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SO YOU CAN MAKE **MORE SALES**

*(Now, isn't that exactly what you were looking for?)*

## **3 WAYS TO GAIN SEO MOMENTUM FROM YOUR COMPETITORS**

With Vine Social Media Marketing

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**EVERYTHING YOUR BUSINESS NEEDS  
TO MARKET AND BUILD YOUR INCOME ONLINE!**

Lead Generation | SEO | Sales Funnels | High-Performing Websites

# 3 Ways to Gain SEO Momentum from Your Competitors

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Search engine optimization does not have to be an independent venture; using your competitors' online presence as a resource and working with them to promote your services can ensure that search engines are providing the fullest benefits to your business. Below are just a few methods of gaining SEO momentum from your competitors:

## **Echo Their Social Media Strategy**

An impressive social media presence is crucial to search engine optimization. The more engagement you have on social media, the more likely you are to appear as a top result on a search engine page.

Investigate your competitors' social media pages; are they engaging with their audience on a consistent basis? Is their audience highly-responsive to their content? Are their pages showing up in the search results for some of your keyword terms?

Use your knowledge of your competitors' social media audience to tailor your presence to a similar demographic. Once you have a handle on how effective their pages are, you can target these same groups of people with advertisements and by creating posts that appeal to them.

Content management and page upkeep play a large part in retaining social media followers. Does your demographic seem to respond to a page posting links to relevant articles, do they prefer a quiet page that only posts about upcoming deals and coupons, or do they prefer a page that interacts with them on a personal level, sending direct offers or tagging clients in status updates? Make note of how your popular competitors interact on social media, and mimic their strategy.

## **Use Their Name to Gain Recognition in Your Area**

Although it may seem counter-productive, using your competitor's name in conjunction with your own can be beneficial. Your potential clients are searching for your services, and whether they are conducting a search for a specific company name or a general location and service search, your successful competitors will appear in their search engine.

Compose an honest and straightforward article that highlights your strengths and makes note of any areas where you overshadow your competitors. When a potential client searches for information about your service, whether by typing in your competitor's name or a description of the service, your comparison may appear, exposing your business in a positive light.

## **Actively Engage with Them Online**

It may seem risky to promote the name of any business other than your own, but when you interact with a competitor online, it increases the visibility for both of your businesses. In general, having a larger and more active online presence will increase the chances that your company appears on a search engine, but interacting with a competing business also creates the opportunity for you to attract your competitor's customers.

By interacting with your competitors online, you are making yourself visible to their existing customers and increasing your chances of being more noticeable on search engines

Ensuring that your SEO strategy is well-rounded and targeted to the correct demographic may seem tricky, but by using your competitors as a resource, taking cues from their strategies, and working with them to establish an engaging online presence, you can simplify the process and guarantee the success of both of your businesses!

# LEARN A LITTLE ABOUT US

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Vine Social Media Marketing is a US and UK-based full-service email marketing, content creation and SEO agency, that has been active in the digital marketing world since 2006. Our clients know that more leads mean more meetings mean more customers mean more revenue, and they bring us on board to supplement their existing marketing and lead generation efforts.

Vine Social Media Marketing helps companies to expand and grow by:

- ***Getting more leads – through email/video/social media campaigns***
- ***Initiating more meetings with decision-makers – through calls, LinkedIn and Facebook***

At Vine Social Media Marketing we create structured, B2B, pre-call lead generation campaigns, that are supported by cutting-edge digital tools, social media traffic funnels, and laser-focused marketing resources.

***With our help you can stop cold-calling, and still bring in a steady stream of leads, ready for your sales team members to begin converting!***

You'll even be able to track prospects who visit your website to identify those who are most interested in your solutions, capturing those overlooked sales opportunities. Show your investors, your management, and most importantly of all, your prospective clients, just how amazing your products and services are! The team at Vine Social Media Marketing helps businesses attract new leads and buyers, using blogs, social media platforms, promotional videos and some of the most modern, incredibly cutting-edge, online marketing software available, we assess the best and most effective ways to find your ideal leads, engage them, and convert them into paying clients.

We use a huge range of cutting-edge tools and techniques to mine data about your industry and the competition that exists in your geographical area. We then use this to create a marketing plan that promotes your services across your website and blog and email, and add multiple press releases into the mix. At the same time we drip-feed client-engaging comments and personalized videos through multiple social sites such as Facebook, LinkedIn, YouTube and Pinterest.

***Stop cold calling. Get in touch with us now, and start bringing in more leads!***

**Andrea L. Allen**  
**CEO and Founder**

Call +1 (305) 600-2299 or view [My Calendar](#) to schedule a consult today!

[www.VineSocialMedia.com](http://www.VineSocialMedia.com)