


THE BEST WAY TO GET THE RIGHT RESULT.

USING YOUR COMPETITORS TO SUPERCHARGE YOUR SEARCH



October 2024

 @lottienamakando

UNLEASH YOUR DIGITAL PERFORMANCE >>





A close-up photograph of a cowboy wearing a wide-brimmed straw hat and a brown and white striped long-sleeved shirt. He is focused on adjusting the leather and rope of a saddle on a horse. The background is slightly blurred, showing the horse's head and neck. The image is partially obscured by a large black diagonal shape on the left side.

**“IT’S NOT ABOUT YOU.
IT’S ABOUT THEM.”**

Clint Eastwood



naked
sprout

e.l.f.

**HOW MANY NEW
BRANDS HAVE YOU
SEEN OR TRIED THIS
YEAR?**



Vinted

ASDA
LIVING

R **PPC** Live

 **Blinkist**

**YOU ARE NOT
ALONE.**



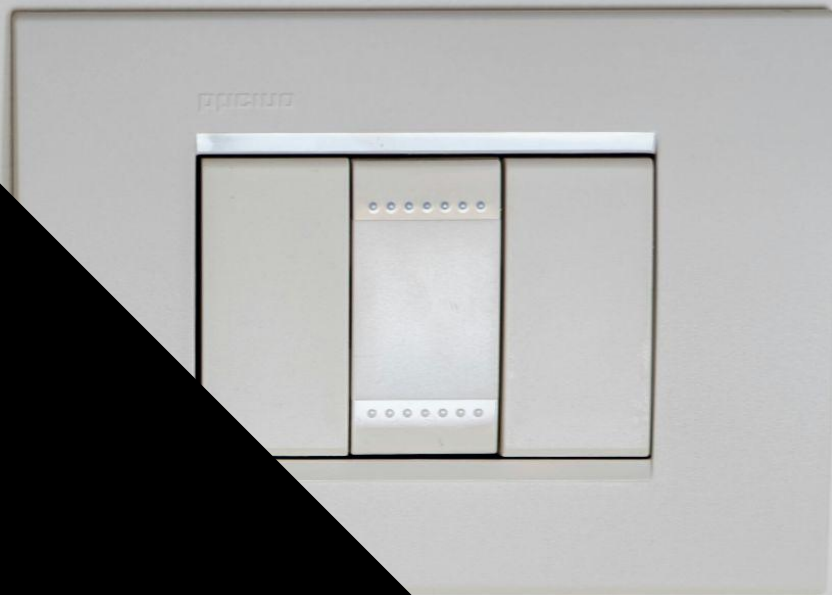
71%

**SWITCHED BRANDS
AT LEAST ONCE IN A
YEAR.**



70%

**SWITCHED BRANDS
FOR A HIGHER
QUALITY
ALTERNATIVE.**





66%

**SWITCHED BRANDS
BECAUSE OF BETTER
DEALS.**



16%

**SWITCHED BRANDS TO
BETTER FIT PERSONAL
CIRCUMSTANCES.**



5

BRANDS IN A CONSIDERATION SET.





