

Create the Ultimate Business Strategy
for Your Business in 2022

ANALYZE YOUR COMPETITORS PRODUCTS, DISTRIBUTION, & SALES STRATEGIES

PART 3



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About Jimmy Newson

Founder: Moving Forward Small Business | Jimmy Newson Consulting

Senior Advisor | New York Marketing Association

Jimmy Newson is the founder of Moving Forward Small Business, a membership-based digital publishing company on a mission to save a million small businesses from failure by 2050, leveraging technology, innovation, and business strategy. He is also the senior advisor for the New York Marketing Association. He presents workshops and trainings regularly with the NY Public Library, SCORE, Digital Marketing World Forum, DC Start-Up Week, and multiple international SaaS companies.



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LinkedIn: @ jimmynewson

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CONSULTING

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SIX-PART MINI-SERIES

01

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Analysis Strategy &
Overview**

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**Your 5 Types of
Competitors: Deep
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03

**Analyze Your
Competitors
Product,
Distribution, &
Sales Strategies**

SIX-PART MINI-SERIES

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Completing a SWOT
Analysis &
Determine your
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06

**The Competitive
Landscape in 2022:
Expert Panel &
Networking Event**

How To Stand Out



In Today's Session, You Will Discover:

- Quickly Identify Your Competitors
- Get Background Information
- Analyze Your Competitors Products and Services
- Discover Your Competitors Targeting and Positioning
- Research Your Competitors Distribution Strategies
- Review Your Competitors Communication Strategies
- Discuss Ghost Shopping
- Review a SWOT Analysis Example
- BigVu Best Practices



GENERAL MARKETING

How to Conduct a Competitive Analysis (Template Included)

[Michal Pecánek](#) ▪ December 10, 2020 ▪ English ▾

Competitive analysis is the process of identifying and researching your competitors to get the information you need to gain a competitive advantage.

You need to conduct a competitive analysis as a part of your [market research](#). Only then can you develop an effective marketing strategy to steer the ship in the right direction.



Michal Pecánek

Marketer and content writer at Ahrefs. Addicted to SEO, aviation, fragrances, sushi



Identify 3-5 Relevant
Competitors

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1. Quickly
Identify your
competitors:
Define 3-5
relevant
competitors

- Look for keyword overlap
- Look who's advertising
- Look at category listings

Overview

Overview 2.0

Backlink profile

- Backlinks
- Broken backlinks
- Referring domains
- Anchors
- Referring IPs
- Internal backlinks
- Link intersect

Organic search

- Organic keywords
- Top pages
- Top subfolders
- Top subdomains
- Competing domains
- Competing pages
- Content gap

Pages

- Best by links
- Best by links' growth
- Top content

Outgoing links

- Linked domains
- Anchors
- Broken links

Paid search

- Paid keywords New
- Ads
- Paid pages

Export

- CSV
- PDF

Legacy

Competing Domains ⁱ [How to use](#)

Volume KD CPC Word count

United States 40 domains

Keywords unique to target ⁱ	Common keywords ⁱ	Common keywords, % ⁱ	Keywords unique to competitor ⁱ	Intersection graph ⁱ	Competing domains
89,510	6,929	6	24,650		everydayyoga.com
91,404	5,035	5	8,985		spri.com
91,065	5,374	3	94,117		builtlean.com
93,055	3,384	3	11,419		freedomgenesis.com
93,080	3,359	3	3,649		manduka.com
93,060	3,379	3	32,625		maxliving.com
92,382	4,057	3	51,627		mindful.org
93,522	2,917	3	8,902		mindworks.org
93,297	3,142	3	15,736		seattleyoganews.com
92,980	3,459	3	12,039		theyoganomads.com
93,276	3,163	3	3,822		yogaaccessories.com
93,896	2,543	3	2,317		yogadirect.com
94,823	1,616	2	4,640		dexafit.com
94,266	2,173	2	6,528		fatcalc.com
94,115	2,324	2	46,355		goshenhealth.com

SEOquake About 62,800,000 results (0.76 seconds)

Parameters SERP report Export CSV

Sort this page **Evernote** No Related Results in your notes

Locale **Ubersuggest Extension** Hide Show

United States **Ubersuggest** [Export to CSV](#)


Language **Set locale** [Reset](#)

People also search for... [Hide Section](#)

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Keyword	Vol	CPC	SD
yoga mats	90,500	\$2.41	85
best yoga mats	33,100	\$2.54	84
lululemon yoga mats	27,100	\$1.02	75
yoga mats target	12,100	\$0.32	93
jade yoga mats	12,100	\$0.84	69
gaiam yoga mats	8,100	\$1.60	83
gaim yoga mats	6,600	\$0.58	45
thick yoga mats	6,600	\$1.64	73
yoga mats amazon	6,600	\$1.07	96
yoga mats at walmart	6,600	\$0.52	87


Ads · Shop yoga mats



1/4 Inch Yoga Mat (24" x...

