

Marketing in a Competitive World

Marketing is difficult task in business. Marketing on Facebook, twitter, LinkedIn etc. social media is not easy way to get promotion on website. As every company budgets are not equal and facing some limited resources problems.

OPTIONS IN MARKETING

Internet Marketing providing many options trough search engine optimization, paid advertising, images and video promotion. Advertising through traditional way is more popular way used by local market including print advertising, radio, televisions medium. In professional way of advertising there are more beneficial factors are including conversation, group discussion, blogging and articles written.

STRATEGY FOR MARKETING

Despite what you see on TV or the Internet, there is no one-size-fits-all solution for everyone. There isn't even one marketing plan that works for one particular business vertical. Every marketing strategy that works for one business, the same plan applied to that business might fail continuously. People are bombarded with marketing messages at every turn. And once one business finds a way to cut through the clutter, everybody else copies them until that message or channel becomes ineffective.

STAY CONTINUE

After sometimes same business of large or small scale process the same result just keep doing the same thing year after year, and expect it to keep working. On the Internet, whether you are talking about email, PPC, SEO or something else, you should experiment with different keywords, messages, offers, prices, etc. Google Adwords and Google Analytics allow you to set up A/B tests so that you can compare results accurately. You can run different ads within the same campaign, and watch how

users interact with each one. The same principle applies to traditional media.

TRACK YOUR COMPETITORS

Many Tools such like semrush, seo profiler can help you see what your competitors are doing on the Internet. Find out what keywords your competitors are using with comparison with the ranks compared to yours, what pages are getting the most traffic, etc. If you try any of these tools, you might be surprised by how fast things change. I have seen keywords jump from the fifth page to the first page just because I changed a few lines of text.

Monitoring your competition off the Internet is also important, but it is generally also more difficult. Scan newspapers and trade magazines, attend events, and talk to customers and clients. It is amazing what you can pick up just by paying attention.

SEPARATE YOUR PRODUCTS SEPARATELY

To exhaust your marketing resources, quickly exceed your budget and go crazy since you have no time for anything else. On the other hand, many previously successful firms get complacent and cut back on everything except the one thing they know works: word of mouth, or direct mail etc. Not too much in any one area, but not too dispersed either. Such an approach may not be the lowest cost solution in the short term, but it pays dividends over the long term because at least one channel is always working.

For proper marketing, most things in life, is really a process. No one thing works forever, and there are no one-size-fits-all solutions. Market leaders know and practice this every day.