**YOUR COMPETITION
IS HIGH.**



**HUMANS ARE BOTH
FICKLE.**



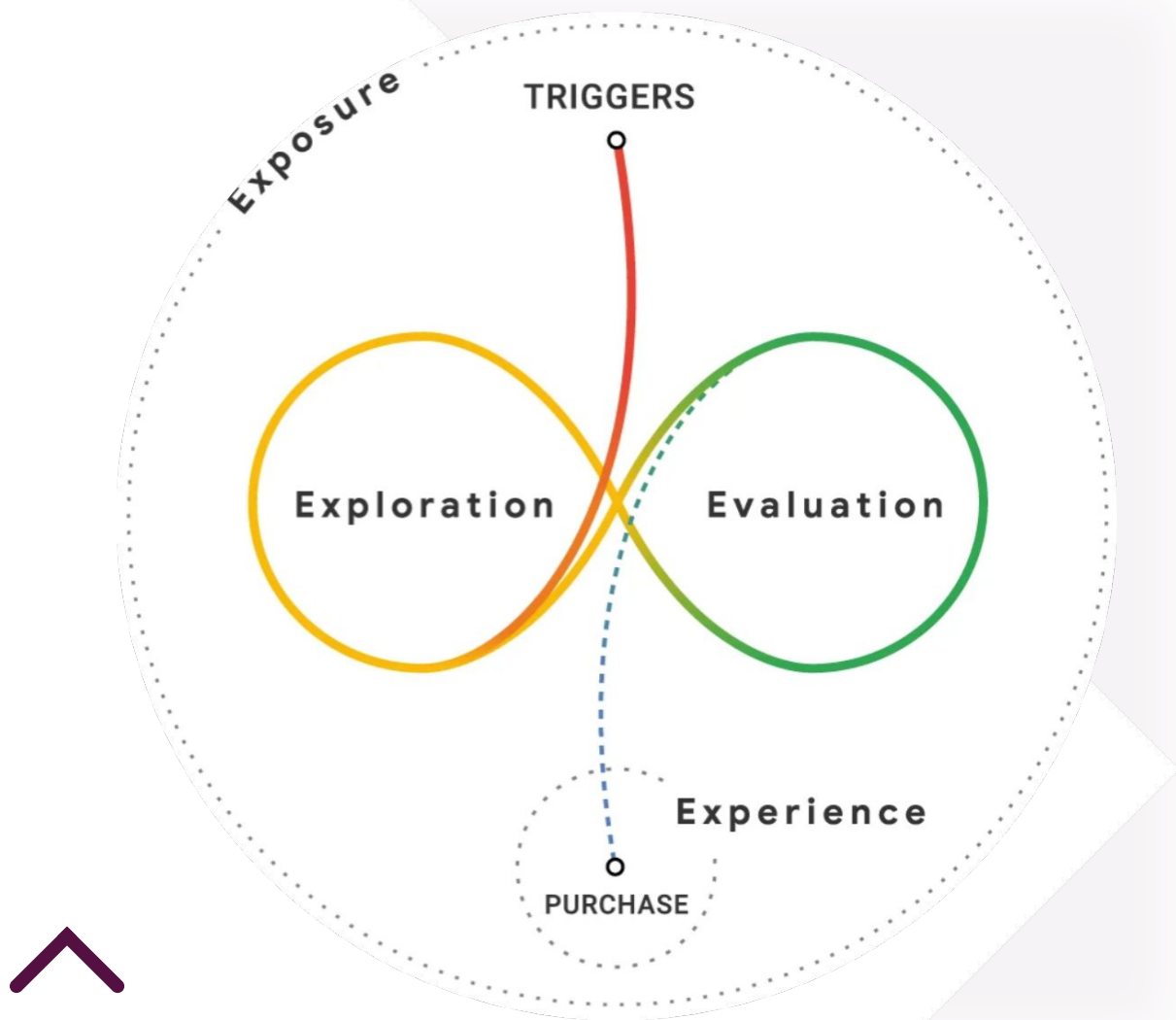
AND BIASED.





**DECISION MAKING IS
INFLUENCED BY MANY
FACTORS.**





COM-B MODEL FOR BEHAVIOURAL CHANGE.



“Do I have the ability to perform the behaviour?”

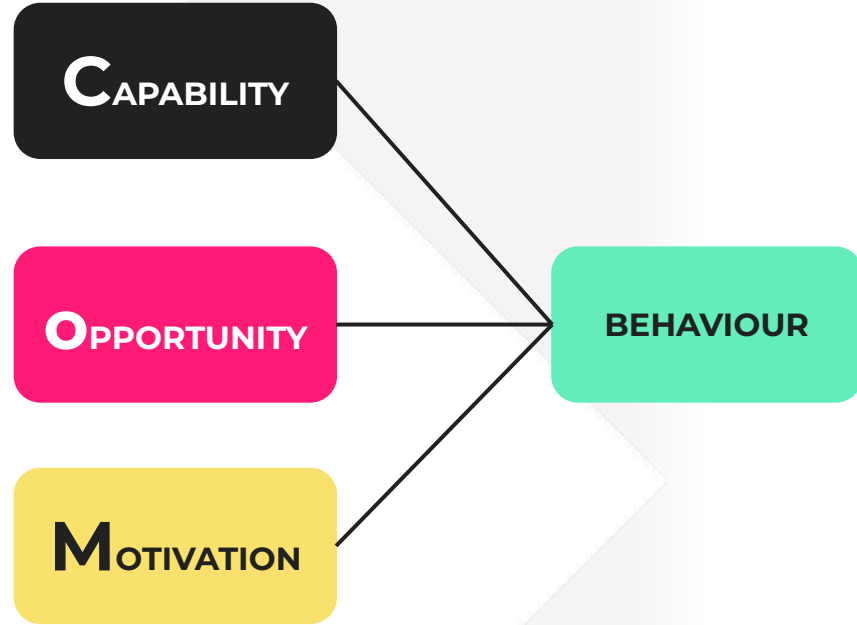
Are we clear we can answer their needs?

“Do I have the time/opportunity to do the behaviour?”

Do we provide enough guidance on how to complete the action?

“Do I want to do this behaviour?”

Do they believe that we can provide the solution to their need?



FACTORS INFLUENCING DECISION.



The diagram consists of six colored circles arranged in two rows of three. The top row contains 'COGNITIVE BIASES' (pink), 'EXPERIENCE' (teal), and 'EMOTIONS' (black). The bottom row contains 'DEFAULT DECISION' (black), 'SOCIAL INFLUENCE' (yellow), and 'DECISION FATIGUE' (pink). A grey diagonal line runs from the top-left to the bottom-right, passing behind the circles. A small teal triangle is located at the top-right edge of the 'EMOTIONS' circle.

**COGNITIVE
BIASES**

EXPERIENCE

EMOTIONS

**DEFAULT
DECISION**

**SOCIAL
INFLUENCE**

**DECISION
FATIGUE**

WHAT FACTORS ARE **CURRENTLY** INFLUENCING YOUR CONSUMER »»»»»» DECISIONS?



**CAN YOUR SEARCH
PERFORMANCE BE JUDGED
BY YOUR TACTICS ALONE...**



NO!






**YOU NEED TO KEEP
A FINGER ON THE
PULSE OF
CUSTOMER NEEDS.**



AND THE COMPETITION'S STRATEGY AND TACTICS.



A woman with blonde hair is smiling and looking down at a desk in an office. The background shows other office elements like a chair and framed pictures on the wall. A large black diagonal shape covers the left side of the image, containing text and a decorative arrow graphic.

**LET'S LOOK AT
SOME EXAMPLES...**



**MANY BRAND SETS
ULTIMATELY DO THE
SAME THING.**



EXPERIENTIAL GIFTING BRANDS.

PPC Live



Red Letter *days*

Virgin
EXPERIENCE
DAYS

buyagift





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- Experiences
- Gifts
- Locations
- Birthdays
- Sale **NOW ON!**
- For Business
- Gift Finder
- Gift Cards
- More

10% off experiences today. Use code EXP10 at checkout to save. [exclusions apply](#)

Good Times. All Summer Long.

Up to 70% Off Summer Savings

Shop Now



Virgin EXPERIENCE DAYS

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SIZZLING DEALS

UPTO 80% OFF

Shop Now

Under £50 Driving Food & Drink Days Out Short Breaks Spa & Beauty Adventure



Virgin EXPERIENCE DAYS

Search experiences...

Got a voucher?

