

USING YOUR COMPETITORS TO SUPERCHARGE YOUR SEARCH.



UNLEASH YOUR DIGITAL PERFORMANCE >>





A close-up photograph of a person wearing a light-colored cowboy hat and a striped shirt, working on a brown leather saddle. The person's hands are visible, holding a metal tool to adjust a part of the saddle. The background is slightly blurred, showing the head of a horse. The image is partially obscured by a black diagonal overlay on the left side.

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

Clint Eastwood



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



naked
sprout

e.l.f.

Vinted



**YOU ARE NOT
ALONE.**



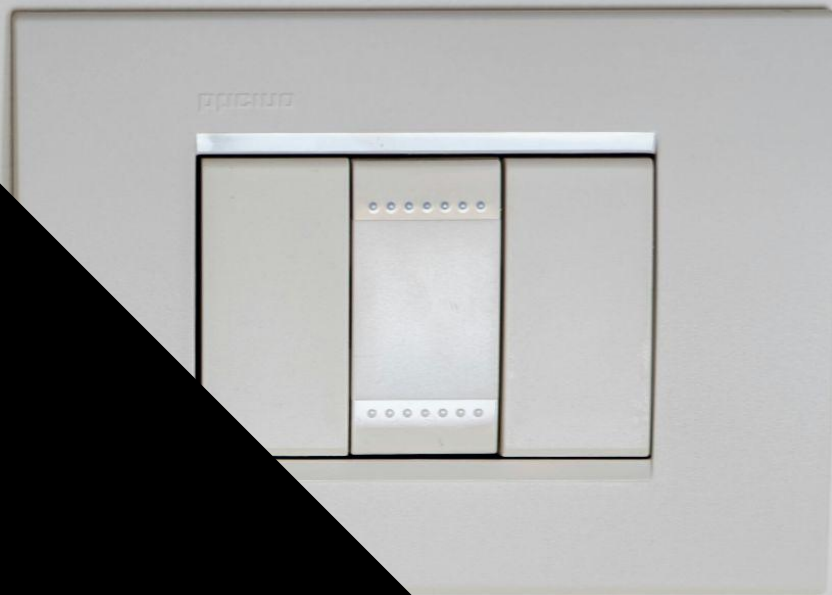
71%

**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.**



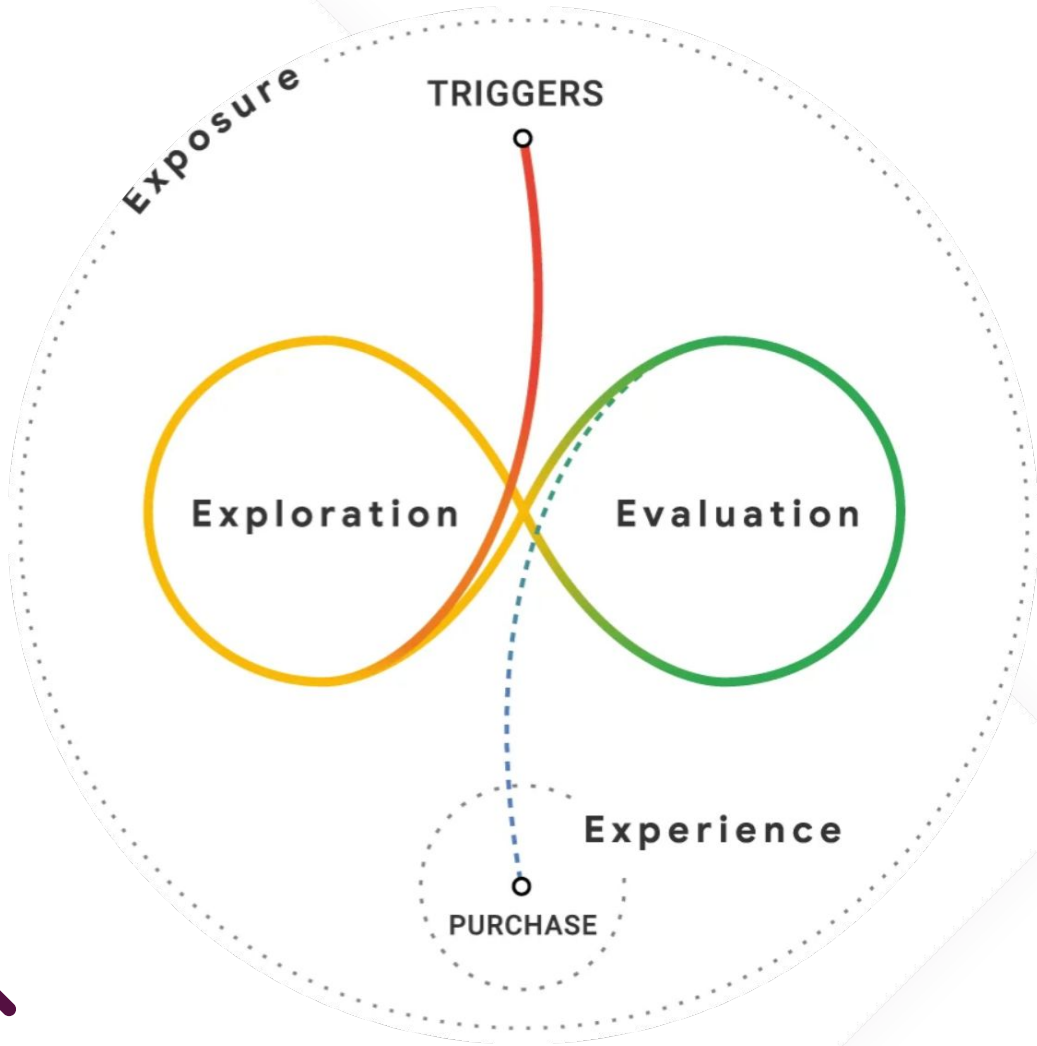
AND BIASED.





