

Competitive Analysis

Target market & market share

COMPETITOR	OPPORTUNITIES	COMMENTARY
Target market		
Veticals		
Market shares		

Unclaimed responsibilities

COMPETITOR	OPPORTUNITIES	COMMENTARY
Product overview		
Positioning/category		
Pricing		

CORE FEATURE COMPARISON

Positioning/category		
Pricing		

Competitive Analysis

Marketing Strategies

	COMPETITOR	OPPORTUNITIES	NOTES AND LINKS
Overall strategy			
Website			
Blog/content			
Social presence			
Website			
SEO			
Online advertising			
Offline advertising			
Videos and webinars			
Major events			
Customer resources			
Customer review listings			
Press releases and mentions			
Customer engagement			
Social proof (customer logos)			
Partnerships and investments			

Competitive Analysis

SWOT analysis

STRENGTHS

YOUR COMPANY

WEAKNESSES

THREATS
