



## Why competitor's move needs to be watched out?



*Feedgenic, the content management intelligence company*



## **WHY COMPETITOR'S MOVE NEEDS TO BE WATCHED OUT?**

At Feedgenic we strongly believe that Web Content Management is not simply content publishing and editing, it must also integrate all the dimensions of your Internet Marketing strategy together with technical expertise. Amongst other business benefits, Feedgenic ensures that your Business Managers are informed of competitors' moves and supports your company to be the most successful one in the digital world.

There are numerous interpretations of "competitive intelligence" ("CI"). The Society of Competitive Intelligence Professionals (SCIP) defines CI as follows: "Competitive Intelligence: A systematic and ethical program for gathering, analyzing, and managing external information that can affect your company's plans, decisions, and operations". Few companies have the time and resources to dedicate to true Competitive Intelligence practice.

As everyone knows a unique strength of the internet is that small to mid-size companies are able to deploy advanced and efficient Internet marketing strategies at a very reasonable cost to increase market share, something they could not afford in the real world due to the prohibitive cost and sometimes limited reach of the classical media.

Feedgenic provides your company with both technical expertise and Internet marketing experience to identify the most dynamic and dangerous competitors in the digital world. Competitor identification and competitor behavior analysis is included with the Smart Content Service (Web Content Management) and Click to Market Service (Sponsored e-positioning) providing regular reports and recommendations to stay ahead of the competition.

## **BUSINESS BENEFITS**

Appointing an experienced and skilled Feedgenic Internet Marketing Officer as a single point of contact for your organization supports your Business Managers in implementing your Internet Marketing strategy. Common Internet operations demand numerous expertise and experienced resources together with a meaningful coordination between them. Feedgenic provides all required expertise accessible as a single point of contact to your organization supporting operational efficiency and cost reduction.



*CLICK TO MARKETS IS COMPETITOR'S WATCH SOLUTION BY  
FEEDGENIC:*

[www.feedgenic.com/markets](http://www.feedgenic.com/markets)

*SMART CONTENT IS WEB CONTENT MANAGEMENT  
OUTSOURCING BY FEEDGENIC:*

[www.feedgenic.com/smart](http://www.feedgenic.com/smart)

*ONE TO ONE IS EMAIL MARKETING OPERATIONS OUTSOURCING  
BY FEEDGENIC:*

[www.feedgenic.com/email](http://www.feedgenic.com/email)

## *Feedgenic, the content management intelligence company*

Feedgenic is dedicated to build Internet operations excellence integrating and coordinating all the expertise required to deliver a successful Internet marketing strategy. Common Internet operations demand numerous expertise and experienced resources together with a meaningful coordination between them.

Feedgenic provides all required expertise accessible as a single point of contact to your organization supporting operational efficiency and cost reduction:

- **Services portfolio:** [www.feedgenic.com/services](http://www.feedgenic.com/services)
- **Solutions portfolio:** [www.feedgenic.com/solutions](http://www.feedgenic.com/solutions)
- **Contact:** [www.feedgenic.com/contact](http://www.feedgenic.com/contact)
- **Newsletter sign-up:** [www.feedgenic.com/sign-up](http://www.feedgenic.com/sign-up)
- **Blog posts:** [www.feedgenic.com/blog](http://www.feedgenic.com/blog)

**WITH  
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BUSINESS  
MANAGER**



**FEEDGENIC  
INTERNET  
MARKETING  
OFFICER**

**SINGLE POINT  
OF CONTACT**



Web Content  
Management

Email  
Marketing

Online  
Promotion

Search Engine  
Optimization

Imaging  
Flash animation

Web Form

## WITHOUT FEEDGENIC

### YOUR BUSINESS MANAGERS

Have to cope with too many activities, tasks and complex expertise they are not familiar with.

Have to deal with too many third parties coordinating the various aspects of online publications.

Are lacking a global and centralized approach toward Internet publication success.

Are missing online business opportunities

