

Day 17: Digital Strategy & Competitor Analysis (Unit V)

Lesson Goal: Understand how to build a comprehensive digital strategy and conduct a thorough competitive analysis across different channels.

1. Digital Strategy Overview

- **Definition:** A digital marketing strategy is a set of planned actions performed online to reach specific business goals. This means performing consistent actions at the right time via the most suitable online channels.

2. Competitor Analysis

- **Definition:** The process of researching and analyzing the marketing strategies of companies operating in a given market. It highlights gaps and estimates your potential and opportunities to fill them.
- **Identification:** Includes direct (very similar solution to the same target audience) and indirect competitors (offer a completely different service, yet target the same problem).

3. Channel-Based Investigation

- **Social Media Ads:** Tools like the Facebook Ad library allow you to search by keyword or brand name to find all active ad campaigns of your competition.
- **Google Ads (PPC):** Tools like Google's Keyword Planner and Semrush help identify keywords competitors are bidding on, analyze ad strategies, track profitable keywords, and monitor ad spend.
- **Organic (SEO):** Track competitors' top-performing pages and keywords. Check the E-A-T signals (Expertise, Authority, Trust) on their sites (e.g., well-developed About Us page, adding authors to blog content).
- **Content:** Manually review competitors' content formats and see whether they support the buyers' journey at the top, middle, and bottom of the funnel.

4. SWOT Analysis

- **Competitive research is not thorough without a SWOT Analysis.** This framework marks the Strengths, Weaknesses, Opportunities, and Threats to show the path ahead.