



Competitive Positioning Analysis Template

Competitive positioning is about defining how you'll "differentiate" your offering and create value for your market. It's about carving out a spot in the competitive landscape, putting your stake in the ground, and winning mindshare in the marketplace – being known for a certain "something."

In this portion of your competitive analysis, you're going to analyze your competitors' marketing and messaging strategy, and how they are able to position themselves. You can use the strategy of your competitors to inform your own decisions. This element of your business is vitally important to your long-term success.

The first thing you'll want to do is to take a look at the key demographics of your competitors and how they speak to their target market by including the messaging and taglines directly from their website. If you observe a change in messaging or marketing strategy since the last time you've analyzed them, note what they've changed and look for reasons why they've made these updates.

Next, analyze the place element of their marketing mix. Who are their customers? To determine who your competition's customers are, you can perform a [social media analysis](#) of your competitors. Review the list of your competitors' followers, as well as page comments. In addition, watch out for Facebook ads they are running. You can determine who they are targeting with the ad by selecting "Why am I seeing this?" This feature can help you learn who they're targeting by location, age, gender, and interests. These insights will help you take action and adjust your plan to better reach your consumer base or an emerging one.

Now you need to identify whether your competition is B2B or B2C. Once again, you can turn to your competitor social media analysis or read product reviews to answer this. How are they selling their products? Do they have direct sales, resellers, or a multi-level channel? Notice what their sales structure looks like and how many members are in their sales team.

LinkedIn can help you gain insight into your competitors' structure. Just go to their company page and select "See Jobs" or "See all employees on LinkedIn." You may even be able to find the information listed on their corporate website. Companies often include authorized resellers or partner locators that you can take note of. While you're reviewing this, take a look at the distribution of your competition's sales channel. Are they focusing on specific markets or hiring in new countries/regions? Keep this in mind as you craft your competitive insights.

Lastly, observe the **promotional aspect** of their marketing mix.

Take a look at each element from advertising to digital content and sales promotions. Check their social media, website, blog posts, and online advertising elements including print and PPC. Notice how they are speaking to their customers. Does their brand present a distinct personality? Note the type of interactions they have with customers. Are they mostly positive? Review press releases or announcements to discover any promotions or partnerships they might have. Lastly, summarize your key insights regarding your competitors' marketing strategy, as well as opportunities to enhance your own marketing strategy.