DIGITAL DEALER 27 CONFERENCE & EXPO

Hijack Competitor Traffic

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Topics

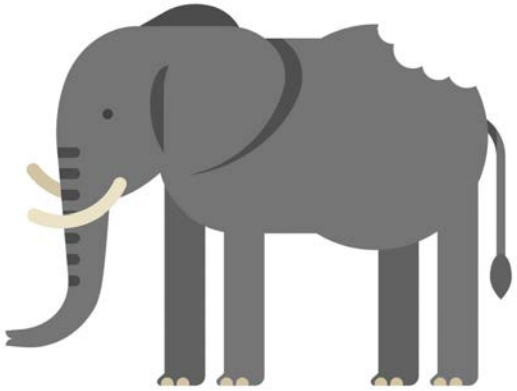
- Highjack Competitor Traffic (Ethically)
- What is Your Burning **WHY**?
- **Step-By-Step Techniques** On How To:
  - Combine Traditional & Digital
  - Optimize Ad Spend
  - Maximize Reach & ROI
  - Fine-Tune Marketing Portfolio

Focus Points

- SEO / SEM
- Social Media
- Traditional Advertising: TV/Cable, Radio
- What Agencies DON’T want you to know

Topics

- Marketing is Tough, But Doesn't Have To Be!
- These Steps Are Easy, JUST DO IT.
- Do It YOURSELF.
- The Tools Are Available.
- How Do You Eat An Elephant?



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Ponder

- Are smart Marketers part-time **Spies**?
- Monitor the competition
- Ethically **Spy** and ***Model***
- Be First and Best

Ponder

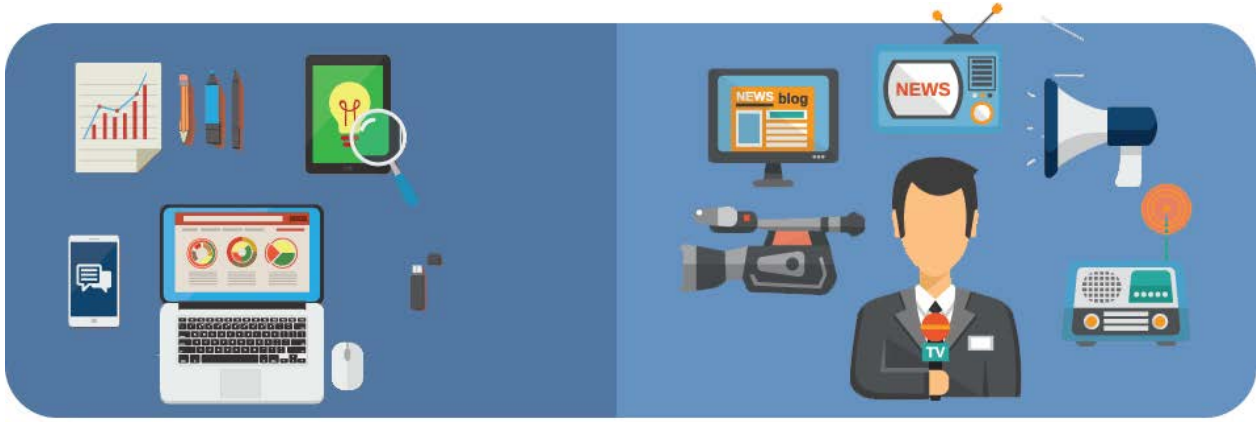
- What do you care?
- What can you do with the info?
- **Do we suck** more or less?

Techniques

- Bridge The Gap
- What to look for
- Who to work with

Techniques

- Combine Traditional & Digital
- Be Agnostic
- Buckshot Approach



AHA!

Techniques

- Identify your competitors
- Identify the top available tools
- Identify their top performing pages

