

## 6.1. Competitor Analysis

Several direct and indirect competitors exist in the market, ranging from Brightowl Marketing to Little Marketing. By undertaking an analysis of the competitors, Marketing Eye Australia will clearly be able to differentiate itself in the market and maximise its relevancy to prospects and customers.

### Competitor: Brightowl Marketing

Marketing Eye Australia	Brightowl Marketing
<ul style="list-style-type: none"> <li>International footprint</li> <li>Full service agency with all skills in-house</li> <li>Social media influence</li> <li>Website performance</li> <li>Use of Robotic Marketer technology</li> <li>Profile of founder, Mellissah Smith</li> <li>Range of clients from SMB to Enterprise level</li> <li>Market perception</li> <li>Facebook platform is effective in creating brand awareness</li> <li>Influencer on Twitter</li> <li>Instagram engagement solidifies market position</li> <li>LinkedIn following has high engagement and following</li> <li>High performing website</li> </ul>	<ul style="list-style-type: none"> <li>Advertising on Adwords</li> <li>Google ranking for the word "marketing consultant"</li> <li>Cheaper product offering</li> </ul>

### Additional Information:

Craig Pemberton was an employee of Marketing Eye and learned how to do marketing and in particular, SEO from Mellissah Smith. He copied the Marketing Eye website and SEO tactics and was able to get traction.

### Competitor: align.me

Marketing Eye Australia	align.me
<ul style="list-style-type: none"> <li>International footprint</li> <li>Larger company</li> <li>High Google ranking</li> <li>Use of Robotic Marketer technology</li> <li>Profile of Mellissah Smith</li> <li>Social media influence</li> <li>Experience in the technology sector</li> <li>Stronger marketing team</li> <li>Facebook platform is effective in creating brand awareness</li> <li>Influencer on Twitter</li> <li>Instagram engagement solidifies market position</li> </ul>	<ul style="list-style-type: none"> <li>Relationship with key stakeholders in SAP</li> <li>Advertising on Google Ads</li> <li>Case studies within SAP</li> <li>Arrogant behaviour and ambition</li> <li>High performing website</li> </ul>

<ul style="list-style-type: none"> <li>LinkedIn following has high engagement and following</li> </ul>	
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### Additional Information:

Align.me is Marketing Eye's biggest competitor in the SAP network and has acquired more than 600 clients in this area.

### Competitor: The Marketing Project

Marketing Eye Australia	The Marketing Project
<ul style="list-style-type: none"> <li>Larger organisation</li> <li>National and international footprint</li> <li>Work with large corporations</li> <li>Dominance on Google Search and Alexa</li> <li>Profile of Mellissah Smith</li> <li>Brand awareness</li> <li>Social media influence</li> <li>Facebook platform is effective in creating brand awareness</li> <li>Influencer on Twitter</li> <li>Instagram engagement solidifies market position</li> <li>LinkedIn following has high engagement and following</li> <li>High performing website</li> </ul>	<ul style="list-style-type: none"> <li>Paid advertising</li> <li>First page Google Searches - although the company doesn't beat Marketing Eye it competes</li> <li>Listing in Business Area for Google</li> </ul>

### Additional Information:

This company has not come up before as a competitor other than online.

### Competitor: Little Marketing

Marketing Eye Australia	Little Marketing
<ul style="list-style-type: none"> <li>International footprint</li> <li>Use of Robotic Marketer technology</li> <li>Brand awareness</li> <li>Enterprise level clients</li> <li>Size of team</li> <li>Market perception</li> </ul>	<ul style="list-style-type: none"> <li>Pricing structure</li> </ul>

### Additional Information:

This company only comes up in the listings on Google and has beat US once before for a deal based on pricing.

## 6.2. Unique Value Proposition

Marketing Eye Australia's unique value propositions reflects the essence of value the company provides customers.