

Your Company Name





## Table of contents

for competitive branding strategies to achieve sustainable growth



- Ompetitive branding overview
  - o About competitive branding and its key benefits
  - o Key statistics associated with competitive branding
- O2 Conducting competitive analysis
  - o Determining the most successful competitor
  - o Competitive analysis using swot model
- O3 Types of competitive branding
- Overcoming the competition by developing branding strategies associated with
  - Product
    - · Overview of various products we offer
    - · Types of product differentiation
    - Differentiation strategies we will implement to boost sales
  - o Price
    - · Addressing the various types of pricing strategies
  - o Place
    - · Geographical presence of stores
    - · Types of place strategies
  - Promotion
    - Conducting survey to select the marketing channels for brand promotion
    - · Marketing channels we will use for brand promotion

- A. Social media
  - Developing successful social media marketing campaign
  - Implementing social media marketing campaign for brand success
- B. Video advertising
  - Types of videos which are trending on social media platforms
  - Various strategies we will use to effectively create video ad
- C. Guerilla marketing
  - Implementing guerilla marketing campaign for product promotion
- Evaluating the impact of marketing strategies on
  - o Our Website
  - o Company Revenue
  - Market Share
- Of the most successful market leaders
  - o Direct competition: Apple and Samsung
  - o Indirect competition: McDonald's and Subway



## About competitive branding and its key benefits

The following slide outlines the definition and major advantages of competitive branding. Higher sales, increase in market share, strengthening customer loyalty and improves brand recognition are the major benefits which are mentioned in the slide.



Overview: Competitive branding is the competition between top market players that offer same services or products within the same industry.



## Key statistics associated with competitive branding

The following slide outlines major statistics related to competitive branding. It covers information about the customer service, personalize experience, product transparency, video content and online deals.

#### 01 Customer service

 75% of people pick one brand over another because of better customer support services

#### 04 Video content

 90% of the people select a brand which is continuously providing engaging video content

#### 02 Customize experience

 80% of the people will pick a brand that delivers personalized shopping experience

#### 05 Online deals

 60% of people go after the brand which continuously offers great deals and discount

#### 03 Product transparency

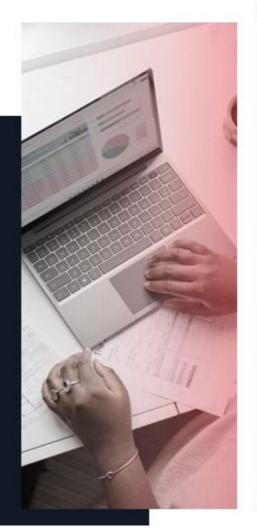
 45% of people will start using one brand if the product is transparent



- o Add text here
- Add text here
- o Add text here
- Add text here

# Determining the most successful competitor (1/2)

The following slide outlines the parameter to determine the most powerful and successful competitor. The comparison is drawn on the basis of year of establishment, total sales, products offered, global presence, number of employees and headquarter.



5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5							
Competitors	Year of establishment	Total revenue	Products offered	Global presence	Number of employees	Headquarter	Add text here
Competitor ABC	2015	\$1 BN	Product A Product B	50+ Countries	20,000+	California, USA	Add text here
Competitor DEF	2013	\$1.5 BN	Product A Product B	65+ Countries	25,000+	Chicago, USA	Add text here
Competitor GHI	2010	\$0.5 BN	Product A Product B	40+ Countries	21,000+	NewYork, USA	Add text here
CompetitorJKL	2012	\$1.2 BN	Product A Product B	70+ Countries	18,000+	Boston, USA	Add text here
Add text here	Add text here	Add text here	Add text here	Add text here	Add text here	Add text here	Add text here

### **Click Here to Get the Editable Version**



# Competitive analysis using SWOT model

The following slide outlines a comprehensive strengths, weaknesses, opportunities and threats (SWOT) model of the most successful competitor. This model will assist businesses in developing effective business strategies to gain competitive edge.

