

# Competitive Intelligence

*Where to Find It  
(Bonus: It's All Free!)*



## 1. Google Search/Alerts

### *What You'll Find*

Primary competitors by segment, product, and channel; sites in your industry that have significant traffic (good for industry trends), competitor content that ranks high (note that when you see "Ad" next to a competitor, it signifies paid content that the competitor is trying to push, or a new competitor that is trying to build its brand)

## 4. Sales Team

### *What You'll Find*

Who you are competing against most often, any new competitors, reasons for wins/losses, competitor messaging, pricing (if they know it), competitor discounts (if they are offering them), what type of customers they are targeting, latest innovations, what they see as your strengths, weaknesses, opportunities & threats

## 7. Newsletters / Forums

### *What You'll Find*

Newsletters – go to competitors' websites and sign up for their newsletters – hear the topics and themes most important to them, latest product upgrades, news, awards, partners and expansion plans  
Forums – insight into customer experience, product strengths and weaknesses

## 2. Competitor Websites

### *What You'll Find*

Products and services, pricing (possibly), case studies, testimonials, customers, partners, executive team & changes, office locations & changes, how they define their value/differentiation, latest news, marketing content (blog, brochures, data sheets, whitepapers, analyst reports where they are named, events, webinars)

## 5. Customers / Partners

### *What You'll Find*

Are they satisfied with your product/service, your support, why did they choose you over competition, what do you do well, not so well, or not at all, what would they change about your product/service, how would they make it better, what about competitors' products/services/support do they wish you had, what risks do they see going forward

## 8. Employment Websites

### *What You'll Find*

Growth areas in terms of staffing (e.g. marketing, product, sales, analytics, legal, etc.). Best places to check are LinkedIn Jobs, Indeed, and Glassdoor. LinkedIn Jobs gives you corporate job openings, Indeed gives you all new openings across the country, and Glassdoor gives you employee reviews and salaries by position

## 3. Competitor Social Media

### *What You'll Find*

Which platforms they use, how they communicate their brand, marketing campaigns (e.g. new product launches, YouTube tutorials, webinars, speaking engagements, key influencers), number of fans/followers, how followers/fans respond to their content, how/if their C-level are engaged on social media to promote their brand

## 6. Tradeshows / Events

### *What You'll Find*

Access to presentations, competitors' booth size and materials (what are they promoting, can you watch a demo, can you get collateral), if they are sponsoring the event (potential spend), buzz around the booth (customer engagement), staffing (senior team, marketing team, engineers), social media event hash tags, "what's next"

## 9. Free Online Tools

### *What You'll Find*

- Semrush.com – competitor website traffic, sources, backlinks, referral domains, paid advertising, reputation
- Buzzsumo.com - most engaging social content by competitor or keyword (great for content marketing too)
- Google Trends – benchmark vs. competitors' web traffic over time; one way to gauge brand strength