

# The CMO's toolkit to competitive analysis

# Table of Contents

---

<b>INTRODUCTION: IT'S TIME TO OUTPERFORM THE COMPETITION</b> .....	<b>2</b>
<b>CHAPTER 01: PREPARE YOUR RESEARCH</b>	
Overview of avction & resources .....	5
Free competitive analysis tools .....	6
<b>CHAPTER 02: GATHER INFORMATION</b>	
Competitive analysis infographic .....	9
Competitive analysis checklist.....	11
<b>CHAPTER 03: ANALYZE INFORMATION</b>	
Other factors your should consider.....	15
Types of analysis + free downloadable templatees.....	17
<b>THE END: LAST WORDS &amp; MORE ABOUT NEXOYA</b> .....	<b>18</b>

# It's time to **outperform** the competition

Welcome to your Competitive Analysis Toolkit.

Having an in-depth knowledge of your competition is the key to staying ahead of the game. Competitive analysis is exactly how you will manage and maintain your competitive position.

Inside this toolkit, you will find a step-by-step competitive analysis process, helping you identify your competition, evaluate their attributes, gauge their strengths and weaknesses, and uncover their objectives and strategies in your market segment.

You can expect some exercises, examples, templates, and activities to get the wheels turning. Enjoy!

CHAPTER 1

# Prepare your research



“All **failed** companies are the same.  
They **failed** to escape competition.”

– Bit.AI

# Overview of actions & Resources

## Defining objectives

If you're constantly struggling to keep up with your competition, it might be helpful to take a deep dive into their business, brand, and customers. That way, you can differentiate your company within the industry, gain market share, and outperform your competitors.

## Get support from:

- Brand manager
- Product manager
- Marketing manager
- Content marketer
- Copywriter
- Designer

## Tactics:

- Comparison tools
- Pricing
- Case studies
- Newsletter
- Social medias

## Competitive analysis can:

- Uncover gaps and opportunities
- Help you craft your brand
- Bring you closer to your audience


## Extra reading:

- [20 tools every performance marketer should know](#)
- [Your online advertising cheat sheet: All bidding strategies in one place](#)
- [5 Social Media Management Tools that will save your time](#)

# Free Competitive Analysis Tools

 Find out when and where your competitors are mentioned online.

 Get detailed analytics like mentions, mention frequency, sentiment, reach, etc.

 Find out where your competitors are getting its traffic from, from what sources, and what demography is its audience.

 Know what kind of content is getting the highest rate of social engagement in your competitor's content or the industry.

 Check keywords based on your niche, get SEO tips. Great for website optimization.

 Analyze your competitor's top organic, paid keywords, and backlinks.

CHAPTER 2

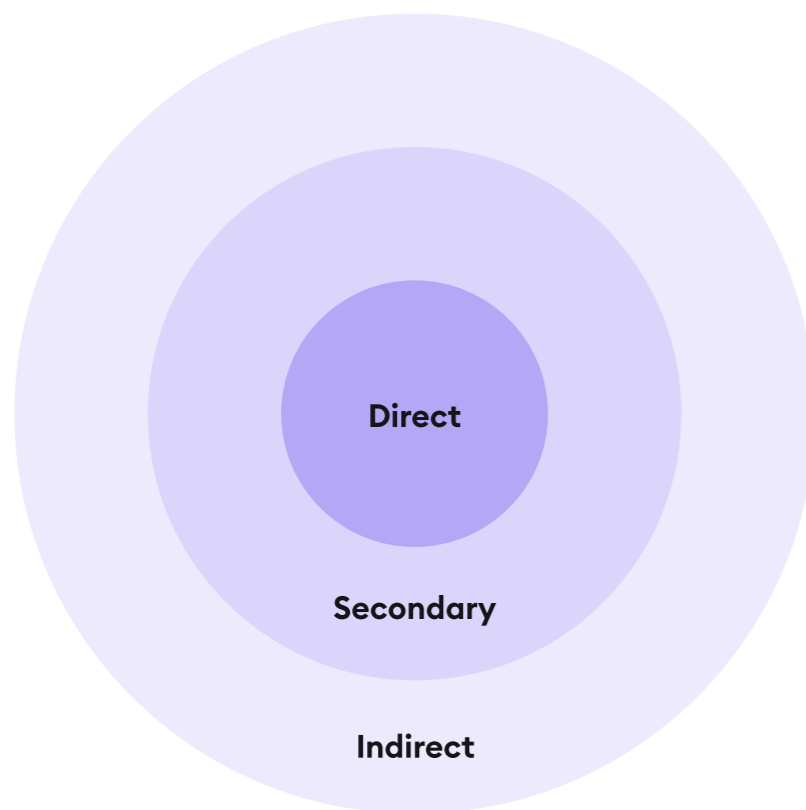
# Gather information



# Identify competitors

Doing a top-notch competitive analysis relies on gathering information that you will turn to, in order to outperform the competition. However, finding these insights isn't as quick as a Google search; you need a defined process.