\$16.99

Yoga Direct




Manduka PRO Yoga Mat...

\$129.00

Manduka

★★★★★ (1k+)




lululemon Yoga Mat -...

\$68.00

lululemon at...

Free shipping




The Play Mat in Sand | Anti...

\$120.00

Bala

★★★★★ (20)



Warrior Mat i Smoky Quart...

\$100.00

Alo Yoga

★★★★★ (864)

Ad · <https://www.manduka.com/>

Manduka® Yoga Mats - Afterpay: Buy Now, Pay Later

Manduka® Designs the Industry's Finest Premium Quality **Yoga Mats**. Find Your Perfect **Mat**. Transform the Way You Practice With Legendary **Yoga Mats**. Start With a Solid...
[Yoga Mat Quiz](#) · [Sale Items](#) · [PRO Series](#) · [eKO Series](#) · [Foundation Series](#) · [GRP Series](#)

Ad · <https://athleta.gap.com/accessories/yoga-mats>

Athleta® Yoga Mats - Shop Yoga Mats

Shop Our Full Line Of Workout Essentials, Workoutwear & Cozy Styles, Available In XXS - 3X.

<https://www.amazon.com> > [yoga-mat](#) > [k=yoga+mat](#) **Traf/mo (us): 25.10K/952.96M - Kv**

1. **1-48 of over 1000 results for "yoga mat" - Amazon.com**

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0

Get domain authority, visits and engagement data with a free SEMrush account - [Connect](#)



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Keyword ideas

[SEO: The Complete Guide for Beginners](#)

2022 Reviews Top Consulting Firms in Alabama

Home > Consulting > Alabama

LAST UP

139 Firms

Reviews

Sort by Sponsored

Alabama, United Stat... Services Client Budget Hourly Rate Industry Reviews All Filters Clear All
Country: United States State: Alabama

List of the Top Alabama Consultants

MotionMobs Custom software consulting, design and development 5.0 6 REVIEWS

\$50,000+ \$200 - \$300 / hr 10 - 49 Birmingham, AL



"They're very personable and took the time to really understand what I wanted to do." Founder, JHO App, Inc

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Contact

VR Business Brokers Business Consulting

Visit Website



Get Background Information

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2. Get Background Information

- Year founded
- Are there any venture capital investors?
- Which companies did they acquire?
- Number of employees
- Number of customers
- Revenue



ORGANIZATION WhatsApp

CONNECT TO CRM SAVE

Summary Financials People Technology Signals & News

About

WhatsApp is a proprietary, cross-platform, free instant messaging subscription service for smartphones.

Acquired by Meta

- Santa Clara, California, United States
1001-5000
Series B
Private
www.whatsapp.com
49

Highlights

Table with 2 columns: Metric and Value. Rows include Total Funding Amount (\$60.3M), Contacts (266), Employee Profiles (26), and Investors (1).

Recent News & Activity

- News • Jan 31, 2022: BGR India – WhatsApp users, beware of this Android app that recovers delete messages
News • Jan 31, 2022: BGR India – WhatsApp new feature incoming, group admins to get more power very soon
News • Jan 31, 2022: TechHQ – WhatsApp for business the preferred customer engagement tool

VIEW ALL

Find More Contacts for WhatsApp

John Smith CEO Executive Operations

1 email found

View contacts for WhatsApp to access new leads and connect with decision-makers.

VIEW ALL CONTACTS

Want to explore more?



- Uncover in-depth company data and buy signals
Monitor companies

Henry Schein, Inc. (HSIC)

NasdaqGS - NasdaqGS Real Time Price. Currency in USD

★ Add to watchlist

📊 Visitors trend 2W ↑ 10W ↑ 9M ↑

Quote Lookup



75.95 **+0.65 (+0.86%)** **75.95** **0.00 (0.00%)**

At close: 04:00PM EST

After hours: 04:52PM EST

Summary

Company Outlook ^{vy}

Chart

Conversations

Statistics

Historical Data

Profile

Financials

Analysis

Options

Holders

Sustainability

For women with osteoporosis after menopause at high risk for fracture

shot every 6 months
can help strengthen and protect your bones

Take calcium and vitamin D as directed by your doctor.

