



EXPERIENCE MAKERS LIVE



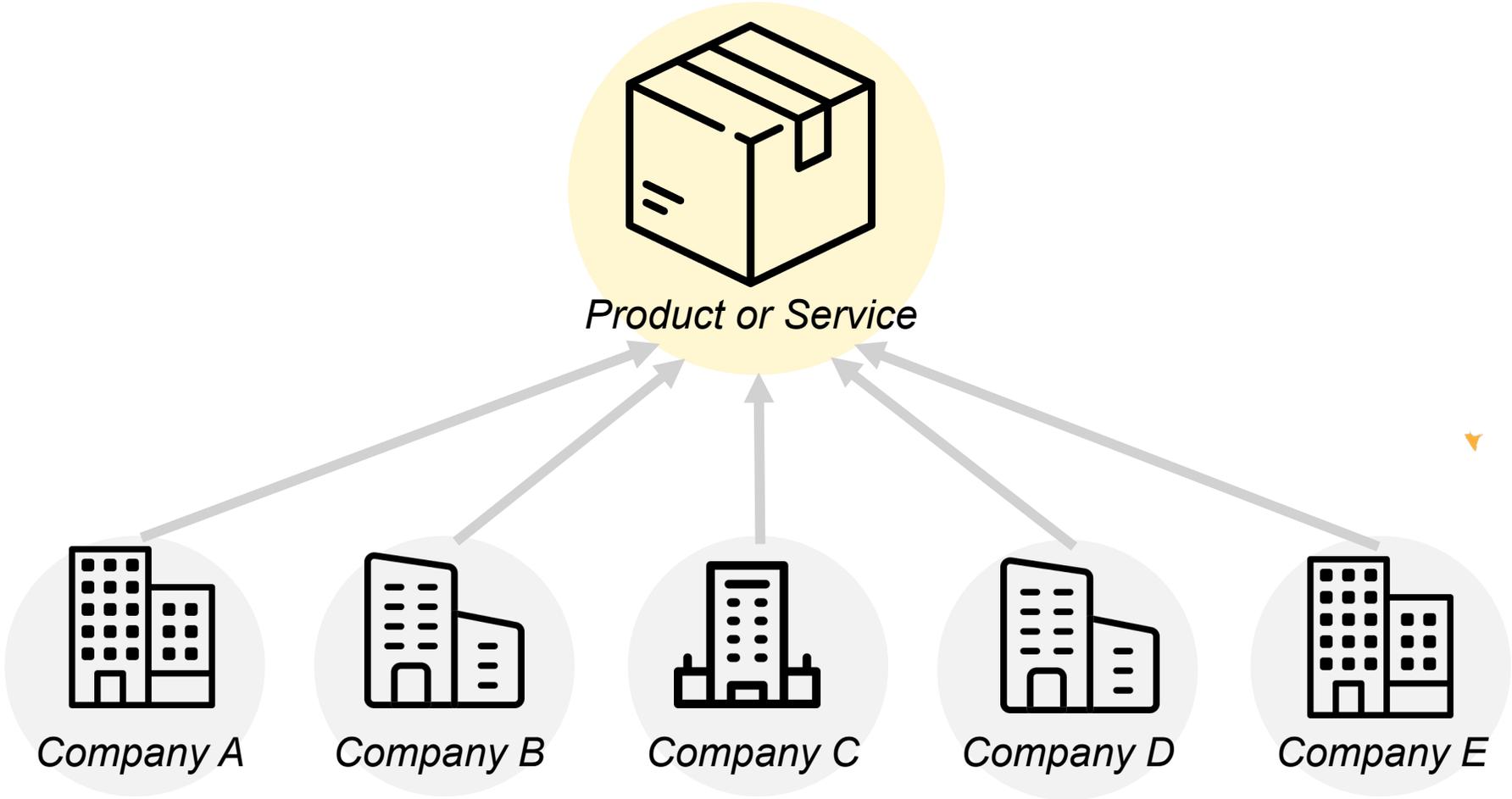


Differentiate Your Brand in a Market Full of Clones

Philippe R Collin III

EXPERIENCE MAKERS LIVE

Anatomy of a Crowded Market



Why Sell in a Crowded Market

P5 Theory

PIONEER

PASSION

PROFITABILITY

PORTOFOLIO

POSITION



Compete for Market Share or Win It All

Make the Market-share Decision

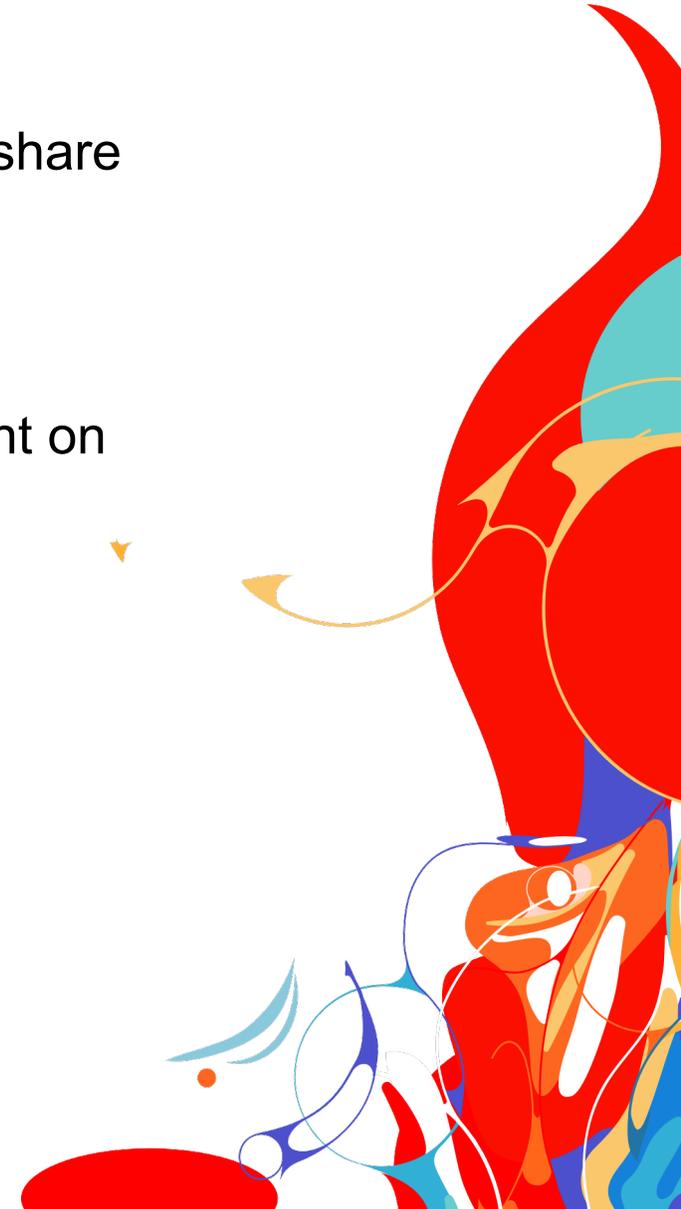
- Ask yourself if you want to take over the market or are you happy just to share in the profits from a portion of the market

Why is this decision important?

- Strategy – Every decision you will make moving forward will be dependent on what your end goal is
 - How you differentiate
 - The money you will spend
 - The amount of research you will do to understand your competitors

When

- This decision should be made as soon as possible



Assess Your Competitors

Why do you think about them?

