

COMPETITOR ANALYSIS

COMPETITOR OVERVIEW

Competitor Name:

Competitor Summary:

Resources Offered:

Pricing:

MARKETING STRATEGY

Key Messages:

Advertising:

FEATURES	BENEFITS

COMPETITOR ANALYSIS

DIGITAL SUMMARY

Website:

Social Summary:

SOCIAL METRICS

FACEBOOK	TWITTER
Fans:	Followers:
Number of posts a week:	Followers:
Type of content:	Hashtags:
Engagement score (1 = low, 5 = high):	Twitter Chats:
	Number of tweets per day:
	Type of content:
	Engagement score (1 = low, 5 = high):

SWOT

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS