|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | | 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 | |  |  |  |  |