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





COM-B MODEL FOR BEHAVIOURAL CHANGE.



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

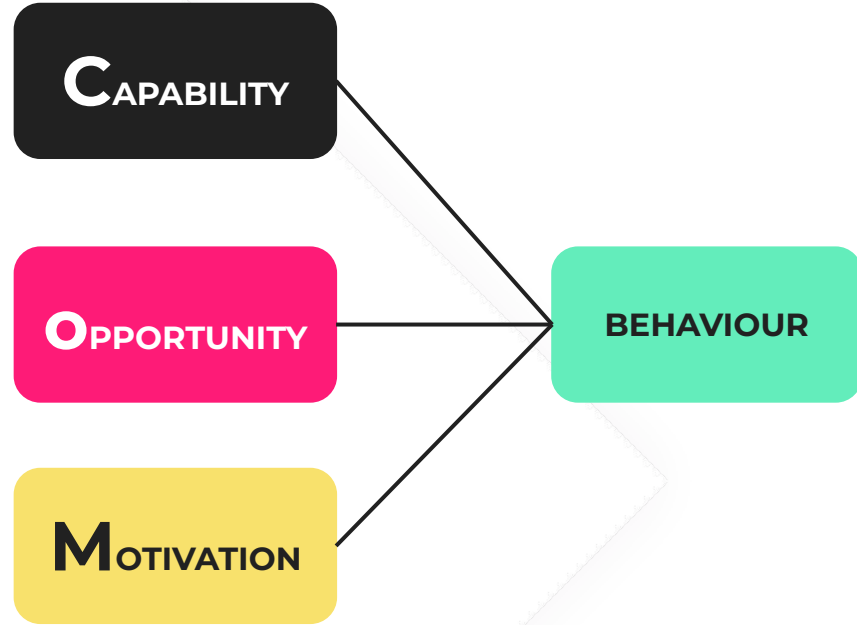
Are we clear we can answer their needs?

“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.



**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.**



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



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



EXPERIENTIAL GIFTING BRANDS.



Red Letter *days*

Virgin
EXPERIENCE
DAYS

buyagift





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](#)

Good Times. All Summer Long.

Up to 70% Off Summer Savings

Shop Now





Search experiences...



Got a voucher?



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- 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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Up to 70% Off

Shop Now

buyagift

Search...



