



# COMPETITOR MONITORING WORKSHEET

## Marketing Strategy Development

### Competitor Information

Competitor Name: \_\_\_\_\_

Primary Product/Service: \_\_\_\_\_

Market Positioning: \_\_\_\_\_

### 1. Content & Messaging Review

• **Content Themes:** \_\_\_\_\_

*What key themes or topics are they focusing on?*

• **Brand Voice & Tone:** \_\_\_\_\_

*Describe the style and tone (e.g., friendly, authoritative, formal).*

• **Notable Content Pieces:** \_\_\_\_\_

*List 1-2 standout pieces (e.g., blog posts, videos).*

### 2. Advertising & Promotions:

• **Channels Used:** \_\_\_\_\_

*(e.g., social media, PPC, email, print).*

• **Ad Messaging & Calls to Action:** \_\_\_\_\_

*(Summarize the key messages or CTAs used).*

• **Frequency:** \_\_\_\_\_

*How often do they promote (e.g., weekly, bi-weekly)?*

### 3. Customer Feedback & Reviews:

- **Sentiment Overview:** \_\_\_\_\_  
*Describe general customer sentiment (e.g., positive, mixed).*
- **Common Praise/Complaints:** \_\_\_\_\_  
*Note any recurring praise or complaints.*
- **Platform for Reviews:** \_\_\_\_\_  
*Where are they most reviewed (Google, social media)?*

### 4. Target Audience & Persona Comparison:

- **Competitor's Target Audience:** \_\_\_\_\_  
*Describe who they appear to be targeting (demographics, preferences).*
- **Audience Appeal:** \_\_\_\_\_  
*What aspects of their approach might appeal more to your personas?*
- **Persona Fit:** \_\_\_\_\_  
*Would any of your audience personas prefer this competitor's approach over yours? If yes, why?*
- **Adjustments Needed:** \_\_\_\_\_  
*What changes could help ensure your approach appeals more strongly to these personas?*

### 5. Gaps & Opportunities for Differentiation:

- **Content or Service Gaps:** \_\_\_\_\_  
*What's missing from their approach?*
- **Customer Pain Points:** \_\_\_\_\_  
*What needs or concerns could your brand address better?*
- **Differentiation Opportunities:** \_\_\_\_\_  
*List 1-2 ways to stand out (e.g., new product feature, unique messaging).*
- **Adjustments Needed:** \_\_\_\_\_  
*What changes could help ensure your approach appeals more strongly to these personas?*

### 6. Strategy Adjustments Based on Insights:

- **New Tactics to Test:** \_\_\_\_\_
- **Messaging Changes to Try:** \_\_\_\_\_
- **Additional Notes:** \_\_\_\_\_