Important Safety Information and Indication
Do not take Prolia® (denosumab) if you: have low blood calcium; or are pregnant or plan to become pregnant, as Prolia® may harm your unborn baby; or are allergic to denosumab or

[Full Prescribing Information](#) [Medication Guide](#)

Show: **Income Statement** Balance Sheet Cash Flow

Annual Quarterly Download

Income Statement

All numbers in thousands

🔗 Expand All

^{vy} Get access to 40+ years of historical data with Yahoo Finance Plus Essential. [Learn more](#)

Breakdown	TTM	12/31/2020	12/31/2019	12/31/2018
> Total Revenue	12,236,224	10,119,141	9,985,803	13,201,995
Cost of Revenue	8,683,682	7,304,798	6,894,917	9,606,911
Gross Profit	3,552,542	2,814,343	3,090,886	3,595,084
> Operating Expense	2,712,507	2,246,947	2,357,920	2,701,876
Operating Income	840,035	567,396	732,966	893,208
> Net Non Operating Interest Inc...	-24,269	-31,535	-35,035	-57,550
> Other Income Expense	-8,337	-35,966	-17,624	-140,310
Pretax Income	807,429	499,895	680,307	695,348
Tax Provision	183,397	95,374	159,515	155,492
Earnings from Equity Interest Net ...	30,976	13,916	17,900	22,270

^{vy} **Yahoo Finance Plus Essential access required.**
[Learn more](#)

300+ PAGES OF
Keep & Active Campaign Examples

Free Access

Campaigns of the Titans

See how the best build campaigns for sales funnels, membership courses, events, and more

[Plus This](#)

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Symbol	Last Price	Change	% Change
XRAY	53.11	-0.31	-0.58%
<small>DENTSPLY SIRONA Inc.</small>			
PDCO	28.40	-0.29	-1.01%
<small>Patterson Companies, Inc.</small>			

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See all 230 employees on LinkedIn

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See all details

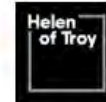
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Ad ...

Get the latest jobs and industry news



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Affiliated pages



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Marketing & Advertising
Showcase page

+ Follow

Pages people also viewed



Marketing Examples
Marketing & Advertising
21,072 followers

+ Follow



Content Marketing Institute
Marketing & Advertising
135,239 followers

✓ Following



Messaging



google

Monthly searches: 68.0m | CPC: \$1.70



View Default .com Desktop

91.23% (for google.com database) — View full report for this keyword Volume: 68,000,000/mo | CPC: \$1.70 | Competition: 0 |
 Volume 70.3M Clicks 8.4M CPC \$3 KD 99 Global Volume 543.5M Return Rate 5 Overview >

Local search by Ahrefs

All News Books Videos Images More

Tools

About 10,150,000,000 results (0.69 seconds)

https://www.google.com Traf/mo (us): 45.24M/118.68M - Kw (us): 857/827.29K

1. Google

Domain Authority: 100 Est. Visits: 4.3m 26 2.1m

Search the world's information, including webpages, images, videos and more.

MOZ DA: 100/100 (+0%) Ref Dom: 13.69M Ref Links: 16.01B Spam Score: 15%

AS: 0 Visits: 0 Pages/Visit: 0 Avg. Visit: 0 Bounce rate: 0
Get domain authority, visits and engagement data with a free SEMrush account - Connect
L: 445M LD: 13.9B I: 8 Rank: 1 Age: error whois source Rank: 5
Adv Disp Ads: 5.63M Pub Disp Ads: 8.20M

Account

Helps you. When you're signed in, all of the Google services you ...

Keep Google

Use your Google Account. Email or phone. Forgot email?

Images

Google Images. The most comprehensive image search ...

Translate

Google's free service instantly translates words, phrases, and ...

Go to Google Classroom

Not your computer? Use Guest mode to sign in privately. Learn ...

Google Classroom

Use your Google Account. Email or phone. Forgot email?

[More results from google.com »](#)

Domain > DR 98 AR 6 BL 20.7B RD 50.1M ST 241.1M KW 61.9M Page > UR 93 BL 751.4M RD 818.1K ST 33.7M KW 715.1K

Top stories

Ubersuggest Extension

Hide Show

Ubersuggest

Export to CSV

People also search for...

