

Marketing Tactics Analysis Document

Key Competitors Overview

Competitor	Overview	Main Products/Services
[Competitor 1 Name]	[Brief Description]	[Products/Services]
[Competitor 2 Name]	[Brief Description]	[Products/Services]
[Competitor 3 Name]	[Brief Description]	[Products/Services]

Marketing Tactics Comparison

Tactic	[Competitor 1]	[Competitor 2]	[Competitor 3]
Website & SEO	[Strengths/Approach]	[Strengths/Approach]	[Strengths/Approach]
Social Media	[Channels Used, Engagement]	[Channels Used, Engagement]	[Channels Used, Engagement]
Advertising	[Types/Budget]	[Types/Budget]	[Types/Budget]
Content Marketing	[Content Types]	[Content Types]	[Content Types]
Email Marketing	[Frequency/Offerings]	[Frequency/Offerings]	[Frequency/Offerings]
Promotions & Discounts	[Strategy]	[Strategy]	[Strategy]

SWOT Analysis

[Competitor 1]

- **Strengths:** [List]
- **Weaknesses:** [List]
- **Opportunities:** [List]
- **Threats:** [List]

[Competitor 2]

- **Strengths:** [List]
- **Weaknesses:** [List]
- **Opportunities:** [List]
- **Threats:** [List]

[Competitor 3]

- **Strengths:** [List]
- **Weaknesses:** [List]
- **Opportunities:** [List]
- **Threats:** [List]

Key Takeaways

- [Summary of key learnings from competitors’s tactics]
- [Potential areas for improvement]
- [Opportunities for differentiation]

