



# Competing Against Big Companies on LinkedIn with Michelle J. Raymond

As a small business owner, you have to be on the lookout for new ways to grow your company. However, you may find yourself in a situation wherein you have to compete with bigger companies. These companies have their foolproof system implemented to get ahead of any threat to their sales. So how do you make sure that you can get your brand out there as well without having to pay thousands of dollars for marketing?

Short answer: go fishing where the fish are. Your ideal client or opportunity is on LinkedIn. To grab their attention, it's vital to set up a company page. As a platform, LinkedIn evens out the playing field and helps you boost your visibility. It takes as little as 15 to 20 minutes to set one up. And if you post relevant content consistently, you'll build a following which includes your ideal customers. What's more, you can use this platform for free. It's now just a matter of knowing how to use it to your advantage.

## QUOTE TO REMEMBER

*'If you create good content that adds value to your ideal audience. And you do that consistently, you will see results.'*

## Activity: Filling the Gap

What is your business's ideal client or opportunity?

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What strategies do you currently apply to market your product or service? Do you use social media platforms for this? If so, list all the current platforms that you utilise and the strategies you use.

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In the space provided below, write down all the characteristics you have in common with your competitors that the customers look for in your industry. Separate the list of things you offer that sets you apart.

Common	Unique

What are the techniques implemented by your competitors to market their products? If content creation is involved, what kind of posts do they usually make to gain traction?

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Based on the list you have provided above, reflect on the possible gaps that you can possibly pivot on to make yourself unique in your industry.

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How do you think having a company page on LinkedIn can help you?

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Based on the products or services that your company offers, what sort of content can you create for your company page? Brainstorm as many ideas as you can.

How do these ideas address the following:

- How do they solve the problem of your ideal client?

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- How are they going to make your ideal client's life easier?

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- Why should they buy from you and not from your competitors?

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How can you make sure that you consistently show up to deliver valuable content on your company page?

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## What You'll Learn from the Activity

This activity is focused on what can set you apart from your competitors and how a company profile on LinkedIn can help you.

From the beginning, you must know who your competitors are, especially the big companies. What did they do to become the trusted authorities in your industry? By reflecting on these, you will know what the market is looking for and their standards.

Next, social media platforms could be your friend. Gone are the days when they were only intended for personal use. The majority of the world's population is on social media. That is a great opportunity to market your product or service. However, you must know how to fully utilise this strategy.

Where and what to post must be taken into consideration when advertising yourself virtually. For that reason, LinkedIn is a powerful platform that can help you reach out to your ideal clients. Furthermore, your page could act as a mini-website. In this platform, small businesses can create a perception of them being much larger. It is an equal playing field since you can market for free, removing the pay-to-win aspect.

Finally, filling the gaps in your industry would be your way of handling competition with bigger businesses. Innovation is always welcome. If you can validate that the solution you would be



offering is significant and relevant to your brand and to the industry, then that would set your business apart.

Competing with big companies can be challenging and intimidating. However, you must realise that they became successful only because clients consider them as a trusted authority. Doing the same thing they did may not be the best thing to do if you're planning to compete against them. But looking for ways to stand out and showing up consistently will.

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