Hide Section

Related Suggestions Questions Prepositions Comparisons

Keyword	Vol	CPC	SD
google	68.0m	\$1.70	88
google translate	45.5m	\$0.85	90
google maps	24.9m	\$0.58	92
maps google	20.4m	\$0.53	91
google docs	16.6m	\$0.77	92
classroom google	13.6m	\$0.17	67
google classroom	13.6m	\$0.17	73
flights google	9.1m	\$2.13	53
drive google	9.1m	\$1.47	88
google drive	9.1m	\$1.70	89

Ubersuggest 1 - 10 of 2673469

SEO Metrics

Hide Section

SEOquake

- Parameters
- SERP report
- Export CSV

Sort this page

Locale

United States

Language

Set locale

Reset

Ex



Analyze Your
Competitors Products
and Services

ahrefs



A1:E1 Competitive Analysis Template

		Competitive Analysis Template		
		Competitor 1	Competitor 2	Competitor 3
Company	Founded			
	VC?			
	Acquired companies?			
	# of employees (LinkedIn)			
	# of customers			
Product	Revenue			
	Features			
	Pricing			
	Distribution channels			
	Strengths			
Target segments	Weaknesses			
	Main segment			
	Secondary segments			
Marketing	Positioning			
	Channels they dominate			
	Distinctive assets			
Ghost shopping	Communication shortcomings			
	Buying experience			
	Sales tactics			
	Support rating			
	Retention tactics			

Introducing

Type "@" in a c
Easily book me
access detailed

Got f

https://docs.google.com/spreadsheets/d/1GJef-SEef9IrBcQozBrrG4M8qTI8_P6VeEMfGB8C_qo/copy?usp=sharing

3. Discover Your Competitors Features and Solutions

- Visit product pages
- Test their products/service out for yourself
- Start off High-level information

3. Competitor Pricing

- View product pages
- If custom quotes, do ghost shopping
- Talk to current and past customers

We have many ways for you to participate in classes here at Just Breathe Yoga. Below you will find our current class pricing. This pricing is good for all classes with the exception of Prenatal and Kids Yoga classes.

New Student Special \$40

Unlimited classes for 2 weeks, call or purchase in the studio. New students only.

[BUY NOW](#)

Drop In \$25

5 class Card \$100.00

[BUY NOW](#)

10 class card \$180.00

[BUY NOW](#)

1 Month Unlimited \$160

(\$25.00 Discount if signed up with Auto-Pay)

[BUY NOW](#)

3 month unlimited \$450.00

[BUY NOW](#)

6 month unlimited \$870.00

[BUY NOW](#)

Student Drop in \$20.00

In Studios purchase only

High School/College 10 class Card \$150.00

In Studio purchase only

Gift Cards

Buy Now

Yoga Classes Cost

How Much Do Yoga Classes Cost?



Typically: \$10-\$20 a class

Yoga increases the body's balance and core strength by partnering poses with deep breathing. The combination lowers blood pressure, heart and respiratory rates and the body's level of cortisol, a hormone it produces to combat stress.

Some yoga studios also offer a popular, contemporary form of yoga called Bikram, commonly known as hot yoga, where instructors turn the heat up to 105 degrees Fahrenheit or higher.

Typical costs:

- The average cost of single drop-in sessions at yoga studios and fitness centers across the country is **\$12**, although some instructors in metropolitan and coastal areas charge as much as **\$16**. Many gyms offer unlimited yoga classes to clients as part of their overall membership package.
- Prices decrease when practitioners buy multiple sessions. Studios in California, Texas, Nebraska and North Dakota offer packages of 5 sessions for **\$50 to \$75** and 10 sessions range from **\$90 to \$135**.
- Some studios offer monthly bundles for a flat fee. For example, San Francisco chain Yoga Tree offers a variety of packages, including a 1-month plan for **\$190**, which covers up to 30 classes.