Experiences Gifts Locations Birthdays Sale **NOW ON!** For Business Gift Finder Gift Cards More



10% off experiences today. Use code EXP10 at checkout to save. [exclusions apply](#)

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Summer Sale Offers Birthdays Occasions Spa & Beauty Short Breaks Days Out Food & Drink Driving Adventure Flying Experiences Location

SIZZLING DEALS

UPTO 80% OFF

Shop Now

Under £50

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Summer Sale Birthdays Occasions Driving Adventure Attractions & Tours Drinks & Dining Pampering Short Breaks Flying Location Insp

UP TO 80% OFF SUMMER SAVINGS

SHOP NOW

- BIRTHDAY GIFTS
- DRIVING
- FOOD & DRINK
- ATTRACTIONS
- SHORT BREAKS
- PAMPERING





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CREDIBLE
AVAILABILITY
VALIDITY





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VALIDITY
EMOTION



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RANGE
DISCOUNT



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Father's **Day Driving** Gifts — Thousands Of Unique & Wonderful **Experiences...**

75% Off Driving Days · Driving Experiences · Silverstone Race Track · Supercars

THEY SPEAK TO DIFFERENT NEEDS.



**BUT WHICH ONE IS
THE MOST
IMPORTANT?**





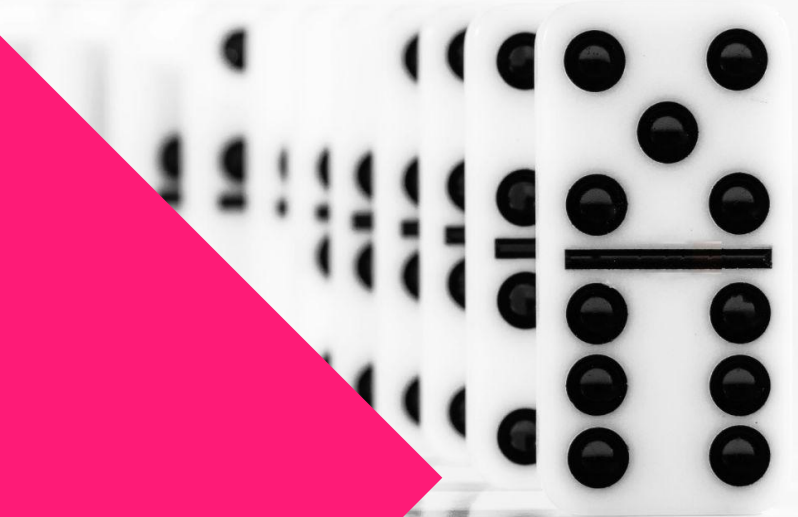
**THINK ABOUT WHAT
IMPACT YOUR MESSAGE
HAS.**