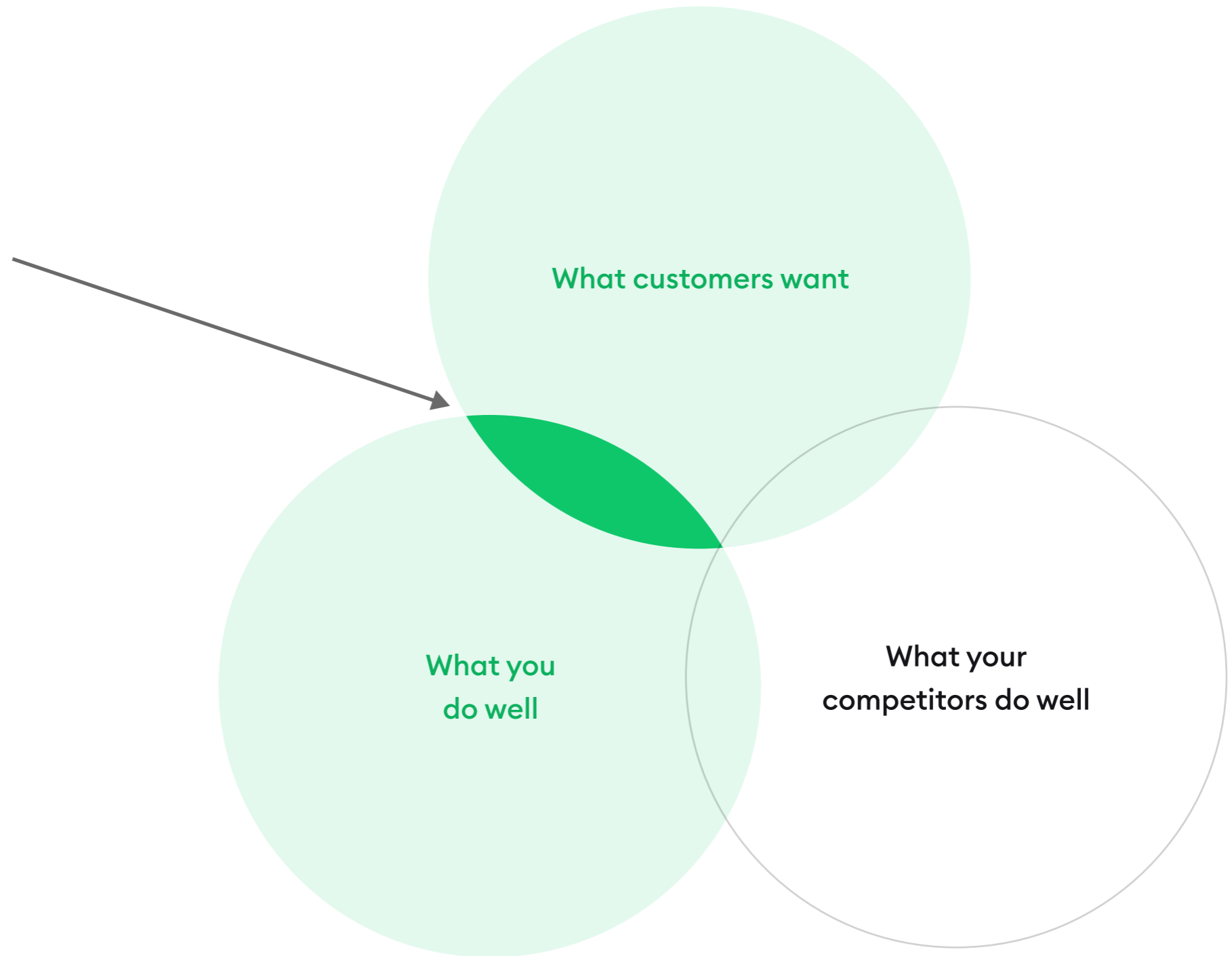
Before you get lost in a sea of insights, we have put together 4 steps to help you make the most of your research.



- They offer the same products or services, to the same audience as you.
- They offer a variation of your product, either at the high or low end of the spectrum.
- They offer different products or services, but could satisfy the same need.

