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23 ACTIONABLE TECHNIQUES AND WAYS TO RESEARCH COMPETITORS

Infographic

WAYS TO RESEARCH COMPETITOR'S PRODUCTS AND SERVICES:



Check any of the product-related pages on your competitors' websites as product descriptions, product reviews, help articles, forum activities, etc.



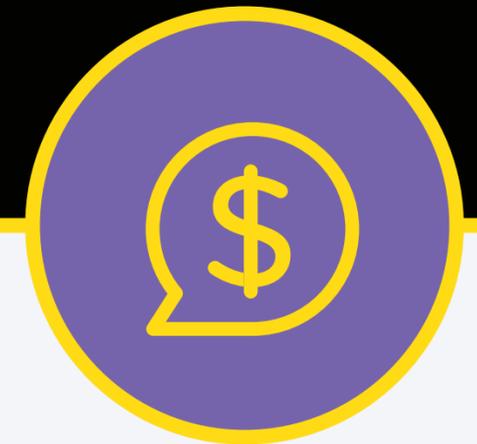
Purchase competitor products on a regular basis to follow updates and to note details as the time it takes to ship, the level of service, customer experience, etc.



Understand all of the components of your competitor's pricing strategy (such as discounts, fees, distributing channels, additional services, pricing segmentation)

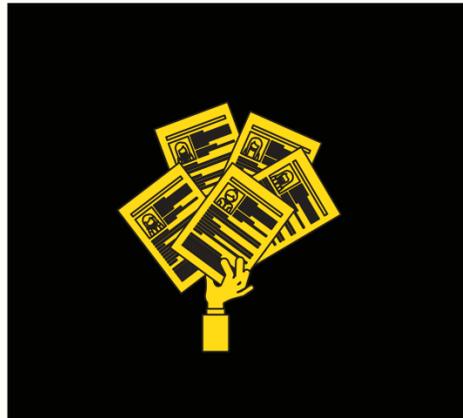


Keep an eye on sites for sharing customer feedback to see reviews, advice, recommendations, or complainings about your competitor's products.

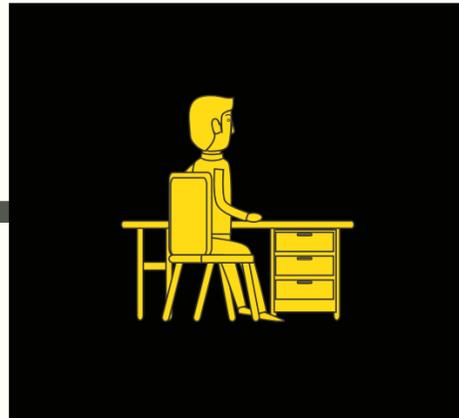


Use competitive intelligence software tools as Crayon or Custodee to track competitor's product and services at scale.

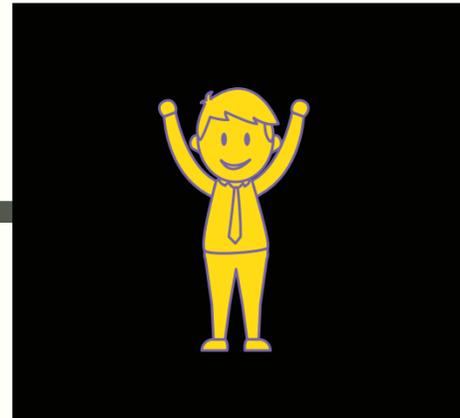
WAYS TO RESEARCH COMPETITOR'S EMPLOYEES:



Read employee reviews on sites like Glassdoor and Indeed to check what current and ex-employees are saying about the company.



Research LinkedIn to find former employees and new hires. Check in details the profiles of the employees – their qualifications, positions, skills, certificates, etc.



Check Quora and find the answers of your competitor's staff. Pay attention to their writing style, profile, company presentation, etc.



Keep an eye on the team page on the competitor's website to get detailed info about the team and to notice the employee retention rates.

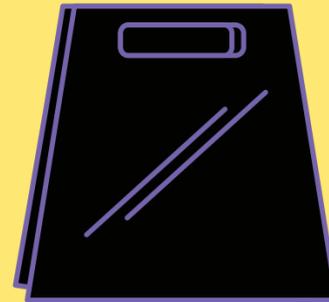


Monitor hiring pages, job ads, and the key job boards. The open job positions can tell you where are the competitor's efforts on future growth.

WAYS TO RESEARCH THE COMPETITOR'S CUSTOMERS



Track testimonials and case studies on competitor's website to find out who are the most valuable customers of your competitors and how they are winning or losing clients.



Survey competitor customers as they can give you fresh and real information on the competitor's new proposals, discounts, promotions, or loyalty programs.



Survey customers that you lost to competitors. Ask them why they chose a competitor over you. Is the reason the price, the product quality, the level of service?

Ask your customers. Whenever you acquire a new customer, ask them who they used before, and why they turned to you.

Use customer intelligence software tools that track competitors' customer updates at scale. They show insights into customers' needs, and behaviors.



WAYS TO RESEARCH COMPETITOR'S CONTENT MARKETING

Evaluate the content on the competitor website. See what types of content do your competitors focus on - blog posts, white papers, eBooks, videos, podcasts, etc. How often are they publishing?

Pay special attention to their blog. Check if your competitor's blog is an uninspiring place full of keywords, or if it discusses hot industry topics that aim to resolve consumer problems and needs.

Check how their target audience responds to the content. Track the number of shares, comments, and likes on your competitor's content. What topics gain the most of the shares and comments?

Don't stop at the website. Monitor also the competitor's content such as press releases, off-site blogs created by industry influencers, events, news. Set up Google Alerts on their brand names to follow news and updates.

WAYS TO RESEARCH COMPETITOR'S SOCIAL MEDIA AND SEO



See which social media networks the competitors use - Facebook, Twitter, LinkedIn, YouTube, etc. Pay attention to the number of followers they have, the frequency of posting, the type of content, and note how frequently fans interact with that content.



Consider using social mentioning tools such as Hootsuite. They allow you to see how often competitors post, how they engage with customers as well as allow you to manage your own social media presence.



For SEO research, discover which exactly keywords your competitors are utilizing. SEO tools like SEMrush and Moz show you which keywords your competition rank for and their percentage of organic and paid traffic.



Monitor the competitor's backlink portfolio. Use tools like Open Site Explorer and Ahref to gain insights into your competitor's backlinks. Make a list of the strong ones and then target the same domains for backlinks.