

Competitive Positioning Analysis Template



Demographics Analysis

COMPETITORS	Who they target	Messaging from website	Tagline
COMPETITOR 1			
COMPETITOR 2			
COMPETITOR 3			

Marketing Place Analysis

COMPETITORS	B2B/ B2C	Channel/ Direct/ Reseller	# in Sales team
COMPETITOR 1			
COMPETITOR 2			
COMPETITOR 3			

Advertising Analysis

COMPETITORS	AdWords	Targeted Keywords	Prints/ Ads/ Additional Advertising
COMPETITOR 1			
COMPETITOR 2			
COMPETITOR 3			

Social Media

COMPETITORS	# of Facebook Followers	Facebook How often do they Post	Facebook Growth compared to last analysis
COMPETITOR 1			
COMPETITOR 2			
COMPETITOR 3			

Social Media

COMPETITORS	# of LinkedIn Followers	LinkedIn How often do they Post	LinkedIn Growth compared to last analysis
COMPETITOR 1			
COMPETITOR 2			
COMPETITOR 3			

Social Media

COMPETITORS	# of Twetter Followers	Twetter How often do they Post	Twetter Growth compared to last analysis
COMPETITOR 1			
COMPETITOR 2			
COMPETITOR 3			

Blog and Content Overview

COMPETITORS	Blog	How often do they Blog	Free content	Newsletter
COMPETITOR 1				
COMPETITOR 2				
COMPETITOR 3				

Promotions & Partnership Overview

COMPETITORS	Promotions	Key Partnership
COMPETITOR 1		
COMPETITOR 2		
COMPETITOR 3		

Website Overview

COMPETITORS	Website Traffic	Inbound Links	Referral Sources
COMPETITOR 1			
COMPETITOR 2			
COMPETITOR 3			

Marketing Summary

COMPETITOR 1

Key Learnings

Opportunities

Threats

Next Step

Marketing Summary

COMPETITOR 2

Key Learnings

Opportunities

Threats

Next Step

Marketing Summary

COMPETITOR 3

Key Learnings

Opportunities

Threats

Next Step
