

Finding competitors as a PM



LECTURE
SUMMARY

Covered in this lecture:

The main methods you can use
to search for competitors

Taught by:



- ▶ The most important thing is capture. You have to record every competitor that you find
- ▶ List your competitors under two categories:
 - **Known**
 - if you work in a company, you should already know who your biggest competitors are
 - if you don't know, search Google for "[your company name] versus"
 - **Unknown**
 - these are competitors that might not be that obvious
 - in order to find them, first you have to figure out what problem your product solves and for whom
 - use the following 3 techniques to find them on Google:

▶ **1. Channel the type of user**

- how exactly would the user complain about his problem?
- Google these exact complaints

>> You will find:

- Companies that are using that verbage
- Individual complaints online
- Google connects the dots, so you might find competitors

▶ **2. Search for "site: [popular website]" and your search term**

- popular websites: Reddit, Quora, Yahoo Answers
- describe what your product does and search for that

>> You will find:

- Companies using literal descriptions
- Ads at the top of the search list - those could be paid by competitors
- Google's input

▶ **3. Search for exact phrases using quotation marks**

>> Tip: How would you pitch your product?
Search for that exact phrase

See you next lecture!