

Module 15, Lesson 4 Handout: **Competitive Analysis for Customers**

Once you have your ideal customers mapped out, you also want to consider what competitors might already be targeting them, or what other brands, competitors, or potential partners your ideal customers are already following. This will help you strategize your plan for finding your audience, and also learn the types of messages, communications, products, and services that your audience is interested in. It may also reveal ways to rethink who your competitors - versus potential partners - are, and partner with those you initially thought were competitors, as a way to grow both of your audiences.

Consider all the places you might find your customers, and all the other businesses or brands your customers may be considering, too. List them below, and notate which you view as competitors, and which you view as a potential partner (marketing partner, sweepstakes/giveaway partner, email partner, social partner, etc.).

BRANDS WHO SHARE YOUR CUSTOMERS	COMPETITOR OR PARTNER?

Of those you listed as competitors above, think through how you want to differentiate yourself from them, and what you will offer your customers differently.

COMPETITOR	HOW WILL YOU DIFFERENTIATE?

Partnering with other brands to grow your similar audiences can be a great strategy. After all, we're all better together! Of the partners you listed above, jot down some ways you could partner with them to grow your respective audiences

PARTNER	IDEAS TO PARTNER TOGETHER