Techniques

- Create superior content
- Boost content
- Ethically Hijack traffic

Tools for Success

Tools for Success

- Tool suite for digital marketing management

- Site Explorer Tool

- Competitors Traffic

Tools for Success

BuzzSumo

- Blog Content

SOCIALBLADE

- How popular your competitor social profiles

WhatRunsWhere

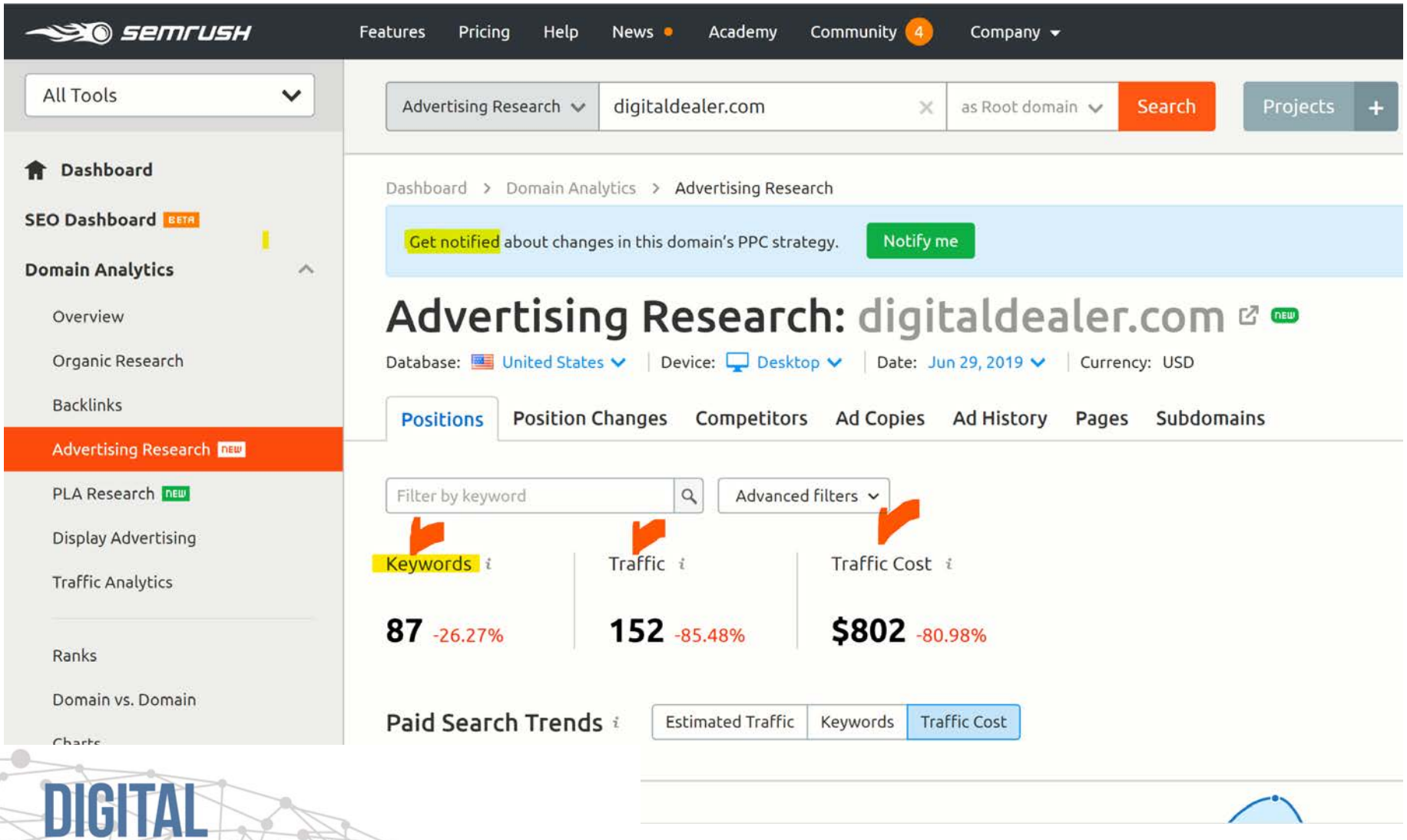
- What Ads your competitor are running

Tools for Success

- The technology that your competition's using

- Page Variation

Semrush- Advertising Research



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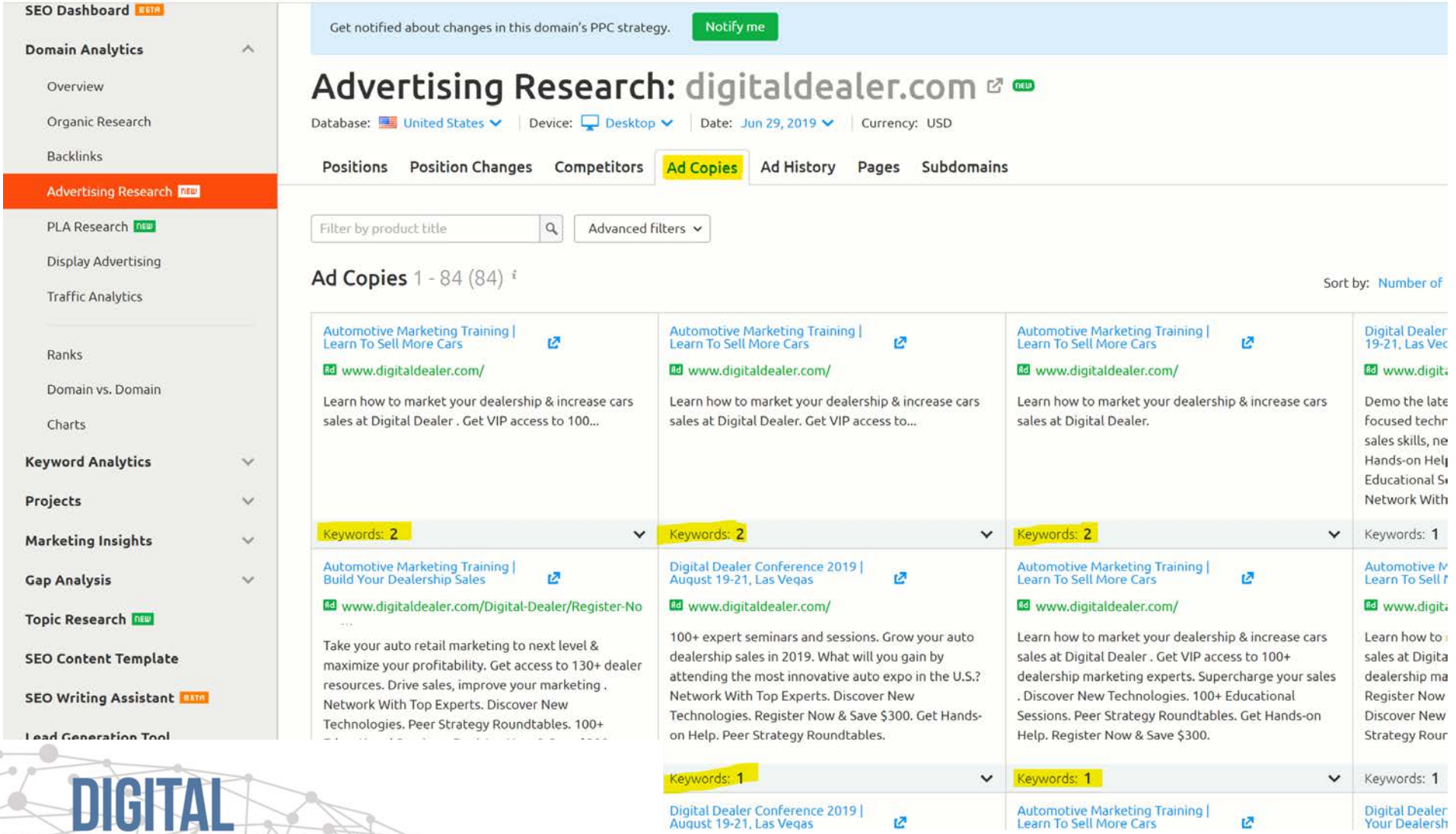
Semrush- Advertising Research