Location

Culture

E-commerce Features

Trust the Internet

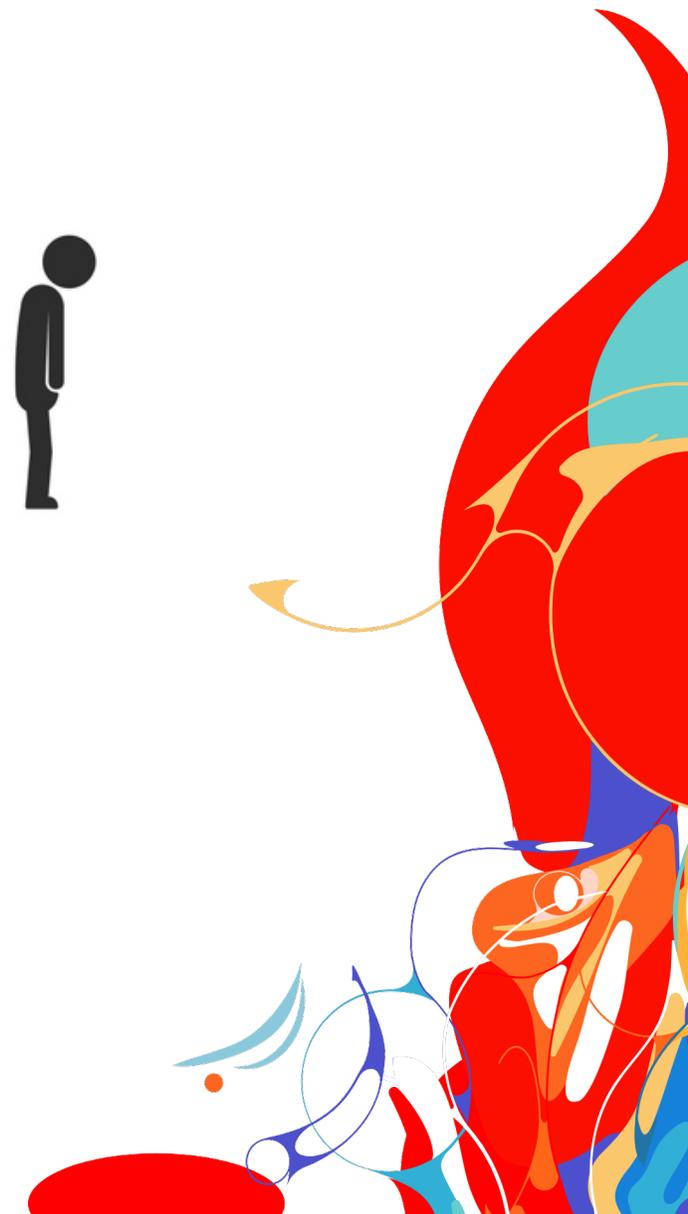
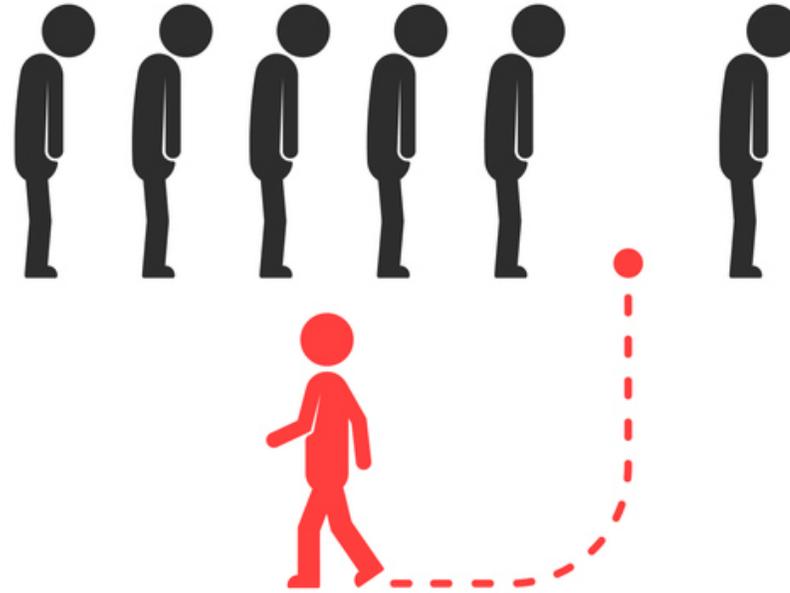
- Customer Reviews
- Social Media



Know What Makes You Different

Now it is time to think about your business.
The product is not the unique factor. So what is?

- Branding
- Business model
- Content
- Customer Service
- Employees
- Site Offerings
- You
- Are you lacking a unique feature



What are People Looking for These Days?

What do your potential customers care about?

