5 Steps for Competing with Digital Goliaths

Amazon, Wayfair, Walmart, Booking.com…. digital Goliaths dominate market share everywhere you look. It’s a universal challenge for smaller competitors across many different online sectors to claim search victory against these behemoths.

But David ultimately defeated Goliath, and smaller brands today can still stand with these giants. The key is to leverage the competitive tools available to identify and create your own market advantages.

Join our industry experts as they provide five steps to compete with these digital goliaths and build innovative, successful online brands. Attend this webinar and learn how to:

- Use keyword testing to identify opportunities to win market share.
- Police competitive brand bidding to reduce CPCs and protect branded keyword value.
- Utilize competitive intelligence to map out and monitor new online markets.
- Build a strategy against your sector’s Goliath.

Register today for “5 Steps for Competing with Digital Goliaths,” produced by Digital Marketing Depot and sponsored by Adthena.

About The Author

Digital Marketing Depot is a resource center for digital marketing strategies and tactics. We feature hosted white papers and E-Books, original research, and webcasts on digital marketing topics – from advertising to analytics, SEO and PPC campaign management tools to social media management software, e-commerce to e-mail marketing, and much more about internet marketing. Digital Marketing Depot is a division of Third Door Media, publisher of Search Engine Land and Marketing Land, and producer of the conference series Search Marketing Expo and MarTech. Visit us at http://digitalmarketingdepot.com.
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