GhostRecon OSINT Playbook: Competitor Intelligence Sweep

# Category:

Sales & Marketing

# Objective:

Collect competitive intelligence on Company X to identify digital marketing weaknesses, campaign strategies, and customer sentiment.

# Steps:

* 1. Identify all digital assets: Use tools like Hunter.io, BuiltWith, Netcraft, Shodan.
* 2. Collect marketing signals: Use SimilarWeb, Wappalyzer, and Facebook Ad Library.
* 3. Analyze SEO/SEM: Use Ahrefs, SEMrush, Moz.
* 4. Pull sentiment & mentions: Use Brand24, Social Searcher, Talkwalker.
* 5. Competitor Ads monitoring: Visualping, AdSpy.
* 6. Employee tracking: LinkedIn, RocketReach, SignalHire.
* 7. Integrate into CRM or Notion: Log findings with screenshots, evidence, and links.
* 8. Setup automation to re-run weekly using n8n or Zapier.

# Tools Used:

Hunter.io, BuiltWith, Netcraft, Shodan, SimilarWeb, Wappalyzer, Facebook Ad Library, Ahrefs, Brand24, LinkedIn, n8n.

# Time to Run:

30 minutes manual / 10 minutes automated.

# Trigger Type:

Manual & Scheduled.

# Status:

Ready to Deploy