Corporate sales



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- 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

Driving

Food & Drink


Days Out

Short Breaks

Spa & Beauty

Adventure






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[Gifts](#)
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[Sale **NOW ON!**](#)
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Good Times. All Summer Long.

Up to 70% Off

Shop Now



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[Adventure](#)
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[Location](#)

SIZZLING DEALS




RED LETTER DAYS

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UP TO 80% OFF SUMMER SAVINGS








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Red Letter Days™ Official

Vouchers Valid For 12 Months — Next **Day** Delivery When You Order Before 9pm Or Same **Day** Inbox Delivery With Free E-Voucher. Choose From Over 6,000...



CREDIBLE
AVAILABILITY
VALIDITY





CREDIBLE
AVAILABILITY ▲
VALIDITY



Red Letter Days

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VALIDITY
EMOTION



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→

VALIDITY
EMOTION



Virgin Experience Days

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Virgin Experience Days™

Father's **Day Driving** Gifts — Thousands Of Unique & Wonderful **Experiences**...
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CREDIBLE
AVAILABILITY ▲
VALIDITY



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Give a Loved One a Unique and Special Present For All Occasions With Buyagift...
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RANGE
DISCOUNT

**THEY SPEAK TO
DIFFERENT NEEDS.**



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



A background image featuring a globe of the Earth centered on the Atlantic Ocean, viewed from space. The globe is positioned behind a dark grid pattern, possibly representing a window or a screen. A large, bright pink triangle is overlaid on the left side of the image, pointing towards the right. The text 'THINK ABOUT WHAT IMPACT YOUR MESSAGE HAS.' is written in white, bold, uppercase letters across the pink triangle.

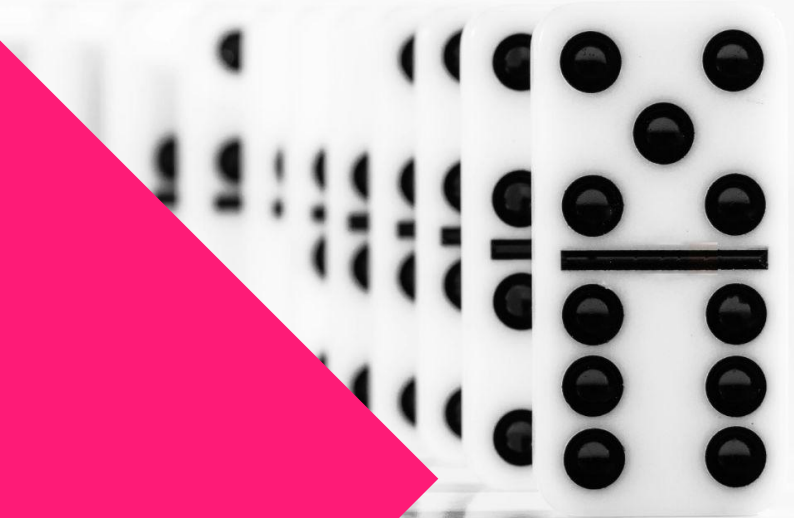
**THINK ABOUT WHAT
IMPACT YOUR MESSAGE
HAS.**

