

“I think I’ve heard of you...”

5 strategies for standing
out in competitive categories



The Modern CRM Teams Love ❤️



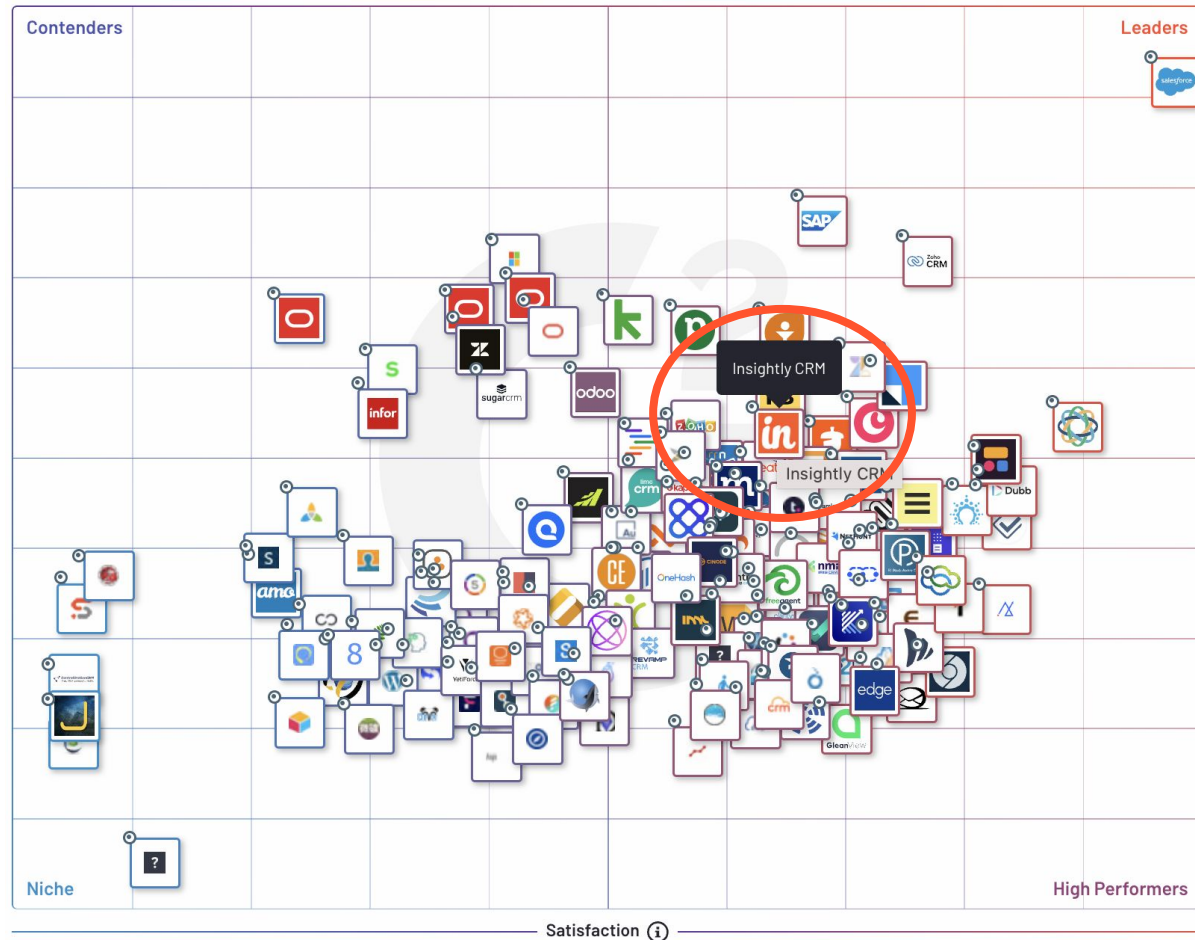
Wrexham promoted back to English Football League after 15-year exile

There are **72** Teams
in English Football.

There are **1,787** CRM
System Providers in
the US as of 2023.

* IBIS World

G2 Grid[®] for CRM:



The Problem

How do you stand
out in a crowded
space?

Martech Landscape 2020 8,000 Logos

Marketing Technology Landscape The Martech 5000



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Produced by Scott Brinker (@chiefmartec) and Blue Green Brands (@bluegreenbrands)

