

# Free download Website competitive analysis example (PDF)

competitive analysis example imagine you work at a marketing startup that provides seo for dentists which is a niche industry and only has a few competitors you decide to conduct a market analysis for your business to do so you would step 1 use google to compile a list of your competitors learn how to identify and analyze your competitors offerings strategy strengths and weaknesses with this comprehensive guide follow the steps to create a shortlist of competitors do a deep dive on each one and develop a holistic overview and strategy for your product using some of the steps listed above here s a quick competitive analysis example 1 determine who your competitors are in our example it s sony vs nintendo but it s also worth considering microsoft s xbox which occupies the same general market vertical a competitive analysis is the process of gathering data about the products sales and marketing strategies of your competitors i e other businesses in the same industry businesses use that data to identify their strengths and weaknesses and discover potential opportunities 1 start with a competitor overview a strong report shows exactly what a company must out compete to be successful meaning you must audit any product or service that currently solves the problem your business is trying to solve for customers and write a quick profile for each competitor here is a step by step process for writing a competitor analysis report write down your competitors write what you know about them already discover who their target customers are discover their pricing methods investigate their marketing strategy figure out their competitive advantage jul 16 2022 thorough competitor analysis is a crucial aspect of any marketing plan it helps you understand how challenging it could be to crack a market what strategies could work and how you can best position your brand it can also tell you what strategies won t work what the customer s expectations are and how much they re willing to pay analyzing competitors market positioning value proposition canvas perceptual map conducting competitive intelligence analysis comparing competitor products and prices radar chart compare and contrast charts competitor price analysis when to use a competitive analysis common mistakes and how to avoid them a real life competitive analysis example templates one for input data and one for a slide deck to present your analysis to others step by step instructions how to use the template our template consists of two documents a slide deck and a spreadsheet the slide deck is the output document competitor analysis is the process of evaluating your direct competitors companies products and marketing strategies to make your analysis truly useful it s important to pick the right competitors to analyze know which aspects of your competitors business are worth analyzing know where to look for the data 15 min read rebecca strehlow copywriter at crunchbase whether you re an entrepreneur market researcher or marketing enthusiast knowing your competitors inside and out is a crucial part of the job a competitor analysis also called competitive analysis and competition analysis is the process of examining similar brands in your industry to gain insight into their offerings branding sales and marketing approaches step 1 define your target market customer personas step 2 understand where your product sits in the market landscape step 3 list your competitors and create an overview of each step 4 conduct primary and secondary market research step 5 compare your 4 ps product price promotion place competitor analysis example what does one look like there s no single way to do a competitive analysis how it looks will vary depending on what you re trying to learn about your competitors for example a business might conduct a competitive analysis for another company s products sales and marketing but a marketing focused competitor analysis might incorporate data such as your adversaries website content social media presence brand positioning pricing strategy and product tiers 1 find your competitors a competitor is any company that solves the same problem as you in your target market for example pepsi and coke are competitors because they sell the same thing to the same market however not every similar

business is a direct competitor which is a common mistake people make take restaurants and cafes for example for example film based photography was replaced by digital cameras which are now replaced by smartphones while the generic strategies of cost differentiation and focus described by michael porter are still conceptually fruitful they are hard to achieve and sustain customers are better informed and have more sophisticated needs what are some examples of competitor analysis you can do competitor analysis in many ways perhaps the most effective way to analyze your competition is to narrow your scope and focus on a segment of your competitor s business competitive analysis example internal operations as a competitive advantage what is a competitive analysis competitive market analysis is the process of determining who your competitors are researching their strategies and unpacking what they do well and not so well indeed editorial team updated june 24 2022 separating your business from the competition can help it stand on its own in your industry to stand out it s important to study the competition including what the competition does better than you or what it doesn t

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competitive analysis example imagine you work at a marketing startup that provides seo for dentists which is a niche industry and only has a few competitors you decide to conduct a market analysis for your business to do so you would step 1 use google to compile a list of your competitors

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learn how to identify and analyze your competitors offerings strategy strengths and weaknesses with this comprehensive guide follow the steps to create a shortlist of competitors do a deep dive on each one and develop a holistic overview and strategy for your product

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using some of the steps listed above here s a quick competitive analysis example 1 determine who your competitors are in our example it s sony vs nintendo but it s also worth considering microsoft s xbox which occupies the same general market vertical

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a competitive analysis is the process of gathering data about the products sales and marketing strategies of your competitors i e other businesses in the same industry businesses use that data to identify their strengths and weaknesses and discover potential opportunities

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1 start with a competitor overview a strong report shows exactly what a company must out compete to be successful meaning you must audit any product or service that currently solves the problem your business is trying to solve for customers and write a quick profile for each competitor

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here is a step by step process for writing a competitor analysis report write down your competitors write what you know about them already discover who their target customers are discover their pricing methods investigate their marketing strategy figure out their competitive advantage

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jul 16 2022 thorough competitor analysis is a crucial aspect of any marketing plan it helps you understand how challenging it could be to crack a market what strategies could work and how you can best position your brand it can also tell you what strategies won t work what the customer s expectations are and how much they re willing to pay

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competitor analysis is the process of evaluating your direct competitors companies products and marketing strategies to make your analysis truly useful it s important to pick the right competitors to analyze know which aspects of your competitors business are worth analyzing know where to look for the data

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15 min read rebecca strehlow copywriter at crunchbase whether you re an entrepreneur market researcher or marketing enthusiast knowing your competitors inside and out is a crucial part of the job

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a competitor analysis also called competitive analysis and competition analysis is the process of examining similar brands in your industry to gain insight into their offerings branding sales and marketing approaches

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step 1 define your target market customer personas step 2 understand where your product sits in the market landscape step 3 list your competitors and create an overview of each step 4 conduct primary and secondary market research step 5 compare your 4 ps product price promotion place

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for example a business might conduct a competitive analysis for another company s products sales and marketing but a marketing focused competitor analysis might incorporate data such as your adversaries website content social media presence brand positioning pricing strategy and product tiers

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1 find your competitors a competitor is any company that solves the same problem as you in your target market for example pepsi and coke are competitors because they sell the same thing to the same market however not every similar business is a direct competitor which is a common mistake people make take restaurants and cafes for example

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indeed editorial team updated june 24 2022 separating your business from the competition can help it stand on its own in your industry to stand out it s important to study the competition including what the competition does better than you or what it doesn t

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