



Making Competitive Analysis Pay

Louis Columbus



Never interrupt your enemy when he is making a mistake.

Napoleon Bonaparte





Analyzing Competition **MUST** be a **PASSION** to succeed

A close-up photograph of a bicycle wheel, focusing on the hub and the intricate web of spokes. The spokes are thin and metallic, creating a complex, overlapping pattern. The hub is a dark, cylindrical component with several bolts visible. The background is blurred, showing a person in a blue shirt and dark pants, and two orange traffic cones, suggesting an outdoor setting like a bike shop or a race track.

**Great Competitive Analysis Form New Communications Links,
both inside and outside your company**



Strategy-Oriented Competitive Intelligence



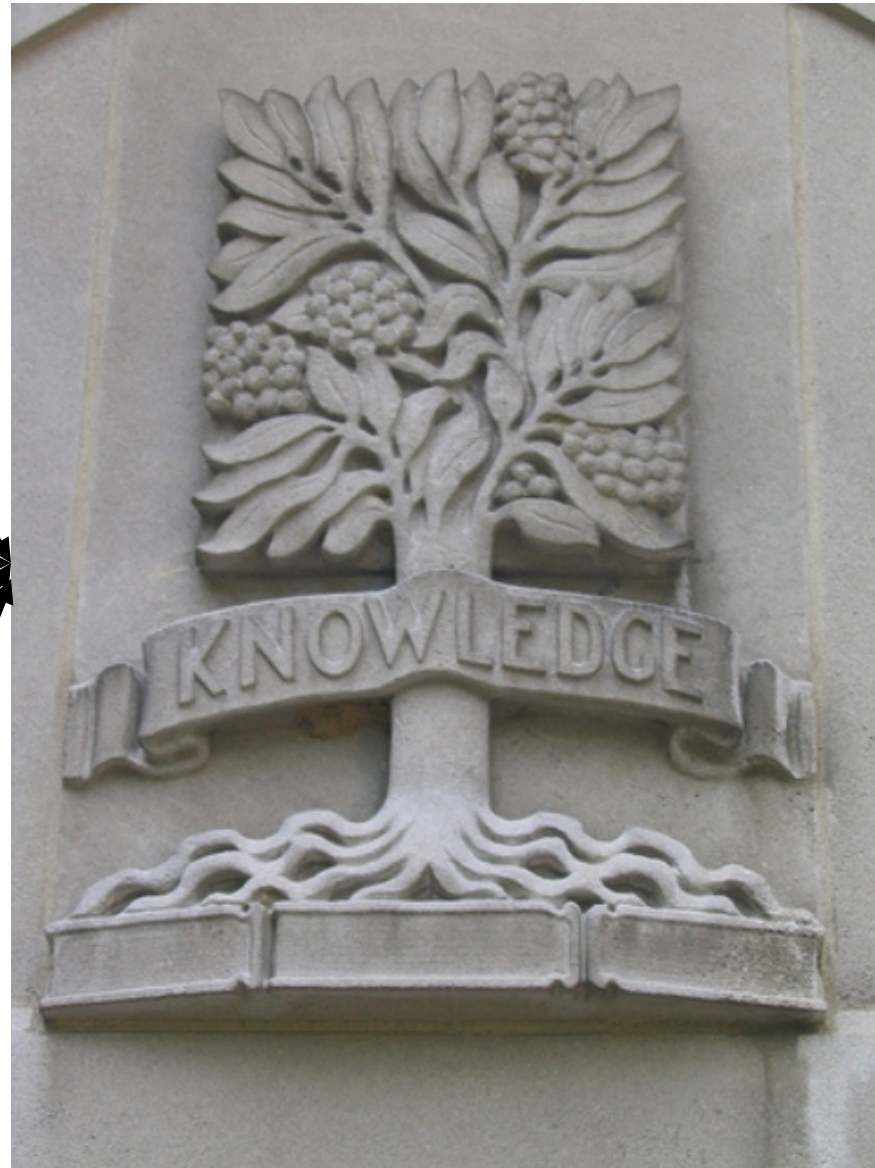
Tactically-Oriented Competitive Intelligence