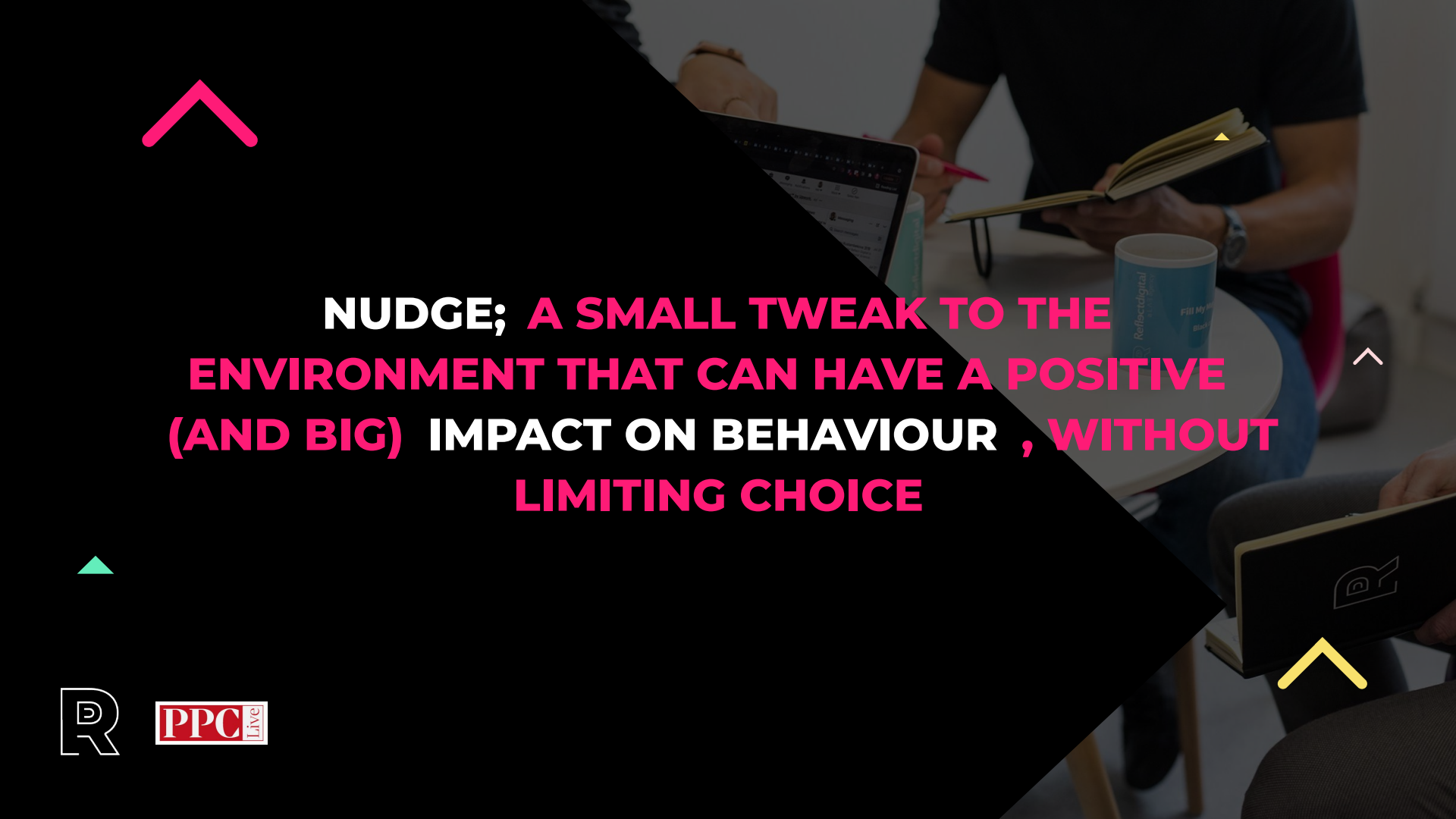



**SUDDENLY THE
OFFERING IS
DIFFERENT.**





**THEY HAVE USED
NUDGES TO
ENCOURAGE
BEHAVIOURS.**





NUDGE; A SMALL TWEAK TO THE ENVIRONMENT THAT CAN HAVE A POSITIVE (AND BIG) IMPACT ON BEHAVIOUR , WITHOUT LIMITING CHOICE



CONSIDER THE MENTAL SHORT CUTS OR BIASES WHICH INFLUENCE US.



Choice Overload

When given too many choices people find it more difficult to make a good decision



Scarcity Effect

People tend to assign higher value to items or opportunities that are perceived as limited



Present Bias

People prioritise short-term rewards in the present over future long-term benefits



YOU KNOW THE THEORY.



SO WHAT DO YOU DO NOW....



YOU OBSERVE.



COMPETITION

CUSTOMERS

WHAT DID THEY DO IN THE PAST?

WHAT ARE THEY DOING NOW?

**WHAT MIGHT THEY DO IN THE
FUTURE?**

COMPETITION

- Auctions Insights
- Competitor Audits
- Competitor Ad Reviews
- Competitor Ad Monitoring
- Competitor Usps Monitoring
- Rankings Monitoring
- Keyword Coverage
- Brand Search Strategy

CUSTOMERS

- Search Trends
- Social Listening
- Customer Surveys
- Website Engagement Audit
- Messaging Tests
- Focus Groups
- Brand Sentiment
- Customer Journey Maps

UNDERSTAND WHAT DATA SOURCES YOU NEED.



Google Trends



Brandwatch



IDENTIFY WHO YOUR SEARCH COMPETITION IS.



A6 Vinyl Sticker Sheets, Custom...