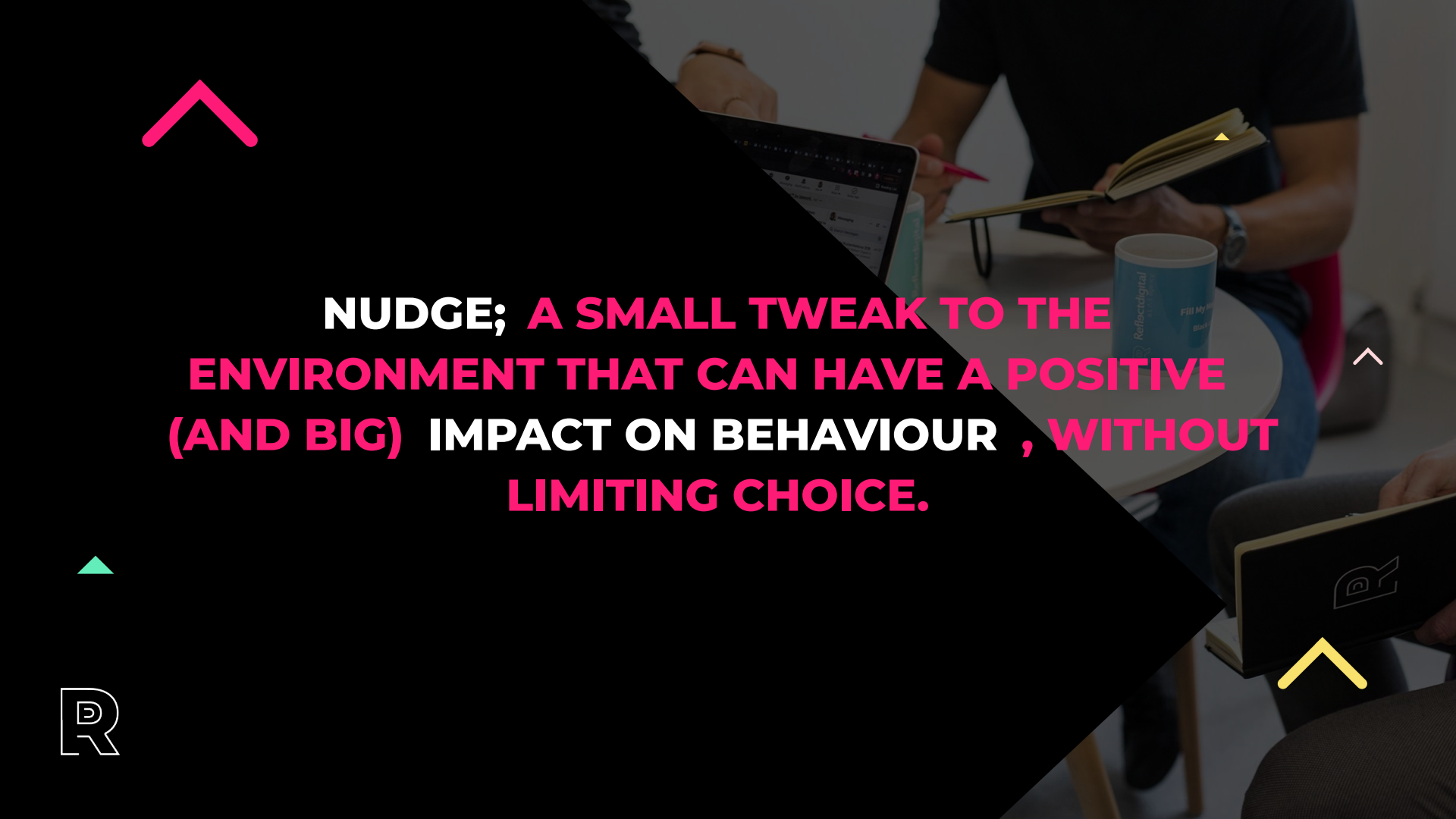


**SUDDENLY THE
OFFERING IS
DIFFERENT.**



**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.



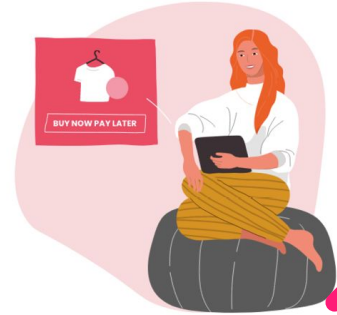
Choice Overload

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

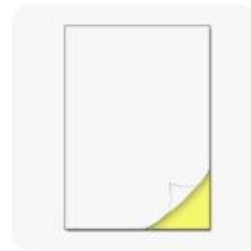
- Search Trends
- Social Listening
- Customer Surveys
- Website Engagement Audit
- Messaging Tests
- Focus Groups
- Brand Sentiment
- Customer Journey Maps



UNDERSTAND WHAT DATA SOURCES YOU NEED.



IDENTIFY WHO YOUR SEARCH COMPETITION IS.



A6 Vinyl Sticker Sheets, Custom...

£5.99

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

Sticker Sheets | Vistaprint...

