



PROFESSIONAL DEVELOPMENT WORKSHOPS

LEARN | PRACTICE | DO

COMPETITIVE
MARKETING
S U M M I T

PRE-CONFERENCE
MONDAY, OCTOBER 7, 2019
8:00-11:00 AM AND 1:00-4:00 PM MDT
www.competitivemarketingsummit.com



ANDREAS MUELLER - BLOOFUSION

**DIGITAL MARKETING:
APPLYING TOOLSETS TO ELEVATE YOUR
COMPETITIVE INTELLIGENCE TO THE NEXT LEVEL**

2018 Competitive Marketing Summit participants requested deep-dive workshops because of compelling talks like Andreas' in 2018. This year, he is back at the conference teaching you the skills you need to use digital information to your competitive advantage.

WORKSHOP ABSTRACT

Is your company struggling with digital marketing roadblocks but your competitors are not? Are you frustrated with your current CI tools and services? Are they too complex, too slow and too expensive? Understanding and learning how to react to the competitive landscape can mean life or death for your company. You know that.

After this workshop you will never look at your competitors in the same way again. Using specific examples, you will gain insights about their strategies by learning how to use stealth digital tools that provide stunning insights to your hypothetical CI questions live on your laptop.

At the end of this workshop you will become a power-geek and never look back.

LEARNING OUTCOMES

Uncover historical trends: What was their product offering one year ago? Which solutions did they feature before the acquisition in 2012?

Expose current focuses: Which marketing automation systems are they using? Where is their social media focus? Which sensitive or revealing questions are being asked about *them*?

Monitoring future directions: What is their content strategy? Why are they ramping up their video channel and e-books?

Become a master data collector: Create actionable activities that will make an immediate difference in your CI efforts.



WORKSHOP DESCRIPTION

Are you revamping your website? Are you considering an M&A strategy? Does your marketing staff need external signals to justify their budgets? Do you need to keep a close eye on your competitive digital landscape? Then this workshop is for you.

If your company is struggling with digital marketing roadblocks but your competitors are not, you can understand and learn how to react to the competitive landscape. If you are frustrated with your current CI tools and services, or they are too complex, too slow and too expensive, then learn how to adapt in a digital world. It can mean life or death for your company. You know that.

Truly grasping your competitors' marketing movements means immersing yourself into their worlds. This means comprehending their languages and being aware of their cultures. Delving into their DNA.

This workshop will help you harness existing digital toolsets and the data they provide to help you create a holistic picture of your competitive ecosystem. Dig deep and find out what is really taking place behind the public screen of your rivals' online presence.

You will have access to tools you didn't know existed, all via your laptop. You will learn to use these secret avenues as well as conventional approaches to get a backstage pass to your competition.

ABOUT ANDREAS MUELLER

Andreas Mueller is the co-founder and strategist behind Bloofusion, an online marketing and digital intelligence agency. Andreas frequently participates in seminars and moderates panels that focus on digital marketing. Events and conferences include: the American Marketing Association, the SVAMA Marketing Series, WebGuild Annual Conference, the Business Marketing Association, SD Forum, Lighthouse Venture Forum, and various Fortune 1000 firms.

Andreas served as VP of Promotions of the American Marketing Association (Silicon Valley Chapter), Vice Chairperson of Leadership Santa Cruz, member of Webguild Silicon Valley and the CMO Council. In addition, Andreas served as the Global Committee of the Search Engine Marketing Professional Organization (SEMPO), the largest nonprofit trade organization in the world serving the search and digital marketing industry and marketing professionals engaged in it.

He is the author of both Search Engine Marketing for Decision Makers and International SEO and is pioneering high-yield growth hacking via conversion rate optimization and digital competitive intelligence. Bloofusion has offices in California and Germany.

Andreas earned a bachelor's degree from Alma College (Michigan) and a master's degree from the University of California, Davis.

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