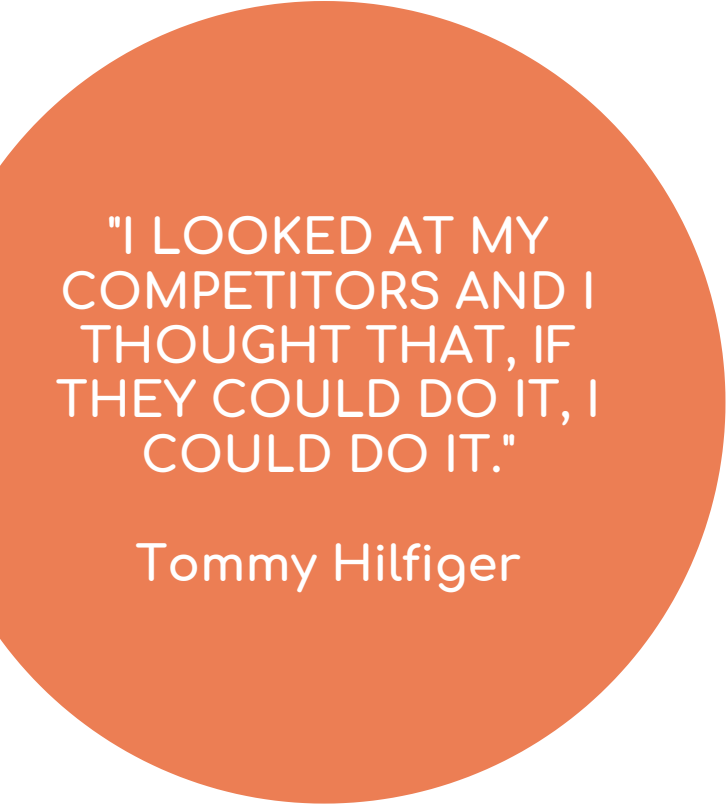




# Guide to competitor research

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# Why research?



"I LOOKED AT MY  
COMPETITORS AND I  
THOUGHT THAT, IF  
THEY COULD DO IT, I  
COULD DO IT."

Tommy Hilfiger



"NEVER STOP  
LEARNING FROM  
YOUR COMPETITION!"

Unknown

Do you check out your competitors? Do you look on Google for other people like you, or do you see their social posts everywhere?

Competitor research is an important part of any business and not just for marketing. It can be an integral part of your business plan, particularly if you're looking to change direction or launch a new product.

You can learn a lot from others who are doing the same thing as you. But this is not about becoming obsessed with their every move! It's about being observant and objective about their business and using that information to improve your own.

By looking and learning from other businesses, you may have a spark of genius!

In this guide we'll get you started with the key points that you need to check out; and why we think they're good to review.

**First up, we need you to pick between 1 and 3 competitors to research... ready?**

Let's move on to the next steps.

# What to check

01

## **SOCIAL MEDIA**

Social media is an important part of most small businesses. It's how a number of them will reach out to new clients or connect with existing ones.

What are the social handles of your competitors? Where do they post? What do they post about? What are their hashtags?

02

## **WEBSITE**

Not all businesses will have a website, however if they do, it's a good place to look. Pay attention to how you feel about the site. Your user experience is likely to be the same as their potential clients!

Do they have a website? Do they blog? What do they talk about the most?

03

## **THE GOOD AND BAD**

Not everything that your competitors do will be amazing. Paying attention to both the good and bad will help you get clarity on what you want to do. Make lists of your likes and dislikes on the next page.

What marketing do they do that you like? Is there anything that you dislike?

04

## **WHAT CAN YOU LEARN?**

Finally, you can put all this together! Use the space on the next page to clarify what you've gained from this exercise.

Is there something that they're doing that you'd never thought about before? What is that?



# Conclusion

## What steps to take next

We hope you've learned that competitor research can be a really valuable tool for any business.

The key here is not to obsess with it.

None of us has a business which is truly unique, which means we're always going to have competitors!

Of course, there is much more to it than what we have covered here, but this is just to get you started.

Full competitor analysis would include looking at things like visitors to websites, engagement on social media and much more. You could actually have a full-time job just doing this!

But as a small business ourselves, we understand that you won't have time for all that.

By using the information you've gathered here to make informed decisions about your marketing, you're bound to find some benefit.

Please let us know how you get on!

**If you want some more help  
or want to discuss your next steps,  
then why not book in for a chat?**