£5.99

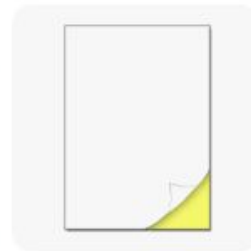
Etsy - Beanprint
Free delivery
★★★★ (2)



Sticker Sheets | Vistaprint...

£6.79

Vistaprint.co.uk
4.1 ★★★★★ (1.8K)



TownStix Sticker Paper for Printer A4

£4.99

Amazon.co.uk..., 1+



Custom Sticker Sheets - Quantit...

£26.00

Sticker Mule
Free delivery
4.9 ★★★★★ (80)



Custom Sticker Sheets

£25.00

Printed.com

DECIDE ON YOUR FREQUENCY OF DATA ACQUISITION.



DOCUMENT CONTENT OF COMPETITOR ADS & LISTINGS OVER TIME.

PPC Live



When did the copy show?



What did it say?



What did your content say?

The screenshot displays a Google search for 'kids clothing' on August 19th. The search bar shows 'tu school' and 'school uniforms'. The results page is filled with sponsored ads from various retailers, including Matalan, La Redoute, Marks & Spencer, and H&M. The ads feature promotional messages such as 'Next Day Delivery Available', 'Kids' Clothing - La Redoute | Today Only: Up To 40% Off Plus Free Delivery', and 'Kids Clothes Online | 3 For 2'. The search results also list several clothing categories like 'Girls Clothing', 'Boys Clothing', 'Denim Shop', 'Baby Clothing', and 'Kids Clothing'.

A close-up, high-angle photograph of a tire tread, showing the intricate patterns of the rubber. The image is partially obscured by a large, bright pink diagonal shape that covers the left and bottom-left portions of the frame.

**REVIEW CUSTOMER
NEEDS QUARTERLY.**



BUILDING A BANK OF INSIGHTS AND KNOWLEDGE.



THEN YOU PLAN.



CONSIDER WHAT FACTORS COULD INFLUENCE DECISION.

PPC Live



DISCOUNT AMOUNT

OFFER RESTRICTIONS



PROMOTION DURATION

OFFER AVAILABILITY



TYPE OF DISCOUNT

ADDITIONAL BENEFITS



STRUCTURE YOUR CALENDAR WITH YOUR OWN KPIS IN MIND.



| | JANUARY | FEBRUARY | MARCH | APRIL | MAY | JUNE |
|--------------|---------------|----------------|-----------------------------|--------|--------------------------|-----------------------------|
| YOUR CONTENT | JANUARY BLUES | VALENTINES DAY | MOTHER'S DAY | EASTER | BANK HOLIDAY MADNESS | FATHER'S DAY |
| YOUR PROMOS | SITEWIDE 25% | | MOTHER'S DAY CODE UP TO 60% | | 2 FOR 1 ON WEEKEND TRIPS | FATHER'S DAY CODE UP TO 70% |



**YOU OVERLAY WHAT
YOU KNOW FROM YOUR
COMPETITOR
RESEARCH.**



PRODUCE A PREDICTED COMPETITOR MARKETING CALENDAR.



JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

**YOUR
CONTENT**

JANUARY
BLUES

VALENTINES
DAY

MOTHER'S
DAY

EASTER

BANK
HOLIDAY
MADNESS

FATHER'S
DAY

**YOUR
PROMOS**

SITOWIDE
25%

MOTHER'S
DAY CODE UP
TO 60%

2 FOR 1 ON
WEEKEND
TRIPS

FATHER'S DAY
CODE UP TO 70%

**THEIR
CONTENT**

JANUARY
BLUES

VALENTINES
DAY

MOTHER'S
DAY

EASTER

FATHER'S
DAY

**THEIR
PROMOS**

UP TO 30%
OFF
SELECTED

UP TO 70%
SITE WIDE

FREE
EXCHANGES

FATHER'S
DAY CODE UP
TO 70%

PRODUCE A PREDICTED COMPETITOR MARKETING CALENDAR.



JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

**YOUR
CONTENT**

JANUARY
BLUES

VALENTINES
DAY

MOTHER'S
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MADNESS

FATHER'S
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**THEIR
CONTENT**

JANUARY
BLUES

VALENTINES
DAY

MOTHER'S
DAY

EASTER

FATHER'S
DAY

**THEIR
PROMOS**

UP TO 30%
OFF
SELECTED

UP TO 70%
SITE WIDE

FREE
EXCHANGES

FATHER'S
DAY CODE UP
TO 70%

THEN YOU TEST.





**BUT REMEMBER, THE
VARIABLES ARE NOT
JUST YOUR OWN.**



YOUR TESTS ARE TWO SIDED.



**YOUR OWN
COPY AGAINST
ITSELF.**



TWO SIDED.



**YOUR COPY
AGAINST YOUR
COMPETITION .**



FINALLY YOU EVALUATE.

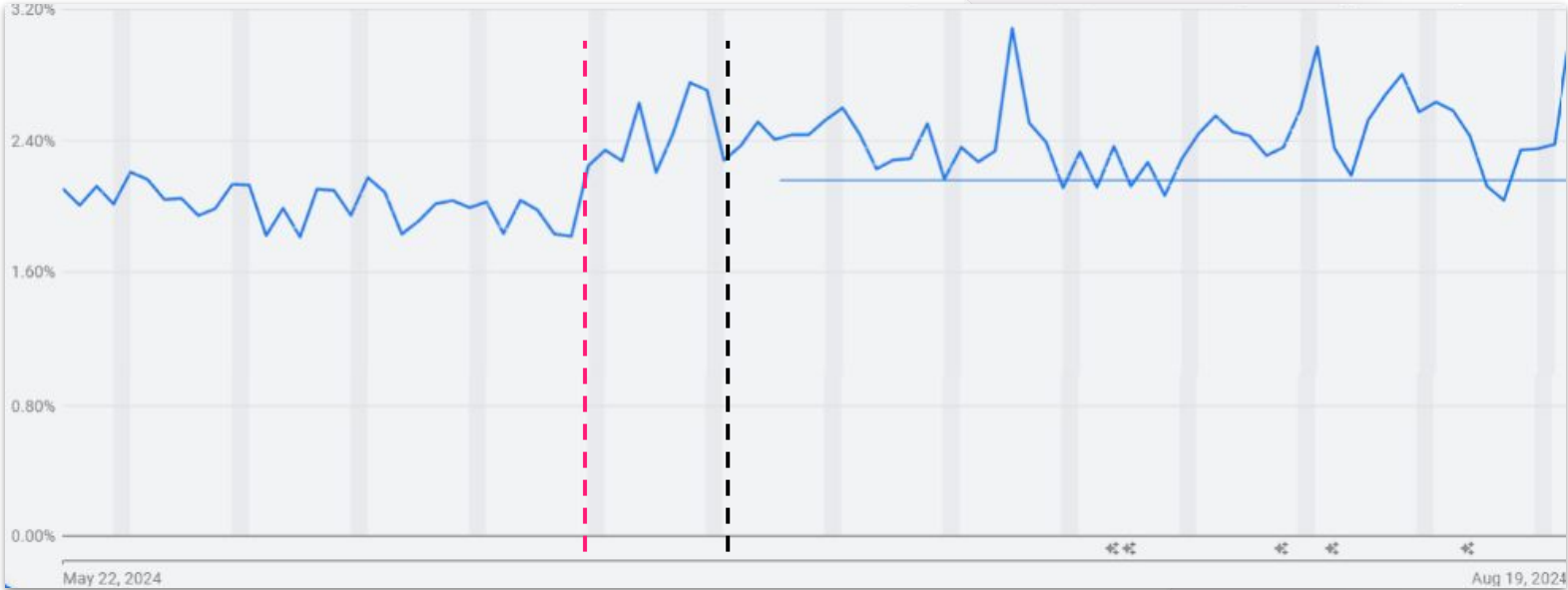


PLOT YOUR RESEARCH OVER YOUR OWN PERFORMANCE DATA.