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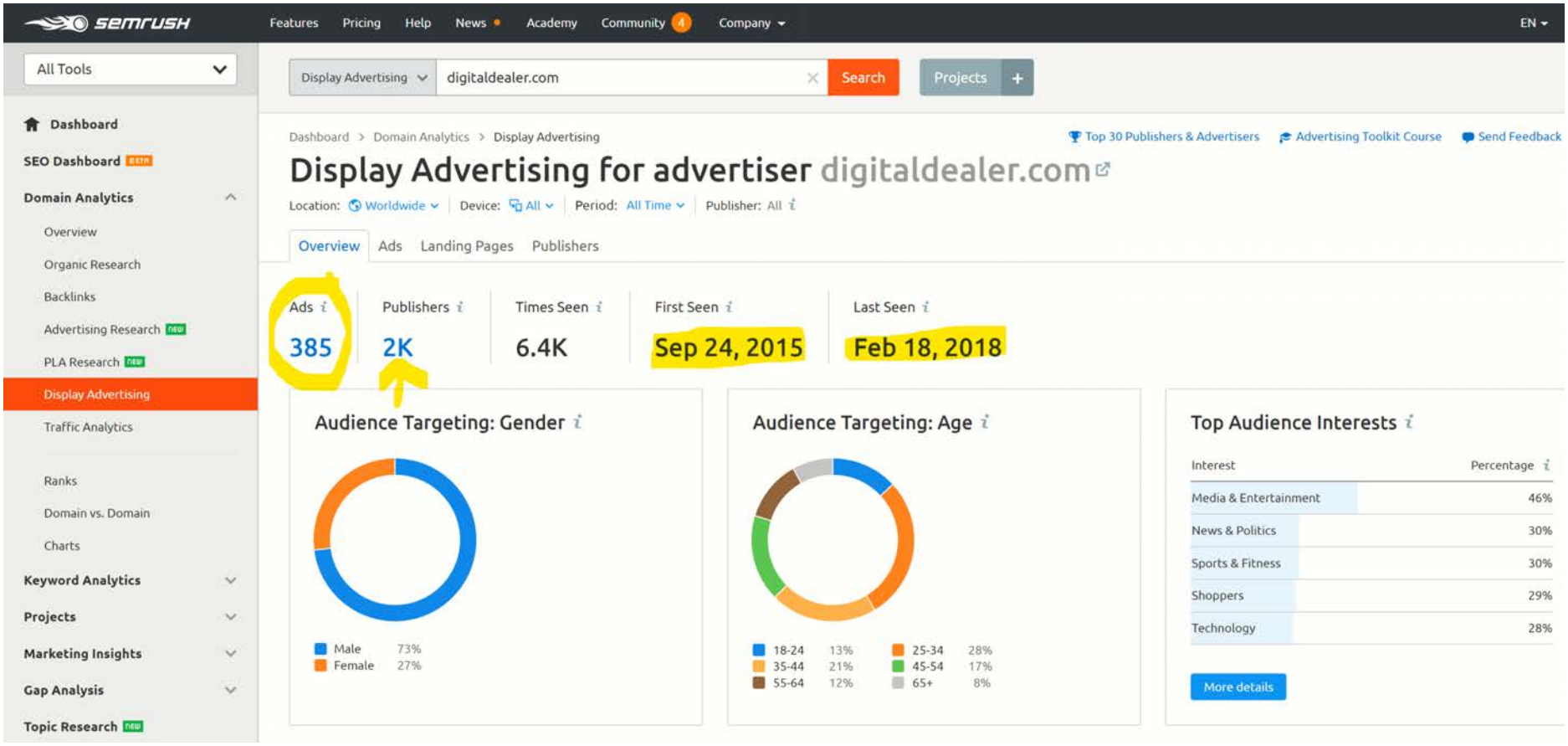
Semrush- Display Advertising