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Vistaprint.co.uk
4.1 ★★★★★ (1.8K)

TownStix Sticker Paper for Printer A4

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Amazon.co.uk..., 1+



Sticker Sheets - Quantit...

£26.00

Sticker Mule
Free delivery
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Custom Sticker Sheets

£25.00

Printed.com

DECIDE ON YOUR FREQUENCY OF DATA ACQUISITION.



DOCUMENT CONTENT OF COMPETITOR ADS & LISTINGS OVER TIME.



When did the copy show?



What did it say?



What did your content say?

kids clothing 19th August m&e kids clothing

All Images Products Maps News Videos Books | More Tools

Girls Boys Children's Nearby Online Buy Store Brand Gift

Sponsored Matalan
Next Day Delivery Available
Matalan | Family | Fashion | Home. Free Returns. Click & Collect Available. Free D

Sponsored La Redoute
Kids' Clothing - La Redoute | Today Only: Up To 40% Off Plus Free Delivery. Browse All Fashion From Your

Sponsored Next
Kids Clothing
Brought To You By Next™ - Inspired By Disappointed When You Shop At Next. F Soft PJs, Available At Next.

Sponsored Marks & Spencer
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Practical Pieces For Everyday Wear. A

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Boys Clothing
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Denim Shop
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Baby Clothing
Get Your Little One All Kitted Out For The New Seas

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Made With Perfect Colour Technology To Keep Their Uniform Soft And Fresh Term After Term. Back To School Never Felt Better. Best Supermarket Uniform as Voted by Made For...
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Save Up to 50% Off on Selected Lines. Shop Online Today.
Girls Clothing
Girls Clothing for Every Occasion Shop our Fantastic Collection





**REVIEW CUSTOMER
NEEDS QUARTERLY.**





BUILDING A BANK OF INSIGHTS AND KNOWLEDGE.



THEN YOU PLAN.



CONSIDER WHAT FACTORS COULD INFLUENCE DECISION.



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.



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FEBRUARY

MARCH

APRIL

MAY

JUNE

**YOUR
CONTENT**

**JANUARY
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**VALENTINES
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**THEIR
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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
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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.**