Technology-Oriented Competitive Intelligence

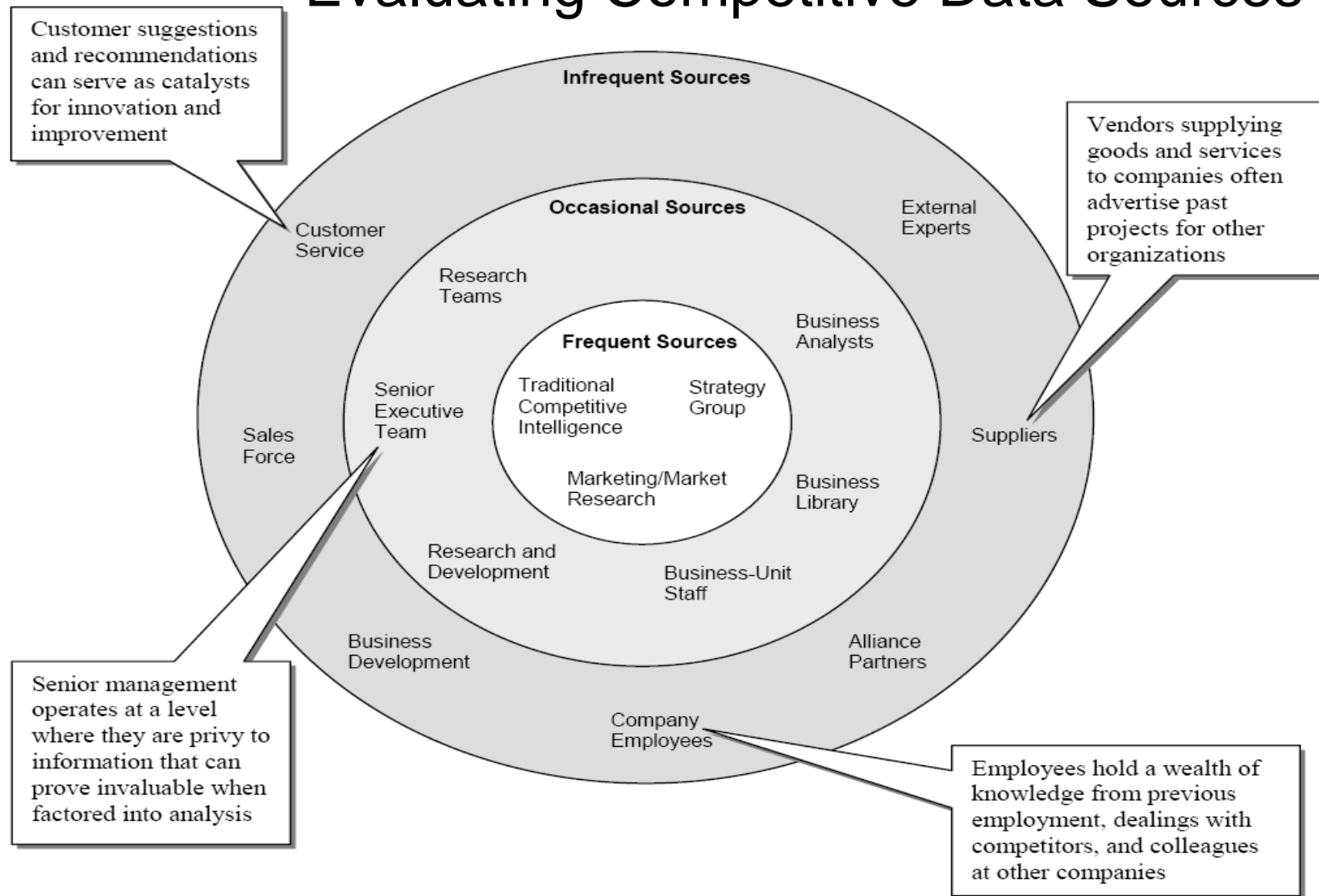


Target
Market-
Oriented
Competitive
Intelligence



Strategic Role of Competitive Intelligence

Evaluating Competitive Data Sources



Source: Margaret Gross, "Competitive Intelligence: A Librarian's Empirical Approach," *Searcher* (1 September 2000).

Conversational Competitive Analysis



RSS Feeds

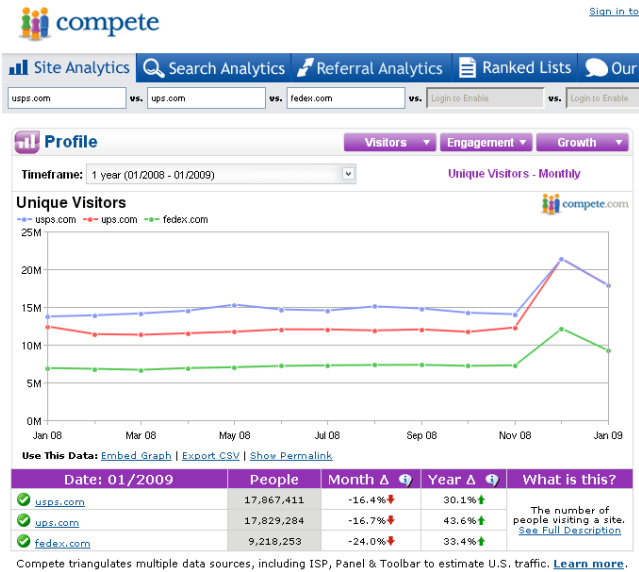


SEO Analysis
of Competitors

$$\text{Quality Score} = \left\{ \begin{array}{l} \text{keyword's CTR} \\ \text{ad text relevance} \\ \text{keyword relevance} \\ \text{landing page relevance} \end{array} \right\}$$

Google
AdWords
Competitive
Analysis

Conversational Competitive Analysis



Site Analytics
www.compete.com



Government sites:

<http://www.sec.gov/edgar.shtml>

<http://www.stat-usa.gov/>

<http://www.census.gov/>

U.S. Commercial Service Research Library:

<http://www.buyusainfo.net/adsearch2.cfm>



Conversational Competitive Analysis



Satisfaction Index:
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Thank You!

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