

## AIM – TO BE NON-COMPETITIVE

Stymied.

The increasing use, and reliance on social and digital media channels and platforms is commoditising companies, brand names, products, services and applications.

Control of marketing and communications has been centred on tech giants like Google, Facebook and Twitter. A natural, but unintended consequence is a loss of presence, recognition and value in brand names.

At best, on-line advertisers appear at the top of sites, shared with competitors and substitutes. Search engine optimisers may achieve rankings in the top five - again, a shared and crowded presence.

### PREFERRED OUTCOME

Unquestionably, the optimal outcome is for a company, brand name, product or service to *monopolise* the marketplace or segment.

Difficult to achieve, and to sustain. Moreover, it is a relative, not necessarily an absolute measure.

For example monopolising global motor vehicle sales is not possible. Nor too would be the sales of all four-cylinder sedans.

However, comparative advantaged presence and influence are achievable within discrete marketplaces, among target audiences. Defining and then refining the primary and secondary customers and clients enable one to impact upon and resonate with those who have the propensity to buy.

Several years ago, residential new-home builders were seen to be in a competitive scramble to attain the highest possible rankings on specific platforms. Budgets ballooned. So too did the ranks of internal digital marketing departments. In more recent times, the contraction rates, for marketing departments in particular, have been equally spectacular.

### VALID MEASURES

Seeking a favoured on-line presence is indeed an auction for ranking. That then develops into a battle for visibility (of company, brand name, product and service).

This is hand-to-hand combat. There is no shadow boxing in either scenario. And there is no limit to the number of rounds.

Neither ranking nor “visibility” is bankable.

Converting latent potential to sales, revenue and profitability is quite another dimension.

Being non-competitive is a state-of-mind, rather than a share of market. Post-war baby boomers will remember “The Fonz” from the television series “Happy Days”.

He seemingly won every encounter from his perceived power. There was no need to raise a fist.

## **TRUST, INTEGRITY**

Repeated, positive exposure promotes trust and integrity.

Enjoying those benefits is hard to achieve among a chorus-line of competitors and substitutes who are evident on-line lead actors, on whom the spotlight shines, are advantaged, remembered, valued and followed. It really is a matter of being *non-competitive*. They simply stand out.

## **MARKETPLACE DOMINATION**

For marketers, marketplace domination among targeted customers and clients is far more financially rewarding than narrow-based dominance of an on-line platform.

Cyberspace is a crowded universe.

A great first step to the status of being non-competitive is to determine what could, should or must you be *famous* for.

**Barry Urquhart**

**Conference Keynote Speaker**

**Marketing Focus**

M: 041 983 5555

E: [Urquhart@marketingfocus.net.au](mailto:Urquhart@marketingfocus.net.au)

W: [www.marketingfocus.net.au](http://www.marketingfocus.net.au)