|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|   | YOUR COMPANY | COMPETITOR 1 | COMPETITOR 2 | COMPETITOR 3 |
| OBSERVATIONS |   |   |   |   |
| TARGET AUDIENCE |   |   |   |   |
| CORE SERVICES |   |   |   |   |
| IS VALUE CLEARLY DEFINED? IF SO HOW? |  |  |  |  |
| COMPELLING COMPETITIVE ADVANTAGE |  |  |  |  |
| GEOGRAPHICAL FOCUS |  |  |  |  |
| TOTAL SOCIAL MEDIA ACCOUNTS | # | # | # | # |
| FOLLOWERS & FREQUENCY | FACEBOOK | Example: 500 Followers, a few posts per week. | # | # | # |
| INSTAGRAM | # | # | # | # |
| LINKEDIN | # | # | # | # |
| TWITTER | # | # | # | # |
| BLOG/VLOG | Example: Yes, monthly. | # | # | # |
| GOOGLE MY BUSINESS REVIEWS | # | # | # | # |
| PERCEIVED STRENGTHS |   |   |   |   |
| PERCEIVED WEAKNESSES |   |   |   |   |
| BUSINESS SIZE |   |   |   |   |
| POINTS OF DIFFERENCE |   |   |   |   |
| ANYTHING WORTH STEALING? |   |   |   |   |
| MYSTERY SHOPPING FINDINGS/USER EXPERIENCE |  |  |  |  |