

The Definitive 2021 Content Creation Playbook

**Unlocking your
competitive
advantage**

Vol 3.

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Unlocking your competitive advantage

Conducting competitive analysis isn't easy and sometimes seems like a waste of time – but there's a way of conducting your competitive analysis in a way that reveals your competitive advantage. This gives your business visibility of real opportunities and is central to your marketing strategy and messaging. This method is:

- Step-by-step
- Tried and tested
- Easy to explain to others
- Replicable month on month and year on year.

Find your sweet spot by researching your competitors

If you go head-to-head with a competitor, you are only creating work for yourself.

There are tools to help you understand your competitive market (that are free and easy to use).

These will help you find that sweet spot and give you a competitive advantage.

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SWOT explained

Use a simple SWOT analysis to see where you belong.

SWOT stands for Strengths, Weaknesses, Opportunities and Threats.

When you look at your competitors through this lens, you see them in a bit differently.

Check out the MindTools article and video [here](#).



SWOT for competitive analysis

When researching your competitors start describing their strengths and weaknesses.

The most important part is to include your OWN company in this analysis.

You can then FLIP this and overlay your company's own position against the competition. This reveals your advantage.

For example, a weakness in a competitor is an opportunity for you. A strength in a competitor could be a threat to you.

Analyse in quadrants

This "cubic" analysis of the competitive market is essential in understanding where YOU fit within your industry and in the field of competitive choices.

It's REALLY important here to research what other companies and competitors are doing in this space. Get an idea so you aren't wasting any time trying to be leaders on this subject when a competitor is light years ahead.

Pivot and reposition your offer

If you find that a competitor is owning this space, you could try to reposition your companies take on this. Could you be:

- More innovative?
- Offer at a lower price?
- Provide deeper details or become knowledge leaders on one particular product or service element?

Your SWOT quadrant – worked example

Strengths Product is better and works reliably	Weaknesses Promotions Place Packaging
Opportunities (your competitors Weakness) Price (your competitor is too expensive)	Threats (your competitors Strengths) Promotions & place (they advertise widely) Packaging (looks great, is environmentally friendly)

Unlocking your competitive advantage

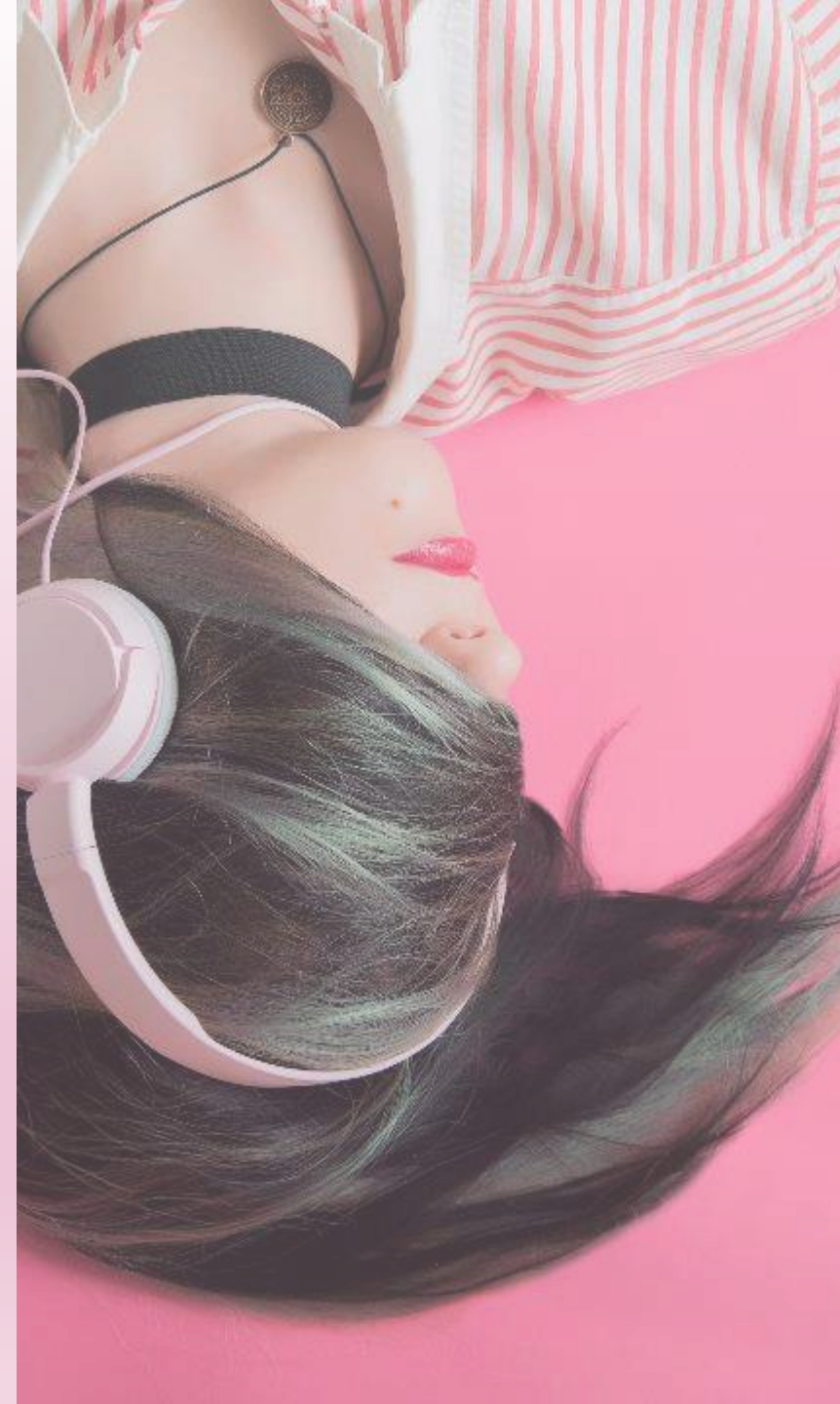
With this information, you can see that your product strength and your competitors pricing weakness puts you at a **competitive advantage for being the best value**— a message that you can weave throughout your website and social media promotions.

You could support your new message with a campaign of testimonials or mystery shopping that adds credibility to your value proposition.

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Don't miss the rest of the Content Creation Playbook Series from Treat Marketing:

- Vol 1: Creating long form content
- Vol 2: Publishing, promoting and CTAs
- Vol 3: Unlocking your competitive advantage
- Vol 4: Webinars and on-demand content
- Vol 5: Extending and repurposing your content



Thank you

Treat Torbay is here to help you with

- Content creation
- Social media strategy
- Campaigns that deliver
- Webinars and online events
- Marketing strategy
- Marketing audit and analysis

Contact us at hello@treattorbay.co.uk
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