- Customer Service
- Product Quality
- Company Values & Philosophy
- Branding
- Loyalty
- A face to the product
- Onsite Media
- Onsite Features & Modern Functionality

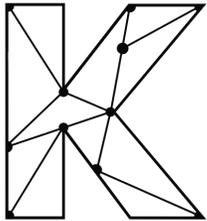


Customer Service

What makes great customer service?

- Number and quality of contact methods
- Some sort of “live” help
- Live agents’ behavior towards customer
- Response time and SLA’s
- Following up to ensure an issue or question has been solved

Nearly 75% of consumers polled in a recent study loved a brand because of their superior customer service²



KENSIMUM

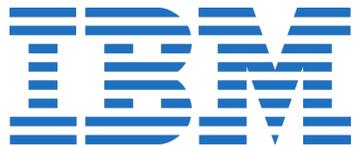
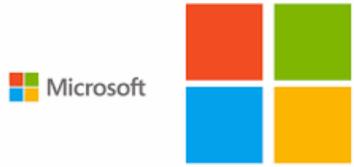
Product Quality

68% of Baby Boomers, 54% of Millennials and 59% of Gen X indicate products are equally as important as the brand's values to their perception of the brand.

What about the products do people truly care about? Quality



Branding



Branding Guidelines

- Standards
- Enforcement

Consistent branding across platforms

- Platforms
- Media
- In Person

Color Choice

- An 80% boost in recognition
- Color Blue

Logo Appearance

- It takes up to 10 appearances of your Logo to be remembered.



Loyalty

- Lifetime Value
- Loyal to a Brand
- Emotional Connections retain a 300%+ higher lifetime value⁷

Building Loyalty

- How
 - Offer Discounts
 - Product Quality
 - Rewards Programs
 - Personalization



A Face For Your Products or Brand

Social Media

- Consistency
- Response
- Recognize Positivity
- Resolve Concerns

Live Content

- Podcasts
- Live tutorials and chatting

Human Tutorials

- Video walkthrough

Real Customer Reviews

- Customers as ambassadors



Quality Media

Onsite Media

- High quality over high quantity

Published Media

- Blog and Vlog
- Social Media Content

Publications About Company

- Positive Press
- News Articles
- Blog Content
- Social Content



Modern Features & Functionality

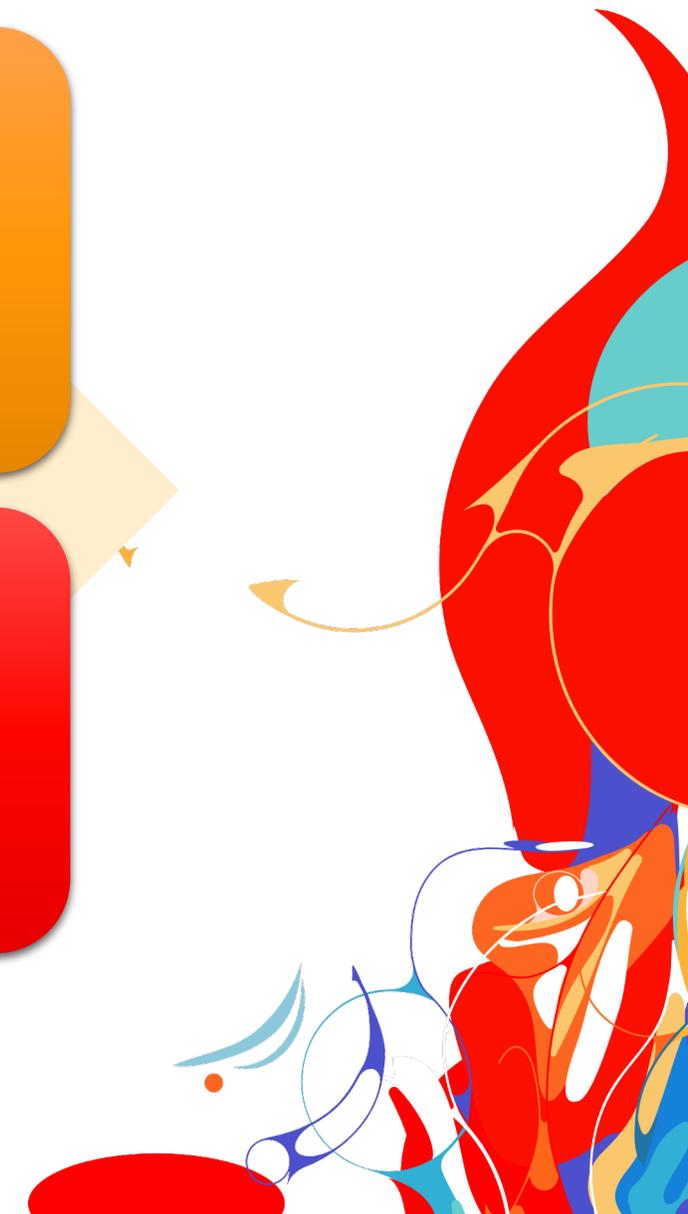
" That website looks like it is from the 90's"