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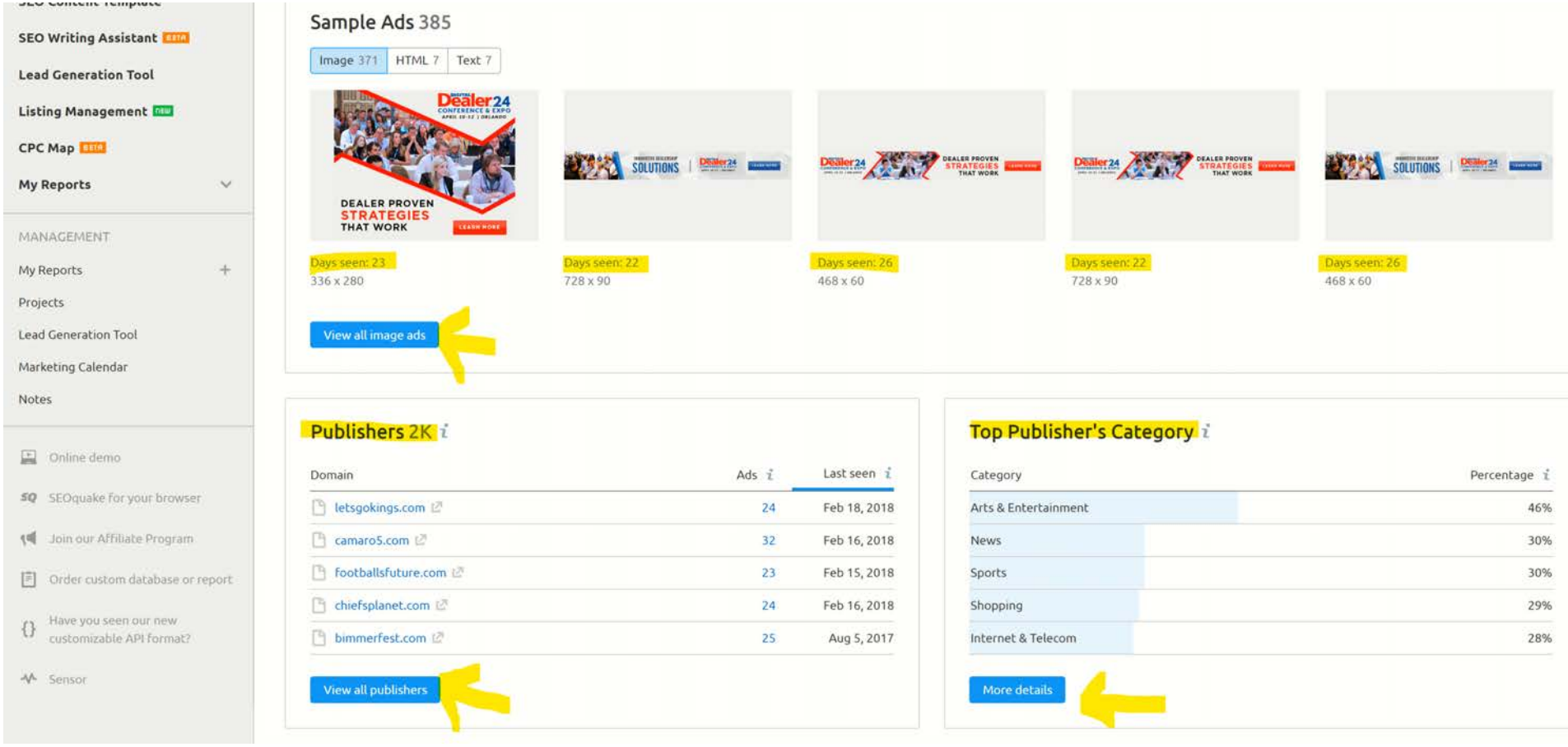

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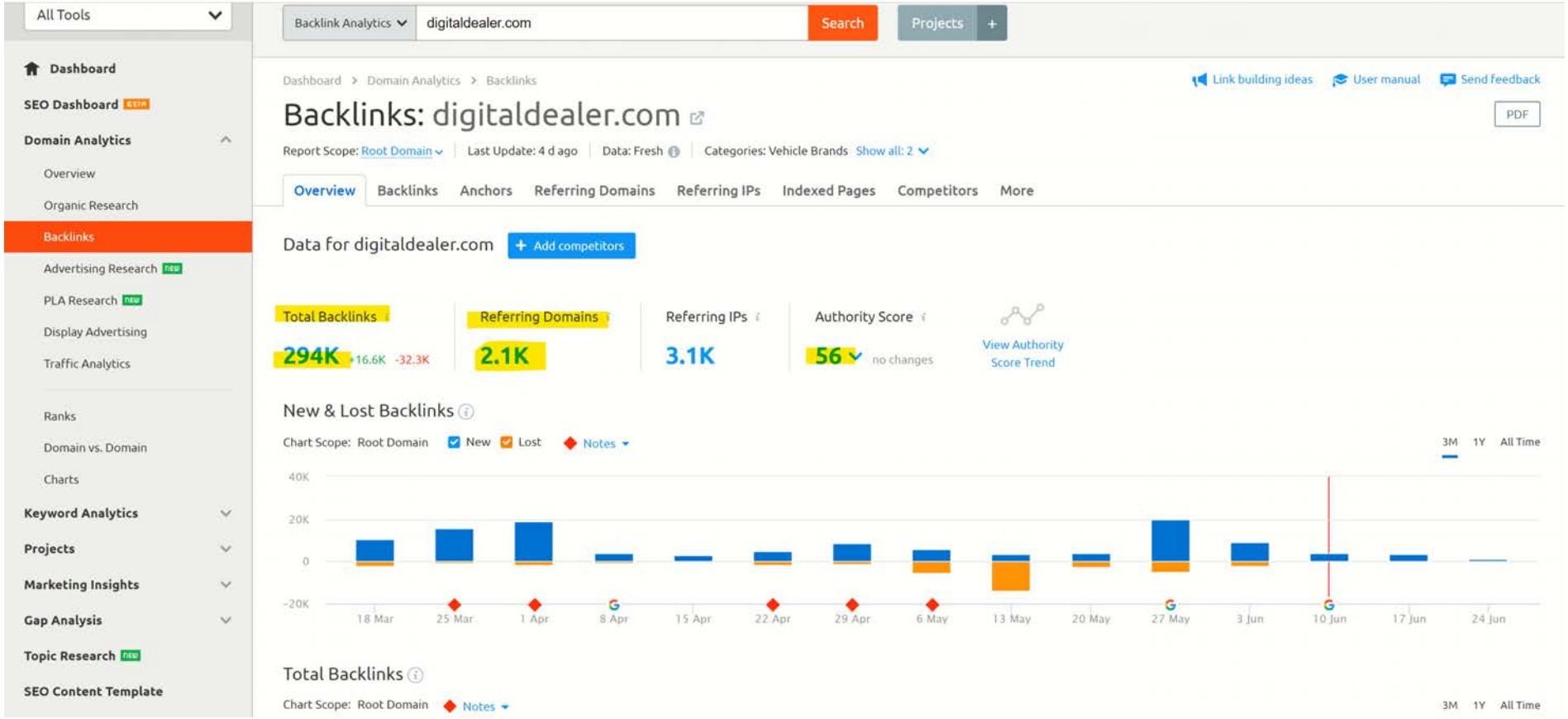
Semrush- Backlinks