~150



2011

~350



2012

~1,000



2014

~2,000



2015

Find the white space

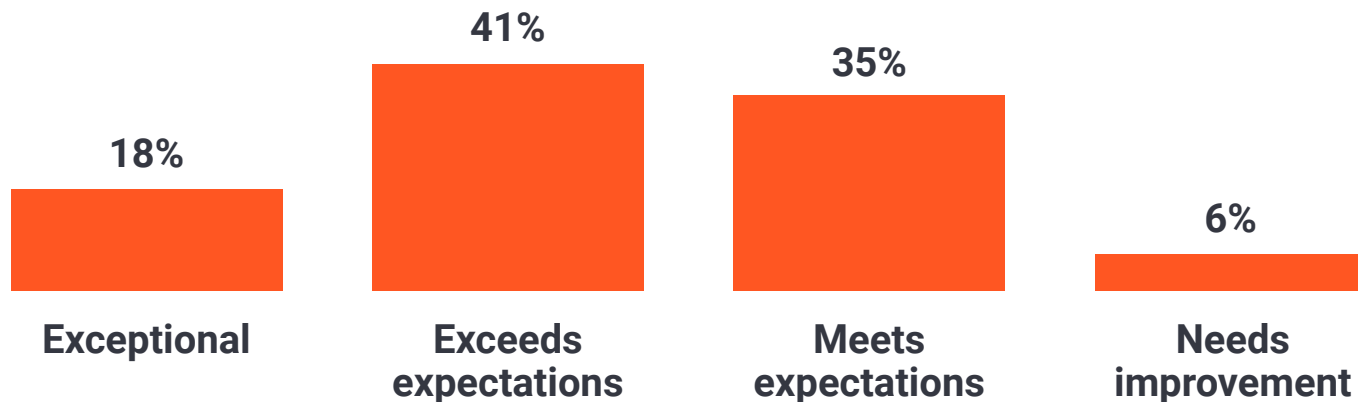
My Top 5

- 1 CX as a unique Value Proposition
- 2 Humor Sells
- 3 Create 'Remarkable' Content
- 4 Borrow Some Clout
- 5 Keep a 'sandbox' budget

1. CX as a unique value proposition

Many orgs struggle with CX

How would you rate the overall experience a customer has with your organization?



Research Proves CX = Growth

*“Those with the
best customer experiences are
2.5X
more likely to report significant
growth than all others.”*

*2022 Choosing Right CRM to Align Teams, Ascend2

2. Humor Sells

91% of people want the
brands they do business
with to be funny.

*Oracle study



“...**90%** of people are more likely to remember ads that are funny and **72%** of people would choose a humorous brand over the competition.”

* Happiness Report



Humor
makes your
brand
approachable



3. Create 'Remarkable' Content

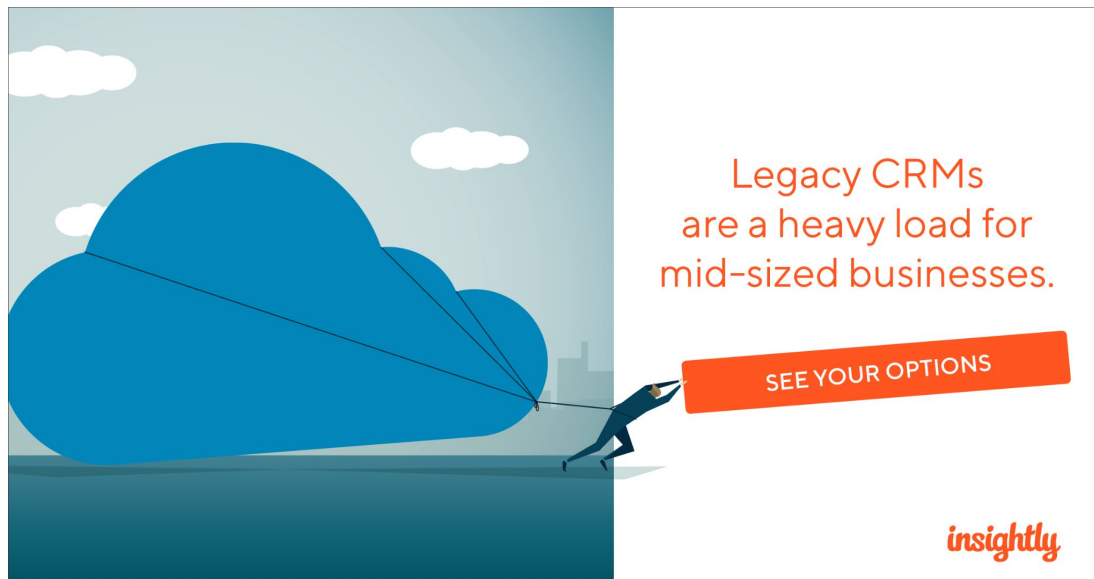
The Purple Cow Effect



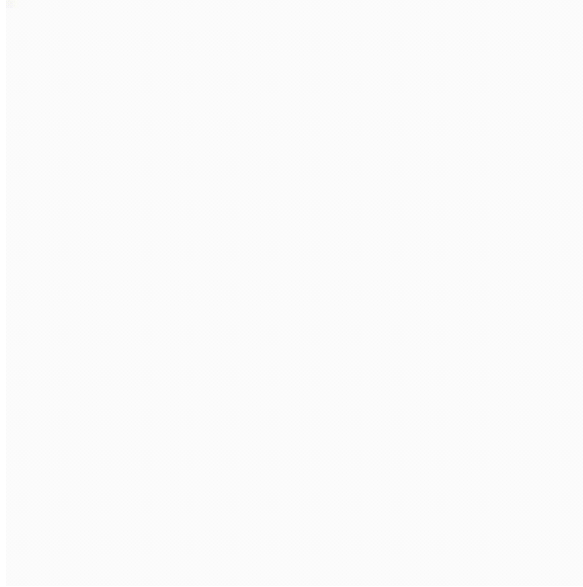
It's OK to be Edgy



Find and Exploit a Weakness



Play on important differentiation.



5. Borrow some Clout

Influencers to Punch Above your weight



Chris Walker 137K



Sam McKenna 72K



Shama Hyder 624K



Jay Baer 45K



Kyle Coleman 107K



Rand Fishkin 142K

5. Keep a Sandbox Budget

Keep a 'Sandbox' Budget

What are you trying out this quarter?

New Demand Gen Channel

New Creative / Video Pushing Boundaries

New Software Tools

High-touch / Direct Mail

Customer Events



Your MarTech Stack: What will change in 2024

Explore new research with an expert panel



LINDSAY CORDELL



JAY BAER

Friday, 11/17
12 noon ET/9 am PT

Save your seat!