# What makes you different?

**Your Unique  
Selling Proposition**



# Gather data & build their profile



# Competitive checklist

Go through this 20-point checklist and see how well you hold up against your competition.

## The first impression

Your competitor's website and social media pages can be your starting point. The website and social accounts will give many hints about their strategy and sales plan.

- Is the pricing on their website?
- Do they capture leads on their website and how (e.g. newsletter, demos, trial etc.)?
- Which social media do they use, and how often?
- What is their storytelling?
- Do their products have benefits that yours don't?
- Are they doing paid ads (e.g. PPC, AdWords or Facebook advertising)

# The user experience

A good user experience is key to conversions. Look at your competitors' websites from these perspectives and compare them to your own.

- What's the first thing you notice about their website?
- Is it clear to a user what product they sell and what value they offer?
- How are they helping their users? (e.g., how-to's, ebook, calculator, FAQs, chat, etc.)
- Do the lead capture forms stand out without being spammy?
- What kind of visuals and messaging tone are they using, and how efficient are they?
- Do they have a blog? How often do they post?
- Do they have a mobile app?

# Trustworthiness

Nobody does a purchase without trusting the website. So let's see if users would trust you more than your competitor.

- Do they have testimonials or reviews?
- Do they offer a guarantee, after sale service, or other warranties?
- Do they show any awards, certifications, partnerships, or membership?

# Technical issues

Addressing technical issues can improve your visibility. Check the following points and find out where you stand.

- How is their page speed?
- Is their website mobile-friendly?
- Where are they getting the backlinks?
- What are their top-ranking keywords?

CHAPTER 3

# Analyze information

# Factors to consider

## Product Evaluation

From your sales employees and customer feedback, you should know what product features and benefits are most important to your customers.

A product's or service's competitive position is primarily determined by how well it is differentiated from its competition and its price.

Customers' feedback is only a portion of the analysis; internal operational factors can provide a competitive edge as well. You can consider:

- Financial resources
- Operational efficiencies
- Strategic partnerships

## Market share

The most used indicator of sales performance is market share. To determine your company's market share, refer to this formula:

**Current Market Share = Company sales/Industry sales**

Then proceed with your competitors' market shares; it will give you a clear idea of how your sales volume compares to your competition's.

## Templates that will help

[Competitive landscape: Overview of all of your competitors compared to your company.](#)

[Competitor overview: Strengths and weaknesses summary](#)



## Market objectives & strategies

For each competitor you will analyze, you should also figure out if they are trying:

- To introduce technologically improved products?
- To establish themselves as the market leaders?
- To develop new markets for existing products?

And here are some possible strategies they may be using:

- Reducing prices
- Advertising more frequently
- Buying a competitor to increase market share and customer base
- Improving a product using innovation

You can enhance the analysis by also identifying their strengths and weaknesses, using a SWOT.

## Your position in the market

By now, it should be a bit more clear to you where you stand in your marketplace. Once you have completed all the points we mentioned earlier, you are ready to do the following:

- Identify competitive advantage and disadvantage
- Consider opportunities your company can face, like types of market penetration, distribution coverage, product line needs, price revisions, and/or cost reductions.
- Do a demographic analysis of your market

## Templates that will help

**Market analysis: Marketing strategies used by each competitor to target buyers.**

**Competitor Profile: In-depth view of your competitors, (key details, product, and features).**

# Types of analysis you can do

## Free downloadable templates

[Value proposition analysis: Assess what your competitors use to share the benefits of their product.](#)

[Search engine competitive analysis: Evaluate content landscape around your offering.](#)

[Social media overview: Understand what resonates with your market's audience.](#)

[Sales battlecard: Help your sales teams close deals using your competitors' information.](#)

[Messaging competitive analysis: What are the key messages your competitors use to attract and engage.](#)

# Conclusion

In this toolkit, you have learned about the key processes when doing a competitive analysis, defined some crucial strategy elements, and gone through various questions paired with tactics used to formulate a complete analysis.

Thanks for reading. If you have questions, don't hesitate to reach out.

## About Nexoya

Nexoya's mission is to enable data-driven decisions for marketers.

With our AI marketing analytics tool, you will have a holistic understanding of how your marketing campaigns, conversions, clicks, and other KPIs are performing, as well as the ability to track each of them.

In addition, you will learn which channel is the best and where you get the best return-on-ad-spend (ROAS) by optimizing your budget allocations on various channels.

Visit [nexoya.com](https://nexoya.com) to learn more.

Sincerely,

Nexoya

Email: [info@nexoya.com](mailto:info@nexoya.com)