**Profle title**

|  |  |
| --- | --- |
| **Competitor** |  |
| **Date created** |  |
| **Analysis by** | @ mention owner |
| **Tier (1-3)** | Tier 1 - major competitor / Tier 2 - moderate competitor / Tier 3 - minor competitor |

**Competitor profile**

|  |  |
| --- | --- |
| **Company mission** | **e.g., Unleash the potential of every team** |
| **Key objectives** | e.g., maintain majority market share |
| **Capabilities** | e.g., Key partnerships in the enterprise space |
| **Company size** |  |
| **Revenue** |  |

## Our competitive advantage

**Key differentiators:** e.g., Powerful features for highly technical users

## Target market & market share

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Competitor** | **Your company** | **Commentary** |
| **Target market** |  |  |  |
| **Verticals** |  |  |  |
| **Market share** |  |  |  |

## Product offering

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Competitor** | **Your company** | **Commentary** |
| **Product overview** |  |  |  |
| **Positioning/ Category** |  |  |  |
| **Pricing** |  |  |  |
| **Core feature comparison** | | | |
| **Feature 1** | :check\_mark: | :check\_mark: |  |
| **Feature 2** | :check\_mark: | :cross\_mark: |  |

## Marketing Strategies

Fill in the table below with information about the tools your competitor is using and how they're using them. Include specific details, such as the number of related properties, quality, and target audience.

To add visuals, type /image or drag an image onto the page.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Competitor** | **Your company** | **Notes and Links** |
| **Overall strategy** |  |  |  |
| **Website** |  |  |  |
| **Blog/Content** |  |  |  |
| **Social presence** |  |  |  |
| **SEO** |  |  |  |
| **Online advertising** |  |  |  |
| **Offline advertising** |  |  |  |
| **Videos and webinars** |  |  |  |
| **Major events** |  |  |  |
| **Customer resources** |  |  |  |
| **Customer review listings** |  |  |  |
| **Press releases and mentions** |  |  |  |
| **Customer engagement** |  |  |  |
| **Social proof (customer logos)** |  |  |  |
| **Partnerships and investments** |  |  |  |

## SWOT analysis

List your product or company's strengths, weaknesses, opportunities, and threats in the table below

|  |  |
| --- | --- |
| **Strengths** | **Opportunities** |
|  |  |
| **Weaknesses** | **Threats** |
|  |  |