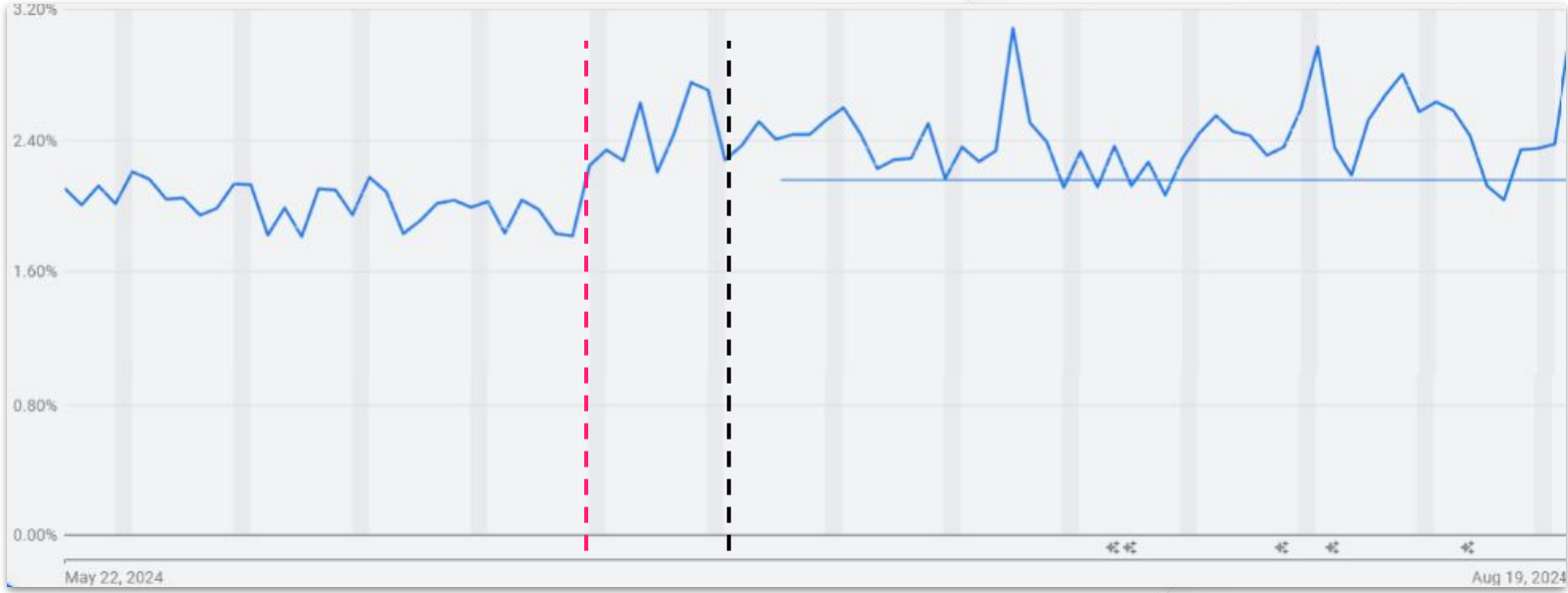


PLOT YOUR RESEARCH OVER YOUR OWN PERFORMANCE DATA.



· - - 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 YOU BRAND
CAN RESPOND TO THE
MARKET CHANGES.**



**INSTIGATED BY
YOUR
COMPETITION.**





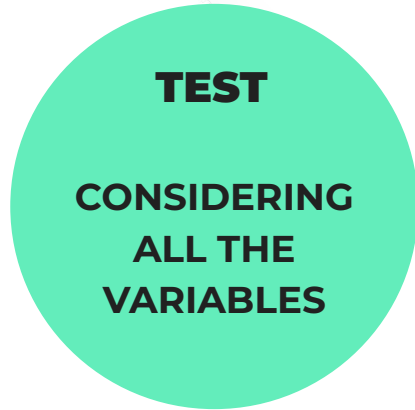
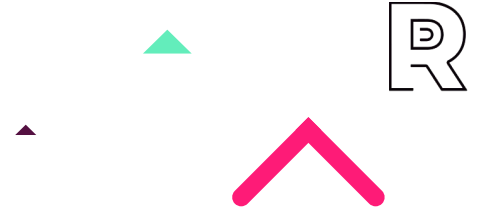
**OR BY YOUR
CUSTOMER'S
NEEDS.**



SO TO RECAP.



THINK ABOUT THE WORLD AROUND YOUR BRAND.



YOU CAN START AS BIG OR SMALL AS YOU WANT.



**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, working on a brown leather saddle. The person is holding a metal tool, possibly a screwdriver, and is focused on adjusting a part of the saddle. The background is slightly blurred, showing the head of a horse and other parts of the saddle. The image is partially obscured by a black diagonal overlay on the left side.

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IT’S ABOUT THEM.”**

Clint Eastwood





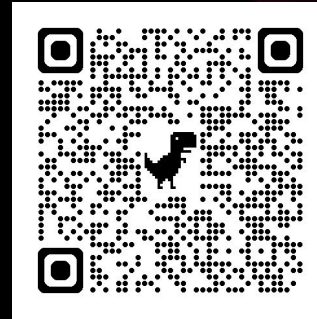
THANK YOU.



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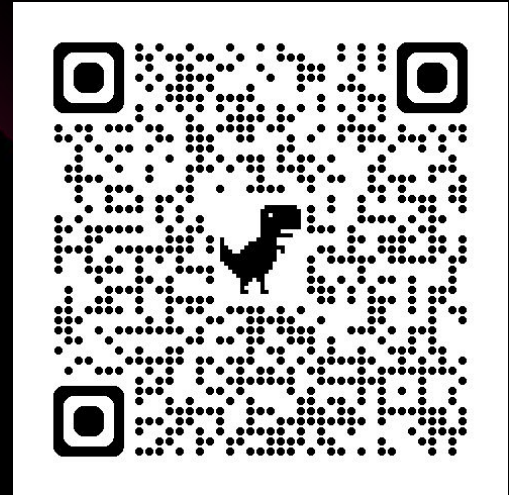
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