



# Competitive Analysis

Arm Yourself with Competitive Intelligence to Eliminate the Guesswork and Keep Your Business Ahead

*Outsmart, Outdo, Outperform Your Competition And Conquer The Digital Marketing Battlefield*

Digital marketing has revolutionized how businesses create and gain visibility, build and maintain their reputation, find new business opportunities, and cultivate long-term relationships with their audience. A **WSI Competitive Analysis** allows you to gain invaluable information that guides your decisions and eclipses your online competition. The data you uncover is the foundational intelligence that will shape your entire digital marketing plan. Competitor benchmarking is a critical component and is an attempt to create an 'apples-to-apples' environment by defining measurable and meaningful metrics. Identifying best-of-breed industry practices allows you to recognize the gaps in your business strategy, develop the most effective action plan and ultimately outperform your competition.

Learn about the changing competitive landscape and formulate a water tight digital marketing plan that will earn tangible rewards for your business. Gain a competitive edge by:

- ▶ **Eliminating guesswork. Gather and evaluate data from various sources:**
  - Competitor and industry websites
  - Your own organic and paid search data
  - Analyzing your site and in-page performance
  - Social media metrics and cross-device measurement
- ▶ **Keeping an eye on your competition—both direct and indirect**
  - Analyze online performance amongst local competitors
  - Competitors in various geographies and industry verticals around the world
- ▶ **Significantly improving your digital presence**
  - Discover which online channels will help you enhance brand visibility
  - Learn when, where and how to effectively engage your audience
  - Uncover stronger lead nurturing mechanisms in your market
  - Inclusive testing to discover what brings the most conversions
- ▶ **Competitive benchmarking**
  - Website design that increase customer experience and conversion rates
  - Content / Content discoverability across search engine results
  - Advertisement performance rates that uncover which ads generate the best ROI
  - Social media presence

Competitive analysis keeps you ahead of the game and delivers distinct benefits to your business today and well into the future. Here's how:

- Exposing what the competition is NOT doing—revealing opportunities you can maximize
- Creating conversions strategies based on prospects' behavioral patterns both on and offline
- Discovering new business opportunities before your competition does
- Planning for sales spikes through new products/services, seasonal promotions, off-peak discount offers, etc.
- Improving conversion rates through compelling calls to action that make your offer more attractive than your competition's
- Understanding your competitors' strengths to determine ways to enhance your own digital strategy
- Influencing the next generation of decision makers that are riding on the mobile marketing wave

Market your strengths, minimize your weaknesses, maximize opportunities and eliminate threats by leveraging WSI's Competitive Analysis.

For more information on how to optimize a competitive analysis for your online business, contact our team now!



**Competitive Analysis is just one of the many ways  
WSI can help you reach your business goals.**

We specialize in various digital marketing solutions including:

- ▶ **Pay-Per-Click Advertising**
- ▶ **Social Media Marketing**
- ▶ **Web Analytics**
- ▶ **Social Selling**
- ▶ **Content Marketing**
- ▶ **Email Marketing**
- ▶ **Display Advertising**
- ▶ **Mobile Marketing**
- ▶ **Landing Page Optimization**
- ▶ **Video Marketing**
- ▶ **Responsive Web Design**
- ▶ **Search Engine Optimization**
- ▶ **Inbound Marketing**
- ▶ **Marketing Automation**
- ▶ **eCommerce**

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Contact us today so you can experience how we take digital marketing to the next level.