Related articles: [Fitness Club](#), [Personal Trainer](#)

What should be included:

- Yoga classes are typically an hour long. While some studios specific classes based on the level of difficulty, most offer just a general type suitable for beginners and experienced practitioners.
- Instructors are often certified by an accredited fitness program or specialized yoga school, but it is not required. Many studios provide mats for greater comfort and play soft, soothing music as background.
- Sessions typically begin with stretching, followed by asanas performed in mirror image






FREE SHIPPING. NO MINIMUM

fresh
Rose Deep Hydration Oil-
Infused Serum 100 mL

\$60 ★★★★★

SEPHORA
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Today's Featured Cost Articles

-  What would a personal trainer cost to reach those New Year's resolutions?
-  If joining a gym was one of those resolutions, how much will it cost?
-  Need help uncovering your driveway? You may need a snow removal service.
-  A space heater can keep you warm on chilly December nights.
-  Who is planning your big holiday event? A catering company may be able to help.

Manage
all your
orders
in one

Competitive Pricing Tools for Your Products and Services



Written by: Jimmy Newson

Jimmy Newson is the founder of Jimmy Newson Consulting, a business consulting and advising firm. Clients call him "The Profit Producer" because of his extraordinary results. He's also the Senior Advisor for the NY Marketing Association, and the founder of Moving Forward Small Business, a global effort to save 1M businesses from failure by 2050.

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0 Comment(s)

August 13, 2020

<https://www.jimmynewson.com/competitive-pricing-tools-for-your-products-and-services/>

What strategy do you currently have in place to price your products or services? Do you implement different strategies to test and see which one performs better?

Have any questions?
help!

3. Customer Reviews

- Pay more attention to 2-4 star reviews
- More to unpack there
- Find what they like, don't like and what might be missing to have achieved a higher review
- Review platforms:
 - Google Business Profile (Formally GMB)
 - Yelp
 - FB
 - G2

4. Strengths and Weaknesses

- Document a few strengths and weaknesses for each competitor
- Mailchimp Example:
 - **Strengths:** It's likely capable of anything you'd want from such a product
 - **Weakness:** More expensive than alternative, likely too overwhelming for a beginner



Discover Your Competitors Targeting & Positioning

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4. Competitors Targeting & Positioning

- Visit your competitors' homepage
- Product and Pricing Pages
- Online interviews with key staff
- Check out their ads
 - Youtube, Vimeo & Other social media platforms: Search for commercials and demos
 - Facebook: Page Transparency
- Traditional Media: TV, Billboards, Radio

Marketing smarts for big ideas

Mailchimp helps small businesses do big things, with the right tools and guidance every step of the way.

[Pick A Plan](#)



Overview

Overview 2.0

Backlink profile

- Backlinks
- Broken backlinks
- Referring domains
- Anchors
- Referring IPs
- Internal backlinks
- Link intersect

Organic search

- Organic keywords
- Top pages
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- Competing pages
- Content gap

Pages

- Best by links
- Best by links' growth
- Top content

Outgoing links

- Linked domains
- Anchors
- Broken links

Paid search

- Paid keywords New
- Ads
- Paid pages

Export

- CSV
- PDF

Legacy

Top Ads ⁱ How to use

Include Any Exclude Any target

United States 128 results

Ads ⁱ	Volume ⁱ	Traffic ⁱ	CPC ⁱ	Keywords ⁱ	Destination URL ⁱ
Gaiam.com - Gaiam® Official Site - Yoga & Fitness Equipment Ad http://www.gaiam.com/ Gaiam is the Leading Innovator of Yoga Mats, Accessories & Wellness Products. Yoga & Fitness Products For All! Get Fit And Find Your Center With Gaiam ®. All the Yoga Essentials. Recovery Products. Active Sitting. Sign Up & Save 20% Made By Yogis, For Yogis.	16,000	74.5%	0.70	1	www.gaiam.com/
Gaiam® Official Site - Gaiam® Yoga Mats Ad http://www.gaiam.com/gaiam/yoga Yoga & Fitness Products For All! Get Fit And Find Your Center With Gaiam®. Yoga, Fitness, and Wellness. Shop Now on Gaiam® Official Site! Sign Up & Save 20% Recovery Products. Yoga for Every Body. All the Yoga Essentials. Satisfaction Guarantee. Active Sitting.	2,600	10.3%	1.20	1	www.gaiam.com/
Zabuton Meditation Cushions - Gaiam Tagged "Blankets &..." Ad https://www.gaiam.com/	8,200	2.3%	1.90	1	www.gaiam.com/collections/meditation-seating/blankets-bolsters
Gaiam® Yoga Mats - 20% Off Sitewide Black Friday Ad http://www.gaiam.com/ Deal: 20% off Yoga Gear - Code YOGADEAL	8,100	2.0%	0.70	1	www.gaiam.com/collections/yoga-mats
Gaiam.com - Gaiam® Yoga Mats - 20% Off Yoga Code YOGADEAL Ad http://www.gaiam.com/	8,100	2.0%	0.70	1	www.gaiam.com/collections/yoga-mats
Mats & Bags - Yoga Equipment & Supplies - Yoga Companies - ... Ad https://www.gaiam.com/	3,100	1.4%	1.70	1	www.gaiam.com/pages/yoga
Gaiam.com - Gaiam® Yoga Gear - Gaiam® Official Yoga Ad https://www.gaiam.com/ Find Yoga Mats, Bags, Props, Apparel & More! Shop Now on Gaiam ® Official Site. Find Low Prices On Quality Yoga Gear From The Gaiam Official Site. Shop Now! Made By Yogis, For Yogis. Satisfaction Guaranteed. Yoga for Every Body. Types: Yoga Mats, Blocks, Mat Bags.	1,000	1.2%	1.50	1	www.gaiam.com/collections/yoga