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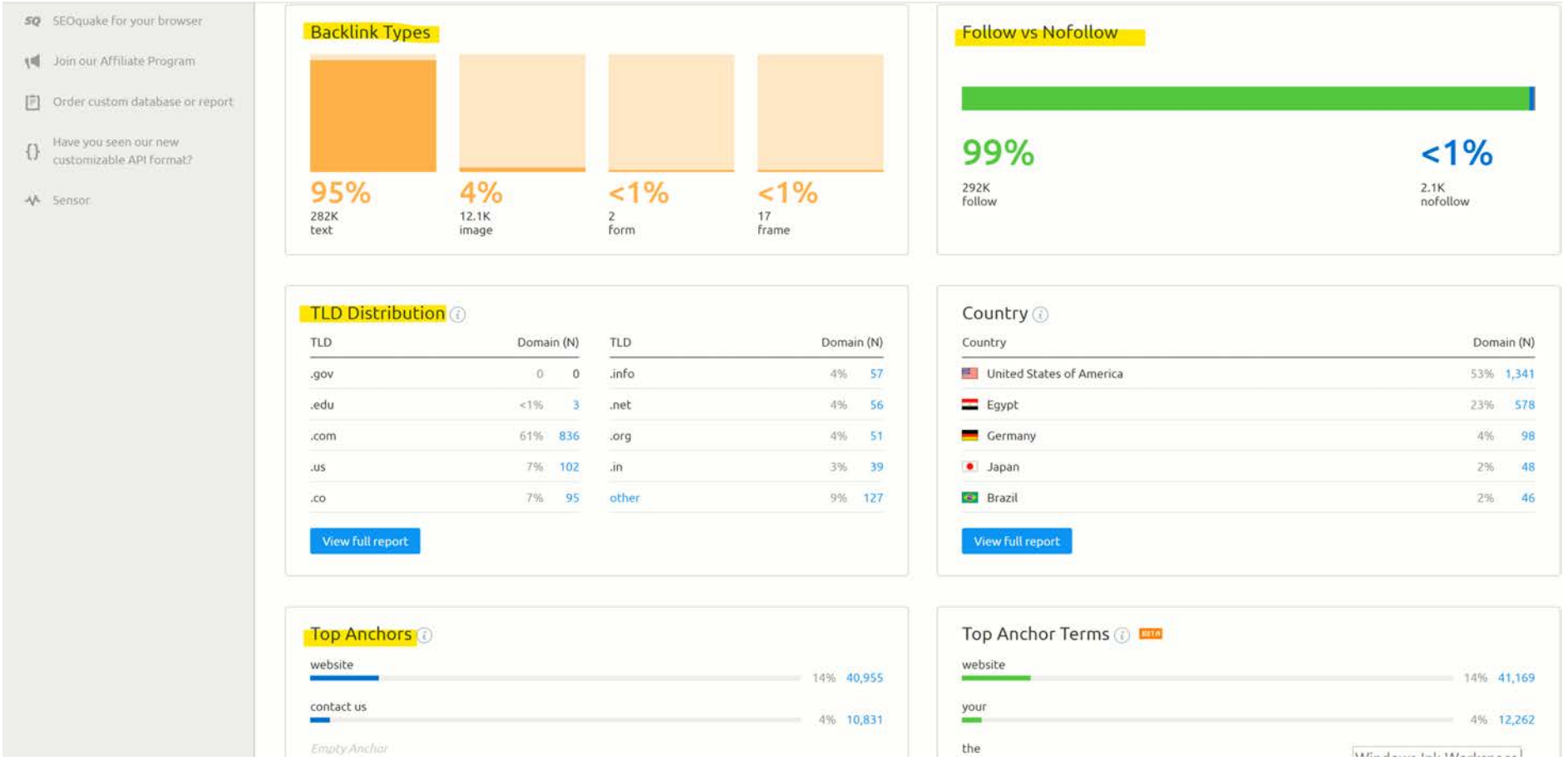
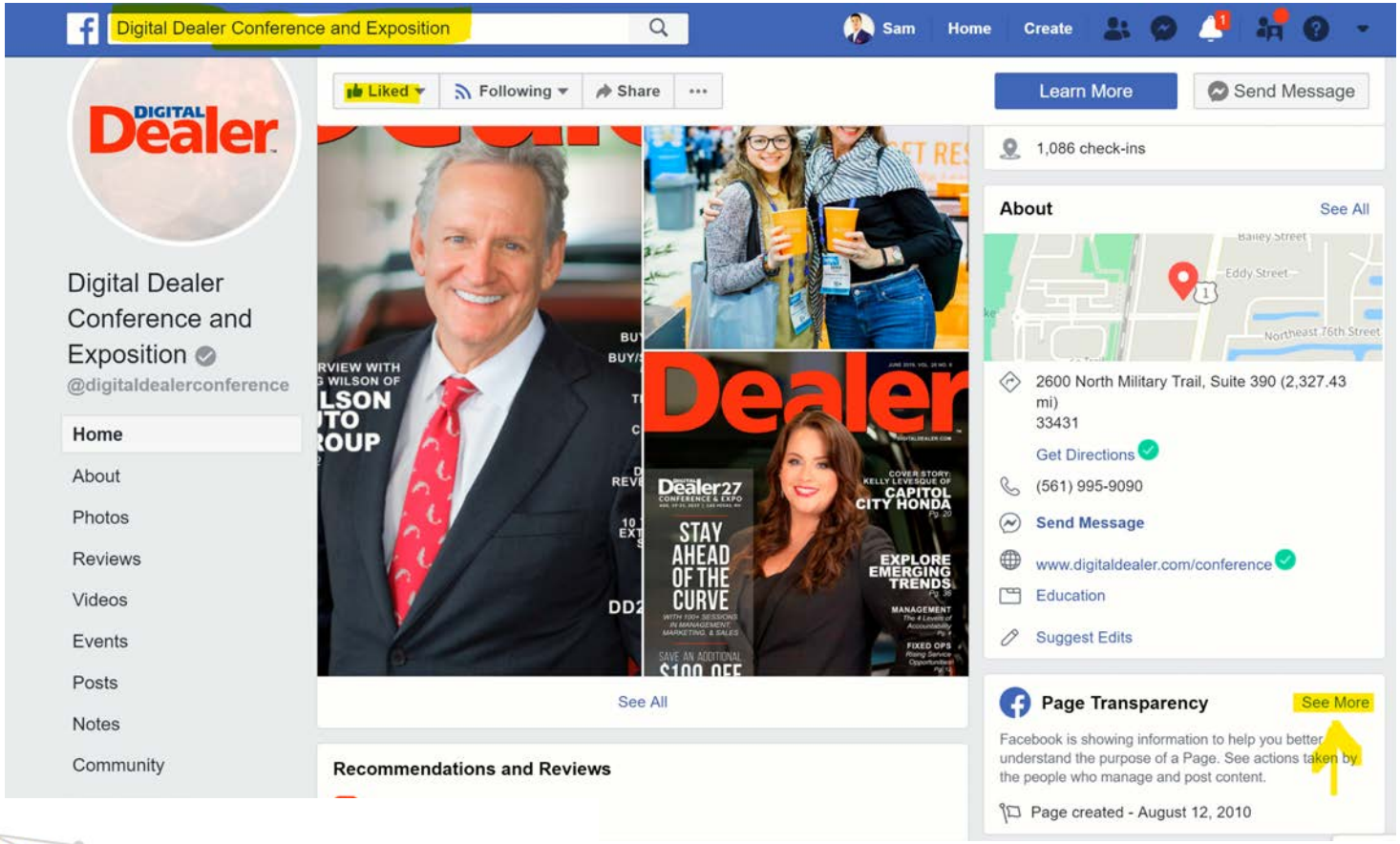