Competitor:

Year of establishment 2013

No. of employees:

25,000+

Headquarter Chicago, USA Strengths



- o Excellent customer service, with NPS score of 95
- o Highest market share (XX%) for 2021
- o Add text here

Weaknesses



- Organization is highly dependent on US target audience (75% of the revenue in 2021)
- Low website visibility

Opportunities



- o More growth opportunities in the Indian market (Untapped market)
- Implementing a customer loyalty program can increase customer satisfaction

Threats

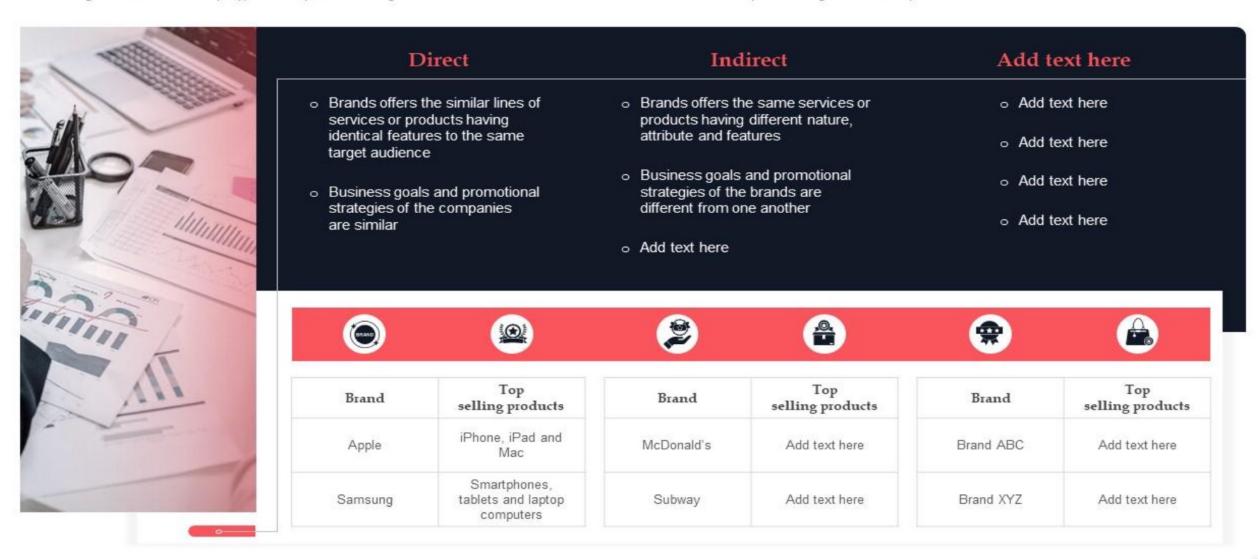


- o Entry of new players can affect the organizational revenue
- o Change in economic condition might decrease customer spending
- o Add text here

NPS\* - Net Promoter Score

# Types of competitive branding: Direct and indirect

The following slide outlines the multiple types of competitive branding. It covers detailed information about direct and indirect brand competition along with their examples.



## Overview of various products we offer

The following slide outlines the overview of product portfolio offered by a brand. Price, size, shape, weight, color and unique selling point (USP) are the key components which are mentioned in the slide.

## Our company



#### Product ABC

- o Price \$50
- Shape Square
- o Weight 500g
- Available Colors Black, White and Pink



#### **Product DEF**

- o Price \$60
- o Shape Square
- o Weight 250g
- Available Colors Yellow, Green and Black

## **Competitor DEF**





- o Price \$40
- o Shape Square
- o Weight 200g
- Available Colors Red and Grey
- Add text here



#### **Product DEF**

- o Price \$45
- o Shape Square
- o Weight 200g
- o Color Purple and Rose Gold
- o Add text here

OSI

Locally crafted product with low price Best quality product with 24\*7 after-sales service

USP

User-friendly product

Most innovative product with sleek design