

worksheet #3

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Who are my  
**competitors?**  
What can I learn  
from them?

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# Who are my *competitors?*

## **DON'T STALK YOUR COMPETITORS. ANALYZE THEM.**

Both the architecture and interior design sectors are very competitive markets. It's not only your experience or skills that set you apart from your competition but how you run your business and most importantly, build a brand that attracts the right clients to your architecture or a design studio.

The worst thing you can do is to try copying your competitors' content. First, what works for them, doesn't necessarily mean it'll work for you. Secondly, they might be doing it wrong altogether. Instead, look beyond the basics and analyze their content and social media strategy.

# Key questions

Who are my main competitors? (top 5)

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

What are their strengths compared to my company?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

# Key questions

What are their weaknesses?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

What their clients say about them?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

# Key questions

How do my competitors promote their design services?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

Which social media platforms are they using the most?

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

# Next steps

## TO REMEMBER

Keeping tabs on your competition is a great strategy for not only growing your business but also understanding specifically your competitive advantages and how you can utilize them in your content marketing strategy.

Check out their website and how they position themselves; how often are they updating their content; do they blog; which SM platforms are they most active on; what types of content they post (videos, graphics, project images, renders...); what type of content engages their audience.

How are they ranking on Google for specific keywords; how many Google reviews they have; are they spending on Google ads or remarketing or retargeting campaigns; are they sending out newsletters and how often...

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**Thank  
you.**

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