Additional Tools for Success

- Facebook Ad Library



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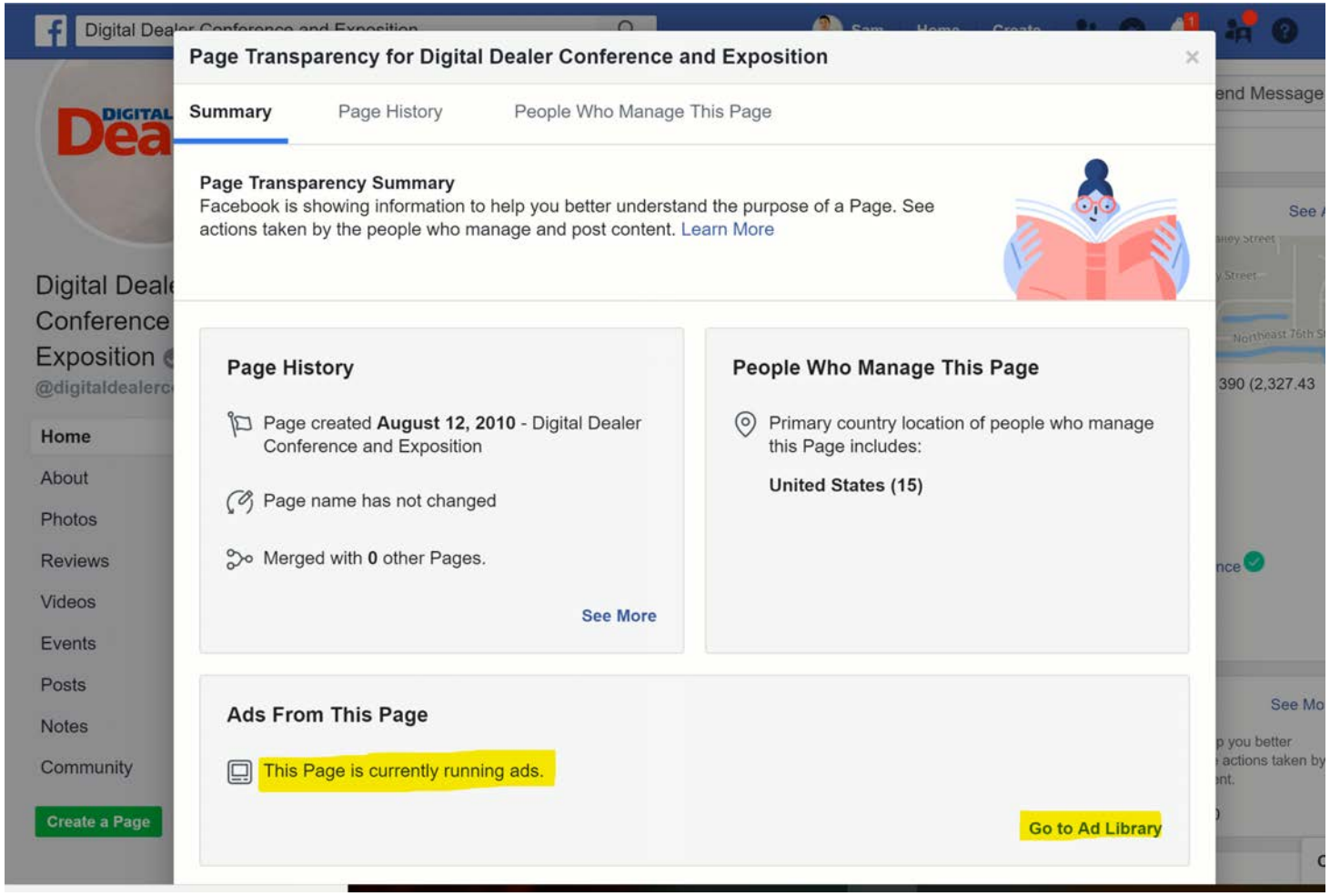
Page Transparency



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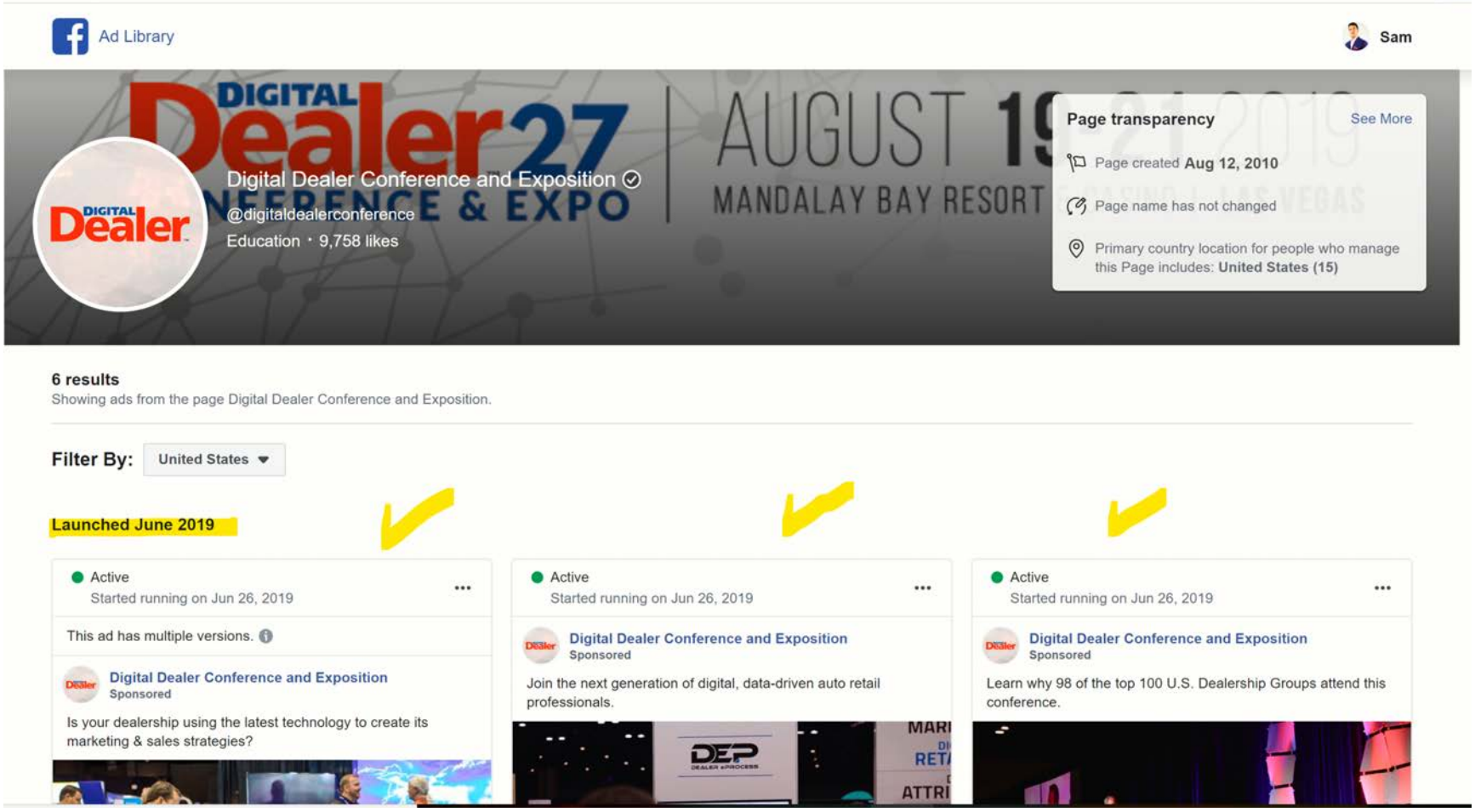
Facebook Ad Library



