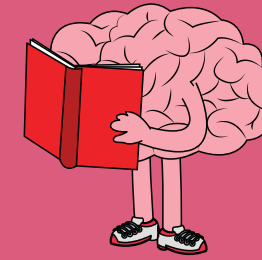


Tips For Successful Competitive Marketing Research



Use web competitive intelligence tools such as Crayon and SimilarWeb



Identify areas to spy on your competitors such as their products, employees, marketing



Evaluate the content on the competitor website (blog posts, eBooks, videos, case studies)



Research social media posts of your competitors



Become a customer of your competitor and purchase competitor products



Check your competitor's product reviews on third-party review sites



Research LinkedIn to find employee-related information for your competitors



Perform SEO competitive analysis with tools like Ahref and SemRush



Survey the customers of your competitors



Monitor industry press to see what people are saying about your competitors



Ask your new customers who they used before, and why they turned to you