Institution

Student’s name

Course

Date

**The Finn Connective**

Finn connective company is a firm which supports its clients in growing in the field of marketing and supporting their talents as well. The aim of all companies is usually to come up with different strategies that would enable the firm to remain productive for a longer period of time. One of the most utilized strategies is being competitive, or rather unique as compared to other firms (Sakamoto et al 2018). Two major client competitors in this firm include Ruder Finn and Connective Strategies. I choose them because they are also playing great deals in ensuring the nature their clients to become better business people in the marketing industry.

There are various competitive advantages that these clients have. One of them is maximum use of social media platforms in attracting more customers. Currently, more people make use of the internet, hence the better way of marketing various goods and services. The other advantage is the outstanding training offered to the clients (Bennett et al, 2018). This is also important in ensuring that all members are equipped with adequate knowledge they require t remain significant in the field of marketing. Such advantages play an important role in maintaining the reputation of the company. For instance, if at all the workers are well train and are good and providing various services to the customers, then it is expected that more customers prefer working with such companies.

As much as it is important for companies to try as much as possible to remain competitive. There are a number of things that need to be taken into consideration. For instance the cost of gaining various competitive advantage. If we talk about the use of technological platforms in making various advertisement then there are definitely many costs that would be associated as well. In connection, some of the questions that would need to be discussed include Alternatives cheaper ways of creating competitive advantage and secondly, the importance of having competitive clients in various companies.

References

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