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- Castos
- Caleb T Johnson
- EJP Inspirations
- Smart Hustle Media
- Wirecast
- Show 22 more



Small Business Expo Chicago 2021 TV Commercial

152 views • 5 months ago

796 subs Enga: 0% VPD: 0.89 SEO: 35/100

Small Business Expo

See our exciting new Chicago 2021 Live Show TV Spot!



Small Business Expo walk around

2.8K views • 4 years ago

957 subs Enga: 1% VPD: 1.77 SEO: 5/100

The Guam Daily Post

The 13th Annual Small Business Expo & Outreach Event, sponsored by the Guam Chamber of Commerce, took place at the Hyatt ...

Find YouTube keywords for "small business expo commercial" (US)

Search Insights

Ranking Difficulty

33/100

Query	small business expo commercial
Search Volume	0/mo
Top Channel	Small Business Expo (17 videos)
Maximum Views	14K
Average Views	2.22K
Average Age	5 years
Keywords in Title	0% (0 / 19)
Keywords in Description	0% (0 / 19)
Added in last 7 days	0% (0 / 19)
Added in last 6 weeks	0% (0 / 19)
Total verified channels	0% (0 / 19)

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Detailed Breakdown

Most Used Tags

Copy Export

KEYWORD	Load Metrics (uses 10 credits)	USAGE
small business expo		17
business events		14
small business		12
business networking		9
testimonial		8
attendees		8
sbe		8
small business saturday		8
Business		4



Page transparency



Page information for Nike



Nike

Sportswear Store

Organizations that manage this Page




NIKE, Inc. is responsible for this Page.
 This is a person or organization that has completed our verification process and claimed responsibility for this Page.

NIKE, Inc.
 Beaverton OR, 97005-6453 United States of America

Page history

-  **Changed name to Nike**
July 16, 2010
-  **Page created - Nike: Just Do It**
May 21, 2008

People who manage this Page



Primary country/region location for people who manage this Page includes:

- United States (134)
- South Korea (60)
- India (32)

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Q Nike



Keyword



Filters

Launched February 2022

Started running on Feb 1, 2022

Platforms

ID: 541479863510877

2 ads use this creative and text

See ad details



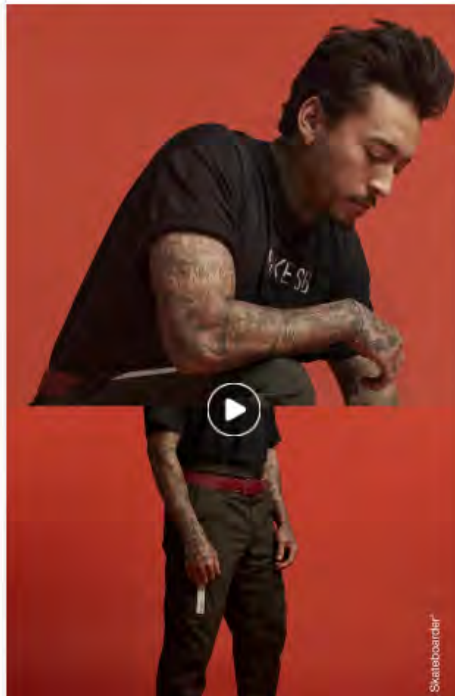
Started running on Feb 1, 2022

Platforms

ID: 544603079864540

2 ads use this creative and text

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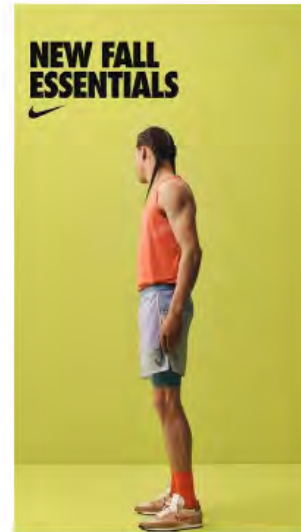
Started running on Feb 1, 2022

