



CONDUCT A QUICK COMPETITOR ANALYSIS

Gain some quick insights into your competitors for free.



When it comes to marketing your business, you do need to look at what the competition is doing that is both working well and what you feel you can do better. Conducting a full Competitor Analysis is both a time-consuming and expensive process, but there are ways you can gain invaluable insights for free, using a couple of online tools.

The first tool I want you to look at is [SimilarWeb](#). This is a paid tool but you can set up a free trial which will give you some important insights into you and your competitors' online presence. You can also use tools like Semrush and a few others, but some ask for your card details upfront, SimilarWeb does not.

Once you have set up the free trial, start by entering your own domain name. This will give you statistics on your site visits, engagement rates, and other important information. What it will also do is suggest other similar brands that compete with yours... in essence, your online competitors.

When you click on these other brands, SimilarWeb will give you statistics on how they are performing, their organic reach, top social platform traffic, and things like top referring sites. These sites could give you some indication of referring sites your brand should also utilise.

Another tool I recommend is [Facebook's Ad Library](#). This is a relatively unknown tool that allows you to look at ads that are currently live from any Facebook and Instagram account across the world. This means you can look at your competitors' ads, see what creative and offers they have currently running, and see how that compares with your own marketing strategies.

I have also created a [video overview](#) of both these tools as well as some other information you may find useful.

By utilising these tools, you can gain some quick insights into how your competitors are performing online and what paid social ads they are producing, allowing you to gain an advantage when creating your own marketing strategies.

5 MIN A DAY TASK

- Day 1: Use SimilarWeb to search for your own business and take note of the statistics it provides.
- Day 2: View your competitors on SimilarWeb and collate the data.
- Day 3: Compare the data collected across all findings and see how you compare to your competitors.
- Day 4: Search for these competitors on Facebook Ad Library and screenshot any ad they may have running.
- Day 5: Search for anyone else you consider a competitor on Facebook Ad Library and screenshot any ad they may have running.
- Day 6: Look through the screenshots and take note of any similar promotions you can make.

“My initial experience with digital marketing did not go well. I am so glad I widened my search and went with what must be the best Travel Marketing Company on Earth.

Thank you to all at Tourism Marketing Agency, for all that you have done for me and the business. I know we are only at the beginning of the marketing journey, but the journey to date has been incredible. – Thank you!”

Damien Stewart, Poland At War Tours



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