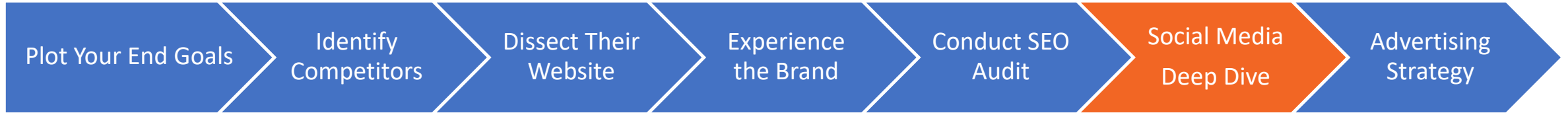
## What Is the Second Most Used Search Engine?

- Amazon
- Baidu
- Bing
- Facebook
- Yandex
- YouTube



## What Is the Second Most Used Search Engine?

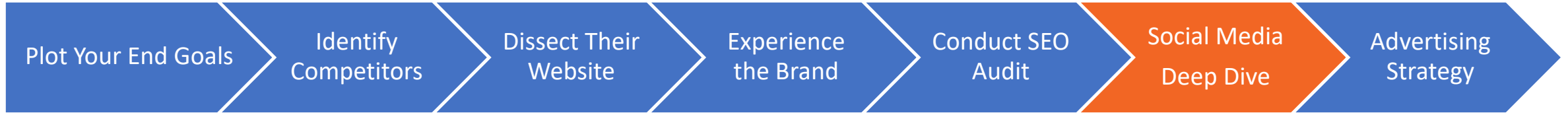




## What Is the Second Most Used Search Engine?



YouTube has over 65 million searches daily



## Video Strategy Benefit

- Reach a Wide Audience
- More Searchable on Google
- Utilized for a Lot of Things
- Increases Website Traffic
- Improves Conversions

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	No. of Videos	Views	Views/Vi deo
Mid-Sized Trust Company	45	1,420	31
Main Competitor	16	4,518	282



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## Insights

- Activity and share of voice
- Amount of spend
- Number of keywords
- Positioning of ads (promotion)
- Their competitive set
- Creative execution
- Seasonality
- Impact on overall traffic





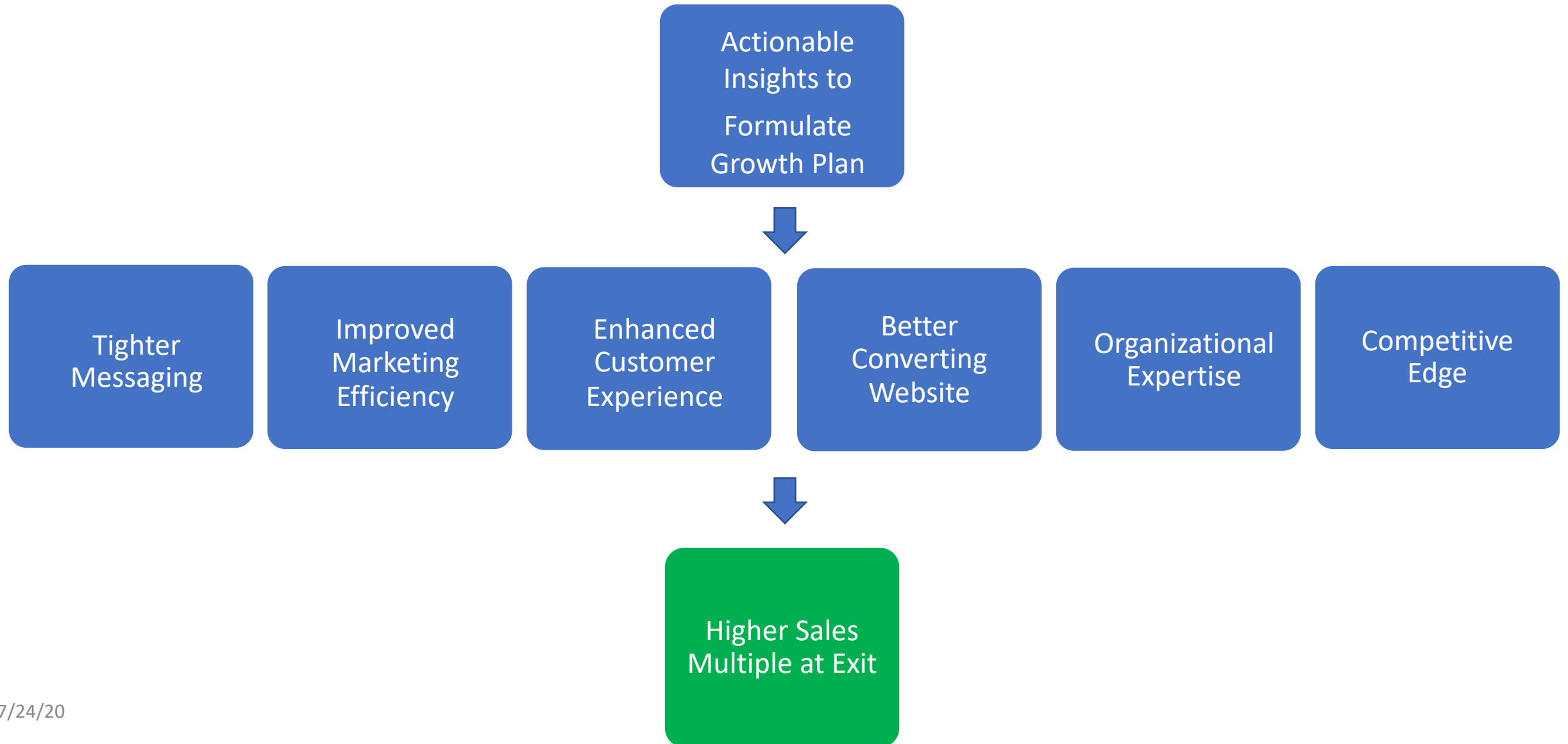




# Tying It All Together



# Benefits of a Digital Competitive Analysis



# Next Steps

- Conduct the competitive **analysis**
- Review your **digital technologies**
  - CRM [sales], email [marketing], web chat [customer service]
- Integrate **digital processes**
  - Customer-centricity in the buyer's journey
- Optimize through **benchmarked KPIs**

# Last Question

- How confident are you that your company has the experience and skills you need to compete and win in the digital arena?
  - Very Confident
  - Need Help
  - No Clue

# Thank You!

For additional Information, contact:

Robert Talbot

Partner & CMO

[rtalbot@chiefoutsiders.com](mailto:rtalbot@chiefoutsiders.com)

323-841-0535