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Online Competitor analysis tool

Google alert – set

Google search

Linkedin

Company Pages

See how many employees are in LinkedIn		
See how many followers they have		
who the followers are		
See what Products and Services they have and how		
See how YOU are connected to the competitors directly		
Through your network		
Job tab		
What are they sharing?		

Tips:

- Follow the Competitors and get Alerts on promotions, departures, open positions and new hires
- Check out which Groups your competitors employees are active in by looking through relevant Groups. You may want to be there as well.
- Check out the LinkedIn accounts of key competitor employees if listed and follow if appropriate.



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Facebook

Search for the Fan Page through Google search or Facebook 'Browse all Pages'

○ To see all the tabs etc you need to become a Fan

Check out their activity and Fan engagement		
Check out which Pages they Like		
What content is being posted and is it driving engagement?		

Google+

Search for the Page and profiles through Google + search

Number of followers		
Number of views		
Number of posts (how often have they published in the last 3 months)?		



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If the result shows more followers than you, more views than you, more posts than you this is a business I would pay attention to because something they are doing is working. I would check their *post content* to see if it is interesting to their users (are they getting shares, +1s and comments?).

How much is the average of interactions (for the last 3 months)?		
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Twitter

Use Twitter Search, Google Search or their website to find their Twitter Handle

You can see all of your competitors followers

This could partly be their client list

Do a search on Twitter for the replies to their username, @mycompetitor, and you will see valuable information

Monitor the @mentions of your competitors for fan sentiment

Twitter profile		
What kind of content are they posting?		
Who are they following?		
What kind of conversations are they having?		
Interactions (for the last 3 months) mentions, favourite and RT's		



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Youtube and Vimeo

Check out your competitors' video marketing strategy by finding their YouTube channel and seeing what types of videos they post and their popularity through number of likes and comments.

Youtube		
Channel address		
what types of videos		
Numbers of view		
number of likes and		
number of comments		



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