Competitive analysis

|  |  |
| --- | --- |
| Competitor |  |
| Date Created |  |
| Analysis by |  |
| Tier (1-3) | Tier 1- major, Tier 2- moderate competitor, Tier-3- minor competitor |

Competitor Profile

* Company mission:
* Key objectives:
* Capabilities:
* Company size:
* Revenue:

Our competitive advantage

* Key differentiators:

Target market & market share

|  |  |  |  |
| --- | --- | --- | --- |
|  | Competitor | Our company | Commentary |
| Target market |  |  |  |
| Verticals |  |  |  |
| Market share |  |  |  |

Product offering

|  |  |  |  |
| --- | --- | --- | --- |
|  | Competitor | Our company | Commentary |
| Product Overview |  |  |  |
| Positioning/Category |  |  |  |
| Pricing |  |  |  |
| Core feature comparison |  |  |  |
| Feature 1 |  |  |  |
| Feature 2 |  |  |  |

Marketing Strategy

* Fill in the table below with information about the tools your competitor is using and how they are using them.
* Include details such as no. of related properties, quality and target audience. Add image or details

|  |  |  |  |
| --- | --- | --- | --- |
|  | Competitor | Our company | Notes & link |
| Overall strategy |  |  |  |
| Website |  |  |  |
| Blog/Content |  |  |  |
| Social presence |  |  |  |
| SEO |  |  |  |
| Online advertising |  |  |  |
| Offline advertising |  |  |  |
| Videos and webinars |  |  |  |
| Major events |  |  |  |
| Customer resources |  |  |  |
| Customer review listing |  |  |  |
| Press releases and mentions |  |  |  |
| Customer engagement |  |  |  |
| Social proof |  |  |  |
| Partnerships and investments |  |  |  |

SWOT Analysis

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