

General Information				Content Strategy	
Competitor name	Website (URL)	Types of products sold (Product categories in the navigation menu)	Background story (Visit the company's About Us or Our Story page)	Website content (Blog, articles, buying guides, FAQs, catalog, etc.)	Social media platforms
<i>Example: Sustainable Home, Inc.</i>	www.sustainablehomeinc.com	Organic bath towels and rugs, bathrobes, bedding, blankets, and throws	<i>The company makes organic home products that are affordable for everyone. They focus on sustainable production and only use certified materials.</i>	<i>Blog, FAQs</i>	<i>Instagram, Facebook, Twitter, Pinterest</i>
Coyuchi Organic Towels	https://www.coyuchi.com/bath/organic-towels.html	Bed, Bath, Apparel, Living, Gifting	The company makes 100% organic home textiles, where all products begin with 100% organic fibers and has a traceable supply chain. They boast they were the first to create soft, luxurious, and lasting home textiles using only 100% organic cotton.	Blog, FAQs, Community Impact, Press	Facebook, Instagram, Pintrest, Twitter
Boll & Branch	https://www.bollandbranch.com/collections/bath-towels/	Sheets, Bedding, Pillows, Bath, Decor	The company boasts to be the first 100% organic Fair Trade Certified bedding company ever. They also claim to grow the rarest, longest staple organic cotton to make the softest, most lucurious fabrics on earth.	Reviews, Catalog, info	Facebook, Instagram, Pintrest
Pact Bath Towels	https://wearpact.com/home/bath	Apparel,	The company believes in putting the planet and people first in fashion. The have oranic donated clothes and carbon neutral recyled materials. They also are Fair Trade Certified.	Catalog, help center	Instagram, Facebook

Marketing Strategy			Customer Service and Policies		
Current sales promotion	Email signup incentive	Rewards program	Customer service (Contact methods available)	Shipping (Promotions or options available)	Return policy
Winter Sale - Up to 60% off	Receive 15% off your first order	None	Phone, email, contact form	Free ground shipping on all orders in US. Express shipping available for an additional fee.	Returns accepted within 60 days for a full refund of the purchase price
Welcome Home - 20% Off	Sign up and receive a code for \$30 off your next purchase of \$200+	None	Email, Chat, Phone, Contact Form	Free Shipping 300+	365 DAY GUARANTEE Free Returns Return any item* within 30 days for a full merchandise refund or return within 1 year of purchase for store credit equal to the original value of the item(s). Even if it's been washed or worn.
Last Day - 20% Off Sheets	Sign up for 15% off	None	Contact Form, Live Chat, Email, Phone	Complimentary Shipping on all US Orders	30 Day return policy from day of delivery for a full refund excluding shipping and handling. Mattresses can be returned up to 100 days from delivery if not satisfied. days of delivery.
Sweatshirst and Hoodies - 20% Off	20% Off First Order	Credits	Email, Phone, Contact Form	Free Shipping 50+	If you don't love your Pact clothing, the returns are on us. We accept returns or exchanges that are unworn, unwashed and in the original packaging within 60 days of purchase.

Product Comparison for Bath Towels						
Bath towel product title (Choose one bath towel on the site to analyze)	Bath towel product page URL	Organic or eco-friendly materials	Types of product images	Types of product videos	Customer reviews (Options available for customers to leave a review)	Regular price
Textured Organic Cotton Towel	www.sustainablehomeinc.com/bathtowels/textured-organic-cotton-towel	100% organic cotton	Multiple colors, close-up of texture, towels hanging on a towel bar	None	Ratings, written reviews, images, and videos	\$16
Air Weight® Organic Towels	https://www.coyuchi.com/organic-cotton-air-weight-towels.html	100% organic cotton is grown + woven in India GOTS + Fair Trade + Benefits 1% For The Planet + Made Safe Certified	Multiple colors, close-up of texture, towels hanging on a Bath tub and privacy screen, Gallary of images with towel in bathrooms	none	Ratings, written reviews	\$8
Plush Bath Towel (Single)	https://www.bollandbranch.com/products/plush-bath-towel?color=White	100% organic cotton GOTS Certified Organic Cotton STANDARD 100 by OEKO-TEX®	Multiple Colors, Close up of Texture, Close up of Cotton threads, close up of women wearing towel and feeling it with her hand	none	Ratings, Written Reviews,	\$48
Airy Waffle Bath Towel 2-Pack	https://wearpact.com/home/bath/bath%20towels/airy%20waffle%20bath%20towel%202-pack/wa2-hat-fog	100% Organic Cotton GOTS Certified Organic Cotton	Multiple Colors, close up of texture, Towels folded on shelf, Cotton Bags, Wind Turbines	none	none	\$80