--- OWN BRAND PROMOTION

--- COMP BRAND PROMOTION



**EXPLORE THE IMPACT
YOUR MESSAGE HAD
ON ENGAGEMENT.**



DECIDE HOW YOUR STRATEGY ADAPTS.





**ALLOWING YOU TO BE
STRATEGIC AND
RESPONSIVE.**



**ENSURING YOUR BRAND
CAN RESPOND TO THE
MARKET CHANGES.**



**INSTIGATED BY
YOUR
COMPETITION.**





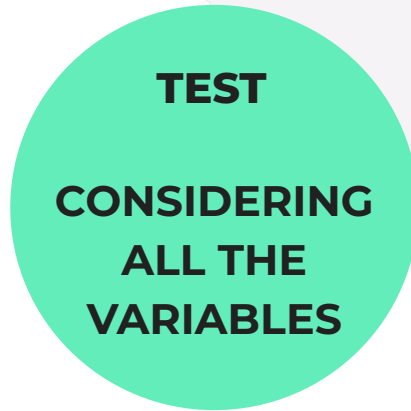
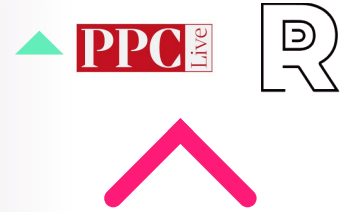
**OR BY YOUR
CUSTOMER'S
NEEDS.**



SO TO RECAP.



THINK ABOUT THE WORLD AROUND YOUR BRAND.



YOU CAN START AS BIG OR SMALL AS YOU WANT.

PPC Live



Google Transparency
Center
SERP Review
Ahrefs
Social Listening



Bau -
Monthly/Weekly
Peak - Daily



Create A Repository
Track Changes
Weekly Review
Agree The Actions

BIG RISK ASSOCIATED WITH IGNORING YOUR ENVIRONMENT.



| RISK | EFFECT | IMPACT | LIKELIHOOD |
|---------------------|---|--------|------------|
| REDUCED CREDIBILITY | Competitors Understand How To Speak More Authentically | ● | ● |
| LOST MARKET SHARE | Because Others Gain Market Share Through Adaptation To The Needs Of The Market | ● | ● |
| LESS RELEVANCE | Because You Don't Stay In Touch With Your Customers And Their Universe | ● | ● |
| STUNTED GROWTH | Because Other Brand's Are Capitalising On The New Now For Their Customers | ● | ● |
| LACK OF INNOVATION | Because Other Brands Are Challenging Themselves To Move With The Times | ● | ● |

● HIGH ● MEDIUM ● LOW



A close-up photograph of a person wearing a light-colored cowboy hat and a striped shirt, focused on adjusting the leather and rope of a horse's saddle. The background is slightly blurred, showing the horse's head and neck. The image is partially obscured by a large black diagonal shape on the left side.

**“IT’S NOT ABOUT YOU.
IT’S ABOUT THEM.”**

Clint Eastwood





THANK YOU.



**Find me on
LinkedIn:**



**Download
the slides:**



UNLEASH YOUR DIGITAL PERFORMANCE >>>





PERFORMANCE & TRACKING TRAINING PROGRAMME.

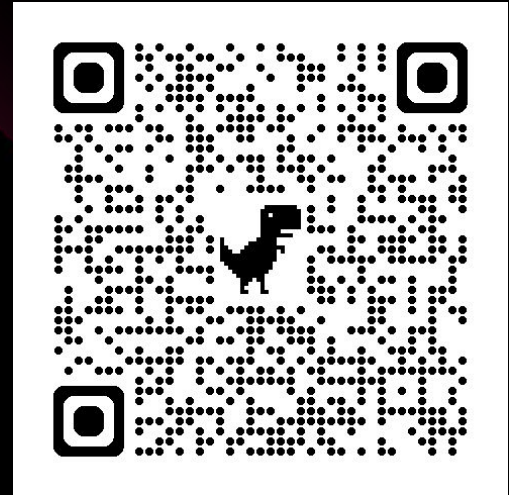
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