

# Analyzing competitor's performance

# Learning Objectives

- Students learn the need of analyzing the competitors & their strategy.
- Understanding about when there is a need to analyze & how to beat the competition.

# Competitive marketing strategy

- A competitive marketing strategy is critical to ensure that your campaigns and programs capture more customers than your competitor. Running creative marketing campaigns that resonate with customers, more effectively targeting customers with digital advertisements, and establishing a lower price point are all examples of ways marketing teams create a competitive advantage over other products.

# when assessing your competitive marketing strategy?

Focus on:

- Who are the other companies competing in your space?
- What products or services do they offer?
- What is each competitor's market share?
- What are their strengths and weaknesses?
- What channels do they use?
- How can your messaging differentiate your products and services?

# Types of marketing competitor analysis

# Competitive landscape

- Visualize where your offering fits in the overall marketing landscape and position competitors based on their strengths and weaknesses.

# Competitor profile

- Capture an in-depth view of each competitor, including key details about the company, product, and features.

# Competitor overview

- Identify the strengths and weaknesses of competitors by comparing them based on the information you gather.



# Go-to-market competitive analysis

- Gain insights into the marketing strategies that each competitor uses to target buyers — such as social media, keyword targeting, content, events, and more.

# Messaging competitive analysis

- Document the basic, expected, augmented, and potential benefits of your product so you can define a strategy that sets you apart from the competition.

# Value proposition analysis

- Evaluate the key messages your competitors use to communicate the benefits of their product.

# Search engine competitive analysis

- Understand the search engine landscape around your offering and develop content that will help you rank better.

# Social media overview

- Expand understanding into what is resonating with social media audiences so you know how to better engage with them.

# Sales battlecard

- Enable your sales teams to close deals by giving them the information they will need to beat our competitors.

# SEO competitor analysis

- Compare website performance e.g. page speeds.
- Find keyword gaps.
- Compare backlinks and where they get them.
- Look at strategies on how they rank for more keywords – e.g. do they have a blog or resources section?
- Examine top pages and traffic.

# Learning Outcomes

- Learning about the need of analyzing the competitors & creating the promotional strategy.
- Understanding about how to use SEO & value proposition to beat the competition.



*Thanks*