- Secure
- PWA / Mobile Friendly
- Localization / Buy Local Movement
- High Quality Media
- Simplified Purchase Process
- Find in Store
- Social Purchasing



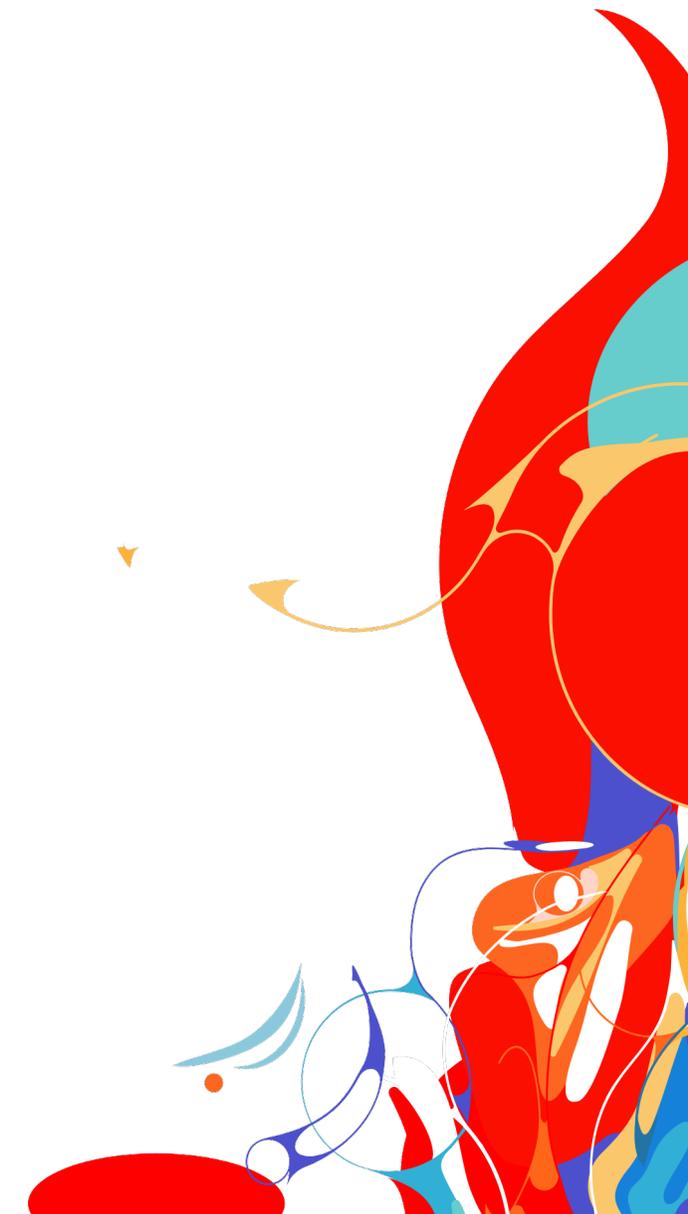
Company Values & Philosophy

- Personal Value Alignment
- Purpose and Beliefs



What's Next

- Assess your market
 - A lot of this will be manual, but it is necessary! Dig into your market and figure out who you need to compete with.
- Assess your current product offerings
 - Are they higher quality than competitors?
 - What makes them different?
- Assess your onsite functionality and presence
 - Are you presenting yourself in a way that makes people think "*Wow this company is putting the effort into making my experience secure and easy*" or are customers thinking "*I am not sure*".
- Assess your community interaction and brand loyalty