Platforms

ID: 2092467764235671

2 ads use this creative and text

See ad details





Research Your Competitors Distribution Channels

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5. Competitor Distribution Channels

DTC (Direct to consumers)

- Website
- Their Brick & Mortar
- Door-to-door
- Direct Mail

5. Competitor Distribution Channels

Through Middleman/3rd Party

- Wholesalers
- Retailers
- Huge Supply Chains
- Affiliates & Referrals

5. Competitor Distribution Channels

Tips/Discovery

- Start with visiting their website (DTC)
- Google their brand and see if you can order through third-parties (Retailers)



Review Your Competitors Communication Strategies

ahrefs

6. Competitors Communication Strategies

- Logos
- Brand colors
- Mascots
- Slogans
- Fonts

6. Competitors Communication Strategies

Slogan Examples

- Just Do It
- 30 Minutes or Less
- America Runs On Dunkin
- Finger-Lickin' Good
- Diamonds Are Forever
- They're GRRR-EAT!



Ghost Shopping

ahrefs



7. Time for Some Ghost Shopping

- Review the whole buying process
- What are their sales tactics?
- Who's their customer service?
- How's the onboarding process and customer retention

RETENTION STRATEGIES

- Build customer trust and long-term relationships.
- Create a robust customer loyalty program.
- Leverage your customer data.
- Re-engage customers using marketing automation.
- Measure customer lifetime value.
- Personalize your communications and offers.



SWOT Analysis

ahrefs

8. SWOT Analysis

- **Strengths:** advantages of the business or product over competitors
- **Weaknesses:** disadvantages of the business or product relative to competitors
- **Opportunities:** external factors the business can leverage to its advantage
- **Threats:** external factors that can cause problems for the business

Homemade Bakery Example

SWOT ANALYSIS EXAMPLE

<p> STRENGTHS</p> <ul style="list-style-type: none">○ Unique taste○ Quality ingredients○ Friendly staff	<p> WEAKNESSES</p> <ul style="list-style-type: none">○ Low profits○ No business website○ Competition has more offerings
<p> OPPORTUNITIES</p> <ul style="list-style-type: none">○ Market boom○ Could expand to add pastries○ Can implement loyalty program	<p> THREATS</p> <ul style="list-style-type: none">○ Gluten-free societal trend○ Drought○ Negative reviews



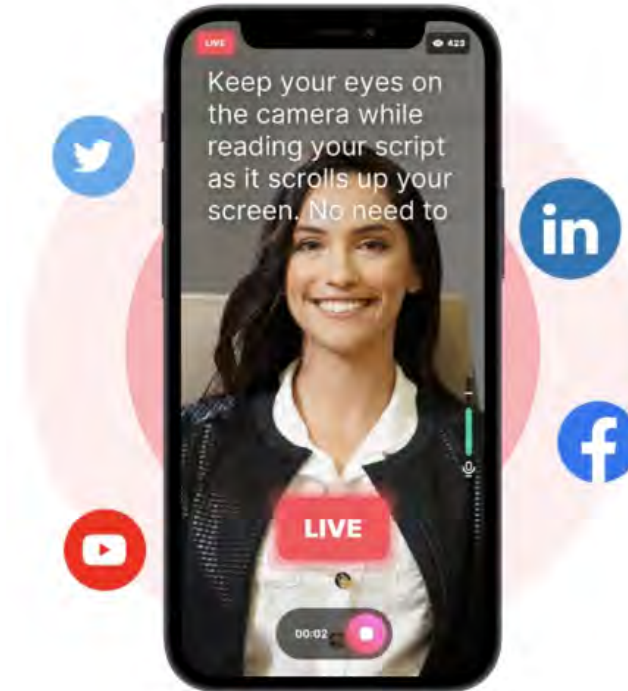
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Define Your Top 3-5 Competitors
Find Out Everything You Can
Revisit Every 6 – 12 Months





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