

# Competitor Analysis

## Assignment B

**Made by:**

Nikoleta Dimitrova

Alek Zanev

Yoana Ivanova

Deniz Hadjosmanov

Toni Dimitrov

Viktor Velizarov

---

## Content Page

<b>Define goals .....</b>	<b>3</b>
<b>Competitors and comparisons .....</b>	<b>4</b>
<b>Analysis .....</b>	<b>6</b>
<b>Summary and recommendations.....</b>	<b>7</b>

## Define goals

The aim of this analysis is to pinpoint the strengths and weaknesses of our client and her competitors in order to see how well she is doing on the market, help her reach bigger audience and be more recognisable among others.

As a group the first goal was to determine our clients' competitors, see their content, dive deeper into their world, and write down the things that make them stand out.

Working in the music industry can be challenging as it comes with a lot of competitors and our client should always have an insight of what others are doing and try to out-do them and improve her brand. In that way she will be able to gain popularity and reach a bigger audience.

It is also very important to keep current with the market and build a certain strategy. Our goal is to discover the capabilities of her competitors and help her become more confident in the content she is creating.

Based on her followers on social media her target audience is focused on the teenagers and young adults mainly working in the music industry as well.

## Competitors and comparisons

Name of Artist	Maaïke Girardin	Miss Starling	Jonathan Haxhe	BEA1991	Winona Oak
Nationality	Canadian/ Dutch	Dutch	Belgian	Dutch-British	Swedish
Social Media	Instagram, SoundCloud, Facebook, YouTube	Spotify, Instagram, YouTube, Facebook, SoundCloud	Spotify, Instagram, Facebook, Snapchat, YouTube, Apple Music	YouTube, SoundCloud, Spotify, Instagram, Apple Music	Spotify, YouTube, Deezer, Instagram, Twitter, Facebook, Apple Music, SoundCloud
Genre	Pop-folk	Electro-indie/Pop	Pop	Pop/RnB	Electronic/Dance/ Pop
Content	Mainly covers and a few original songs	Original content	Covers only	Original content	Original content and covers

<b>Audience</b>	55 subscribers – YouTube 1300 followers – Instagram 12 followers - SoundCloud	36 listeners – Spotify 87 subscribers – YouTube 848 followers – Instagram 6 followers - SoundCloud	5 listeners – Spotify 1290 subscribers – YouTube 110 followers – SoundCloud 11,2k followers – Instagram	35k listeners – Spotify 2.5k subscribers – YouTube 6k followers – SoundCloud 10.4k followers – Instagram	2.7 million listeners – Spotify 190k subscribers – YouTube 4k followers – SoundCloud 73k followers – Instagram
<b>Website</b>	Yes	Yes	No	No	Yes
<b>Consistency of upload (YouTube)</b>	Last video from 5 months ago	Last upload - 2021	Last upload - 2020	Last upload - 2021	Last upload – 4 days ago (posting twice a week)
<b>Video quality</b>	1080p	1080p	1080p	1080p	1080p
<b>Merch</b>	No	No	No	No	Yes
<b>Upcoming events</b>	Yes (3 events – 2 in March, 1 in May)	No	No	No	Yes (12 events in May)

## Analysis

The competitors we chose to compare Maaïke Girardin (our client) with are from the music industry and are making similar content to hers. Miss Starling, BEA1991 and Jonathan Haxhe are her direct competitors. They make covers and original music and try to reach a wider audience. When it comes to Winona Oak, she already has a broad fandom and is trying to stay consistent with her content.

The social media that they use the most is Spotify, but our client does not have one. She prefers SoundCloud but this platform is not that known in Europe, so it makes it difficult for her to stand out with her music.

From the monthly listeners of Jonathan Haxhe (he makes mainly covers) we can clearly see that Spotify is not the right platform for this, but rather for original content only.

It is also important for Maaïke to have a personal website with more information in it so that people can read about her, listen to her music, have all her socials there and keep up with the upcoming events.

Another thing is that in the music industry consistency plays a huge role. Winona posts 2 times a week and this keeps her fans interested. The others (including our client) have not posted in a while. The good thing about all of them is that they share high-quality videos.

## Summary and recommendations

To put it in a nutshell, from the analysis and the comparison table we can clearly see that the more social media platforms our client has, the more reachable she will become.

For us it is very important to help Maaïke gain more popularity and make her a recognisable artist. She needs a website which will represent her in a more professional matter. We believe that by creating one, we will give her the opportunity to grow her brand.

Our client needs to start uploading more frequently and be more active in her social medias in general. We know from her that she has several original songs, but they are kept unlisted in YouTube. In this way a lot of people will not be able to listen to her music.

Another recommendation that we have for her is to take part in more music/social events. By doing this she will become more confident in herself, expand her network of musicians and make collaborations.