**Template:**

**The competitor’s social media marketing strengths and weaknesses**

Report for manager of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ (company) in the \_\_\_\_\_\_\_\_\_\_\_\_ industry.

Leader: (your name here)

The Competition: (enter the name(s) of the company or organization you selected

Fill in the descriptions of each of the five areas. See ideas in the instructions.

1. Platforms:
2. Frequency:
3. Following:
4. Content:
5. Response time:

Answer these questions about the competition:

* 1. What is the price range of their product or service?
  2. Are their products of a high quality? Provide an example.
  3. Should the company differentiate its products or services on something other than cost, such as service or quality?
  4. How is their customer service (highly regarded or less than satisfactory? You can usually see this from feedback or posts online.
  5. Is their marketing material engaging?
  6. Should the company focus on a niche with a less sought-after segment of the market that could be profitable, or compete with the major competitors for the biggest and most sought after market share?