

COMPETITIVE MARKETING S U M M I T



Women in Competitive Marketing

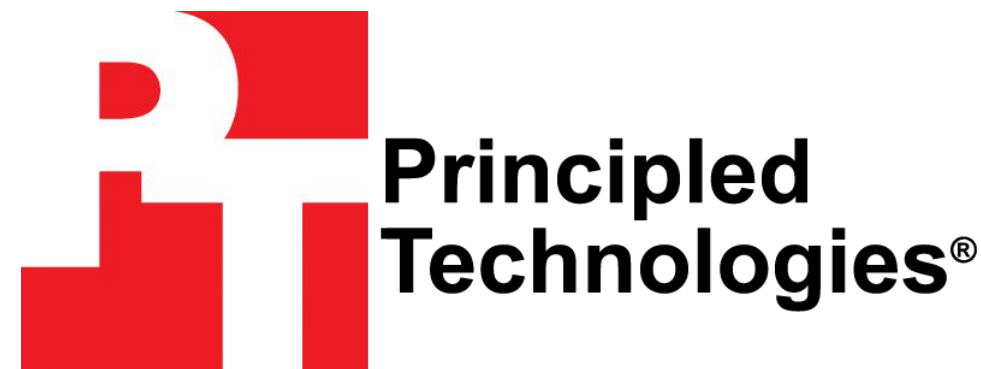
- Lisa Perri - Competitive Marketing Summit
- Lizzie O'Rourke - Decisionlink
- Tracy Berry - Automation Anywhere

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Women in Competitive Marketing

How leaders combine competitive intelligence and high-tech product marketing and change their game

Join our panel of accomplished high-tech marketers who will discuss the impact of competitive marketing on their careers.

This session will explore the opportunities and challenges that women innovators and leaders have encountered in their successful high-tech careers. This session will tap into the knowledge base of these pioneers on future growth and possibilities using competitive marketing in your career portfolio.

Learning outcomes:

1. How different career paths can lead to successful high tech marketing
2. Why competitive marketing today is fundamentally changed by technology
3. Discover why competitive marketing success must be a fundamental tenet of marketing careers

**October 21st, 2021,
10AM PDT, 1PM EDT**

https://bit.ly/CMS21_WiCM



Lizzie O'Rourke
Vice President, Marketing
decisionlink



Lisa Perri
Principal
Competitive Marketing
Summit



Tracy Berry
Dir Competitive Strategy
Automation Anywhere





Agenda

How we got here: Sharing our stories

How technology has fundamentally changed our minds and jobs along the way

Competitive marketing: Can you do marketing without it?

What do you wish you knew then that is integral to your career today?



What is Competitive Marketing?

Competitive Marketing is the acquisition and assimilation of competitive intelligence into the marketing, sales, and business functions to better position and differentiate your company, products, and services.



Competitive Marketing Model



- Competitive Analysis
- Market Analysis
- Technical Teardowns
- Win/Loss Analysis
- Field Feedback
- Customer Satisfaction/Sentiment
- Competitor Sales Process
- Digital Marketing data
- Competitive Intelligence
- Analyst Relations



- Customer retention programs
- Awareness initiatives
- Competitive Replacement initiatives
- SEO refinement
- Strategy Refinement
- Product/Service requirements
- Sell Against Guides/Battlecards
- Responses to market events (internal)
- Thought Leadership, POVs
- Digital Marketing
- Customer acquisition programs
- Public Relations
- Positioning, messaging, and differentiation



- Attract new customer segments
- Grow, retain and upsell existing customer segments
- Increase salesforce effectiveness and KPIs
- Invest in innovation and product lines NPI or EOL
- Invest in functional groups or reallocate budget
- Strategy
- M&A

Career Path/s

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Technology and competitive marketing



**Can you do
marketing
without
competitive
marketing?**



Career Reflections



And the winners are...




Christa Morse




Stefanie Kowitt

Thank you

- Call to Action?
- Join us in December
 - bit.ly/CMSPersonas



Tracie Stamm
Director, Product Marketing
at Replicated



Ben Scheerer
Founder
Competitive Marketing
Summit

Understanding Buyer Personas and How to Use them for Competitive Marketing

An essential go to market element for product marketers is to identify and understand their key buyer personas. Competitive marketing takes that a step further where personas can be further understood as they relate to your organization's competitive products and solutions.

Join Tracie Stamm and Ben Scheerer as they discuss the essential elements of buyer persona research and including the competitive persona as a necessary piece for your go to market execution.

**Thursday December 9th,
2021, 10AM PT, 1PM ET**

<https://bit.ly/CMSPersonas>

Learning outcomes:

1. Understanding the goals and elements of a successful buyer persona research project
2. Tools, best practices and expected outcomes for buyer persona research
3. What makes a successful competitive persona project different and valuable to your overall GTM

2021 Webcast Series

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