



competitor checklist.

Use the Brand Meadow competitor checklist to help understand your competitors. The aim is to understand how your competitors position themselves and how to differentiate your company or organisation within the market.

Unique Selling Point(s) | Sectors | Clients | Keywords | Search terms |
Key features | Identity | Language | Promo channels.

ESTIMATED TIME 40 MINS EACH

Competitor checklist

Name of competitor:

Location(s):

Channels used to promote themselves

Web

Facebook

LinkedIn

Instagram

Email

Conference

Search & paid

Trade press

Other (please comment)

What are their Unique Selling Points?

- How do they differentiate themselves in the market?
-
-

What are their main client sectors?

- e.g educational, not-for-profit
-
-

Who are their main clients?

-
-
-

What keywords do they use to describe themselves?

- e.g educational, not-for-profit
-
-

What search terms do your competitors use?

Use the following tools to help you to do your research:

- <https://www.spyfu.com/>
- <https://trends.google.com/trends/?geo=US>
- <https://www.google.com/alerts>
- <https://www.alexa.com/>
- <https://www.compete.com/>

What are the key features of their service or product?

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-
-

Brand identity

- What 3 main colours do they use
- What fonts do they use
- What overriding impression do they give? e.g modern, traditional, slick
- Do they use photography or an illustrative style?

Brand language

- What is their tone of voice? e.g informal, formal
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