

The Sneak Peek Into Our Competitive Analysis Results

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First, if you're wondering where to focus your competitor monitoring efforts, consider this...

- **70-90%** of the buyers journey is complete before they contact a sales representative.
- **97% of buyers** now use online media when researching products and services in their local market.
- **By a factor of 3 to 1**, B2B buyers say that gathering information on their own online is superior to interacting with a sales rep.
- **84% of buyers** engage in online information consumption and education.



And this...

- **#1 Marketing priority** is converting contacts and leads into customers
- **78% of consumers believe** that organizations providing custom content are interested in building good relationships with them...

Results from real competitive analysis...

Just a sneak peek into some of the statistics various companies found out when we conducted their competitive analysis.

Result #1...

83% of the companies who requested a competitive analysis ranked last overall compared to their competitors.



Result #2...

0% of the Construction companies we have analyzed had a blog.

B2B Companies that blog only 1-2 times per month generate up to 70% more leads than those that don't.

Result #3...

80% of the Engineering companies we have analyzed did not provide content offers.



Growing Your Engineering or Construction Firm Through Inbound Marketing

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Result #4...

80% of the Solar companies we have compared did not have email signups.

Psst...EMAIL IS ONE OF THE KEY DRIVERS FOR LEAD NURTURING

Result #5...

Only 25% of the Telecommunications companies we have compared engaged in some form of marketing automation.



So where do you stack up against your competitors?

Knowledge is power.