

30 Essential Checkpoints: Competitor Analysis for Free

When engaging a design/branding agency, they typically ask these questions, and it can cost \$5K+. I'm here to help you save on expenses. Your insights matter, and with just 30 Yes/No questions, you'll uncover what your business may lack in branding. After completion, your scorecard will be sent directly to your inbox.

Let's get started!

Competitor Analysis Checkpoints

- Identify key industry rivals for a comprehensive competitive landscape.
- Evaluate internal strengths, weaknesses, opportunities, and threats for strategic insights.
- Uncover distinct features that set competitors apart to refine your value proposition.
- Quantify competitors' market share to gauge industry dominance.
- Analyze features, pricing, and quality for refining your market offerings.
- Understand customer sentiment through reviews for competitor insights.
- Evaluate competitors' pricing strategies to position your offerings effectively.
- Identify competitors' distribution channels and optimize yours accordingly.
- Gain insights into how competitors are perceived to shape your brand strategy.
- Analyze competitors' promotional activities for refining your marketing strategy.
- Assess competitors' adaptation to emerging trends and technologies.
- Examine competitors' financial stability and growth patterns for benchmarking.
- Determine competitors' international operations and market reach.
- Investigate strategies competitors use to build and maintain customer loyalty.
- Evaluate competitors' effectiveness in the digital space through websites and social media.
- Ensure competitors adhere to industry regulations for comprehensive market analysis.
- Identify key collaborations contributing to competitors' strategic advantage.
- Assess the skills and expertise of competitors' teams for benchmarking talent.
- Understand how competitors react to industry trends for strategic planning.
- Identify risks and opportunities based on competitor analysis for proactive decision-making.
- Evaluate competitors' online advertising and SEO tactics for digital strategy refinement.
- Assess the level of engagement on competitors' social media platforms for insights.
- Analyze how competitors handle customer inquiries and issues for improving your service.
- Determine the life cycle stage of competitors' products/services for strategic planning.
- Evaluate the efficiency of competitors' supply chain processes for optimization.
- Explore recent expansions into new markets by competitors for trend awareness.
- Assess the stability of competitor teams for insights into workplace dynamics.
- Track changes in competitors' branding strategies over time for industry trend awareness.
- Evaluate competitors' involvement in local or global communities for insights.
- Assess how competitors leverage technology in their operations for insights into technology



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