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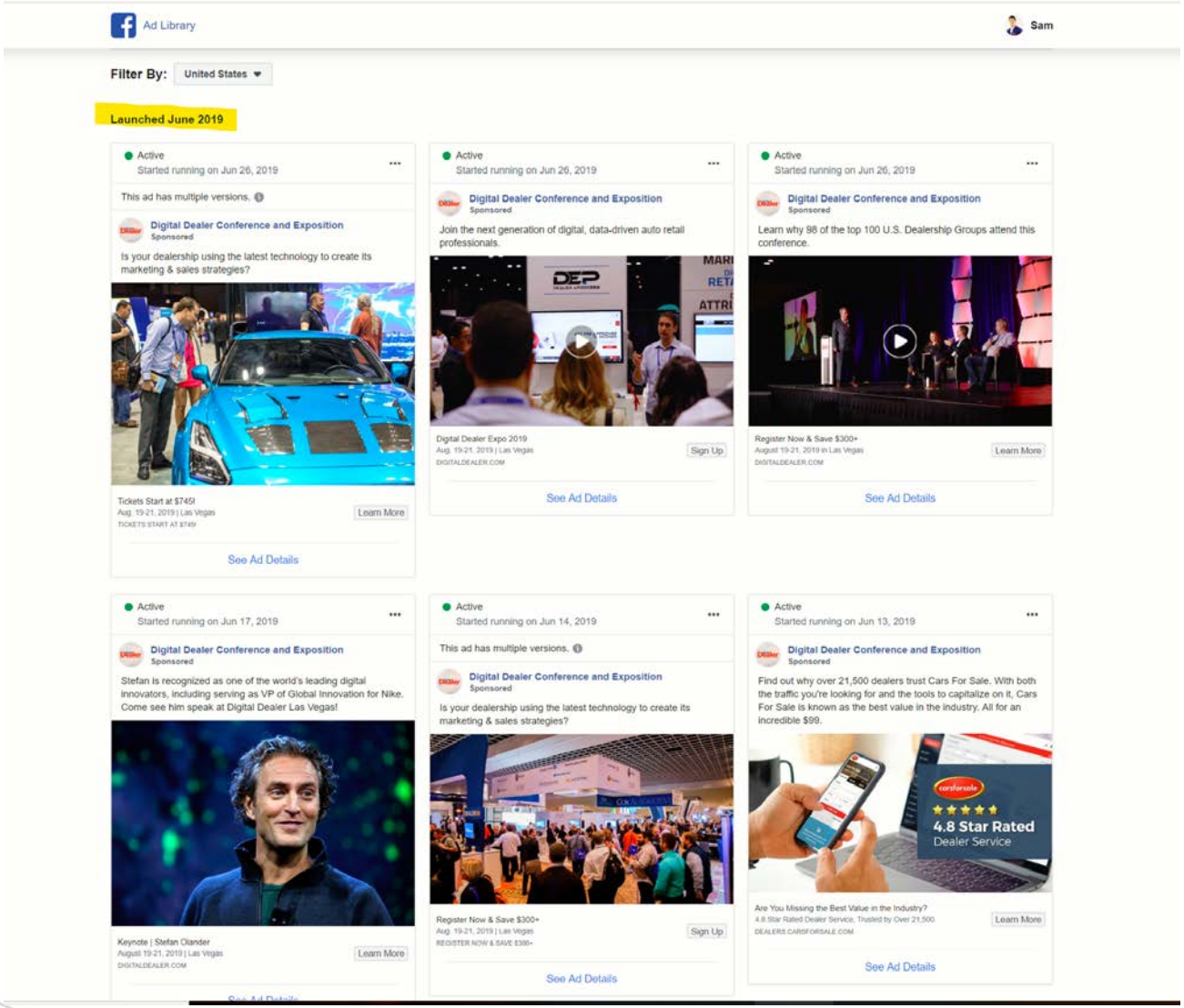

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Ad Agencies

- Become your own “watchdog”
- Work closely with reps to keep them honest
- Request and expect detailed reporting

Key Takeaways

- Sign up for competitor email and social media feeds
- Follow competitor Ads
- Look great in their analysis

CONTENT IS KING!

Track Your ROI

Discussion

- Q & A

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