Join the Market

- Now it is time to put your research and preparation into practice
- Execute your Strategies
- Launch your campaigns
- Build your Site
- Reach out to the Community
- Gain what you worked so hard for and earned



Assessment Tools

Technology Assessment

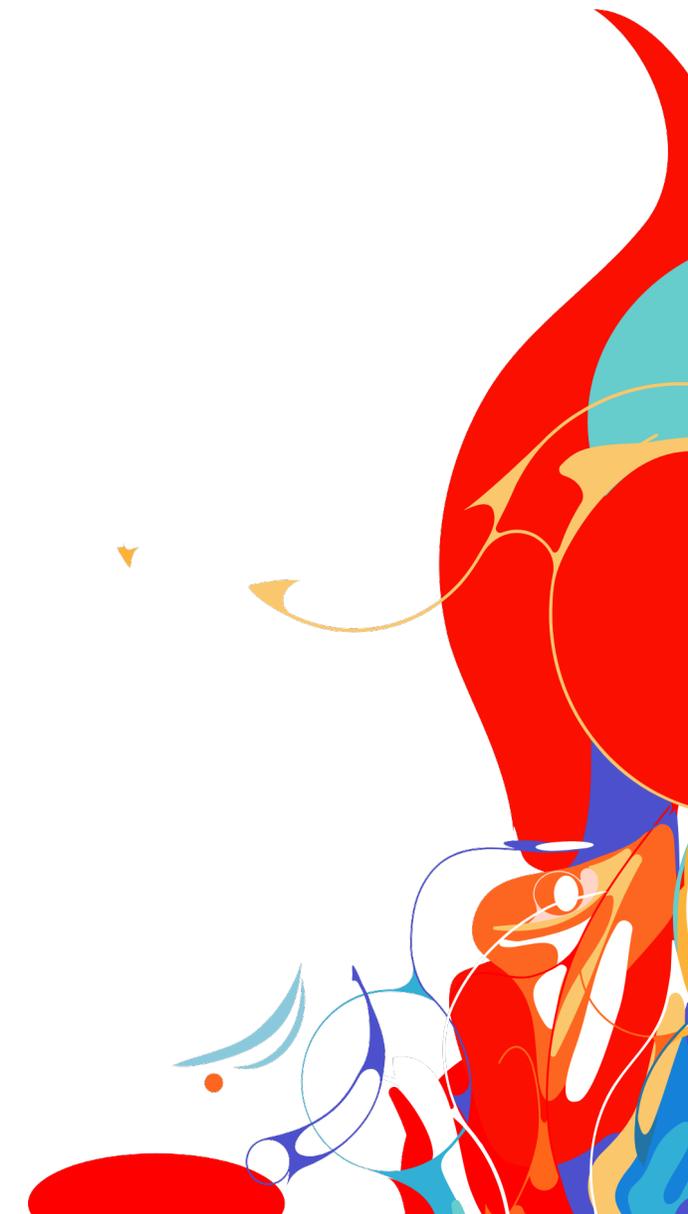
- <https://builtwith.com/>
 - Figure out what technology your competitors are using for their online presence

Social Assessment

- <https://sproutsocial.com/>
 - Analyze the social media impact of your competitors
- <https://semrush.com>
 - Award winning SEO Suite

General Assessment

- <https://google.com>
 - Visit sites that reference your competitors and see what they are promoting
 - See the types of reviews they are receiving



Customer Spotlight

Seen the  in the presentation? Find out why!

SLEEP OUTFITTERS

- Consistent branding throughout site
- Simple but recognizable logo
- Soothing colors

DANFORTH[®] we work metal by hand

- Quality, locally crafted, handmade products
- Products that reflect the community and have meaning
- Supporting zero-fossil-fuel initiative by offering local electric cars a charging station

Tupperware[®]

- Emotional connection
 - Mother, Aunt, Grandmother hosting Tupperware parties
- Personalization via parties
- Customers are generally long-term customers

