

7 BUSINESS GROWTH

—Guide to Conduct—

Competitive Analysis Tips



1

STUDY YOUR COMPETITORS' WEBSITE



It is an intelligent start when you know what your rivals are putting on their website and what strategy they have in mind.

2

SUBSCRIBE TO THEIR MAILING LIST



While exploring their website, it is beneficial to subscribe to their email lists. It enables you to know about their latest products, contests, promotions and other useful information.

3

FOLLOW THEM ON SOCIAL MEDIA



To know about social media channels of the competitors helps you engage with the target audience.

4

PERFORM SEARCHES ON SPECIFIC KEYWORDS



Searching for industry keyword is an effective way to identify new and prospective customers.

5

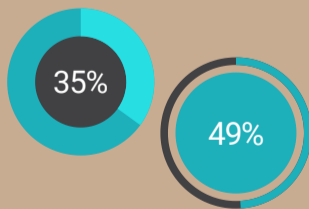
ACTIVATE GOOGLE ALERTS



Google alerts acts as an efficient tool to learn about an industry and its product category and also helps in knowing about people's opinion of you on forums, blogs, and other channels.

6

CONDUCT ONLINE SURVEYS



Online surveys are an effective research tool that delivers you a refined database comprising of useful details.

7

BE PART OF TRADE SHOWS FOR BETTER RESEARCH



Evaluate how you compare to others based on image, professionalism, product distinction, visibility, exhibit design, and marketing distinctiveness.

Source:

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