

Identify competitors

Competitors are businesses in your industry and location with similar target audiences. Find them by searching Google, Google Maps or in industry directories.

1. Search for possible competitors.
2. View their websites and social media.
3. Confirm if their services and target audience are similar to yours.

Follow the above steps to find three of your competitors. Then use the table below to gather research about them.

	Competitor 1	Competitor 2	Competitor 3
Business name and location			
Who are their clients?			
What digital platforms do they use?			
Which digital platform do they use most?			
What do they do well?			

Why would someone choose them over my business?			
What services or skills does my business offer that they don't?			
What marketing tactics do they use?			