

# THE RECRUITERS MINI GUIDE TO:

## COMPETITOR ANALYSIS FOR YOUR BRAND + WEBSITE.

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**THE FIRST QUESTION HERE MIGHT BE “WHY DO I NEED TO CONDUCT A COMPETITOR ANALYSIS FOR MY BRAND AND WEBSITE?”**

**THE ANSWER TO THAT QUESTION IS THAT THE MORE INFORMATION YOU HAVE ON EACH COMPETITOR, THE MORE YOU’LL BE ABLE TO SPOT GAPS IN THE MARKET.**

**WHEN YOU PAIR THIS WITH AN AUDIENCE ANALYSIS, IT WILL ALLOW YOU TO IDENTIFY CUSTOMER PAIN POINTS THAT AREN'T ADDRESSED BY YOUR COMPETITION.**

**COMBINE THE TWO AND THIS WILL HELP INFLUENCE YOUR MARKETING, SALES AND BRAND STRATEGY TO BUILD A STRONGER VALUE PROPOSITION WHICH YOU CAN HANG IN YOUR SHOP WINDOW AKA YOUR WEBSITE TO GENERATE MORE LEADS AND ULTIMATELY LEAD TO MORE BUSINESS.**



## **WHAT DO YOUR COMPETITORS OFFER AS PART OF THEIR SERVICE?**

**FROM DIFFERENT PACKAGES AND SERVICE OFFERINGS TO CANDIDATE FOCUSED CAREER GUIDANCE, WHAT DO THEY OFFER WHICH YOU DON'T?**

## **WHAT IS THEIR MARKET SHARE?**

**YOU CAN DETERMINE YOUR COMPETITORS MARKET SHARE BY DIVIDING THEIR TOTAL SALES OR REVENUE (FOUND VIA COMPANIES HOUSE) BY THE INDUSTRIES TOTAL SALES FIGURES OVER A FISCAL PERIOD.**





## **WHAT IS THEIR PRICING MODEL?**

**SUBSCRIPTION, BILLING PER PLACEMENT, ONE OFF FEE ETC.**

## **WHAT DOES THEIR MARKETING STRATEGY LOOK LIKE?**

**STRONG SOCIAL MEDIA PRESENCE/CONTENT, DIGITAL ADVERTISING, PAID SEO, WORKSHOPS, VALUE ADDED CONTENT ETC.**



## **WHAT ARE THEIR POINTS OF DIFFERENCE?**

**UNIQUE PRICING MODEL, MARKETING CAMPAIGNS, USING INNOVATIVE TECHNOLOGY, DEDICATED POST PLACEMENT SUPPORT TEAM ETC.**

## **WHAT DO THEY SHOUT ABOUT IN THEIR VALUE PROPOSITION?**

**THEIR POSITION IN THE MARKET, SERVICE LEVELS, VALUES & DNA, VALUE FOR MONEY ETC.**



## **WHAT ARE YOUR COMPETITORS STRENGTHS?**

**QUALITY OF TALENT IN THEIR DATABASE, MARKETING STRATEGY, LONG TERM RELATIONSHIPS WITH CLIENTS ETC.**

## **WHAT ARE YOUR COMPETITORS WEAKNESSES?**

**LEVEL OF SERVICE, EXPENSIVE, POOR BRANDING ETC.**

## **WHERE ARE THEY BASED/WHERE DO THEY OPERATE?**


**YORKSHIRE, WHOLE OF UK, APAC, GLOBAL ETC.**

## **WHAT IS THEIR CULTURE LIKE?**

**WORKING ENVIRONMENT, CAREER DEVELOPMENT, BENEFITS PACKAGE ETC.**





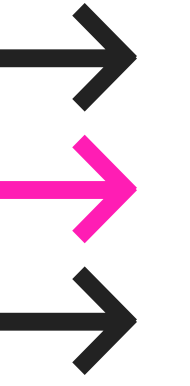


# **WHAT DO CANDIDATES/CLIENTS SAY ABOUT THEM?**

**TRUSTPILOT, GOOGLE REVIEWS, TESTIMONIALS  
(BEAR IN MIND THEY MAY BE HAND PICKED BY THE  
COMPETITOR TO SEE WHAT THEY WANT YOU TO SEE)**



**MAKE SURE TO COMPLETE AN AUDIENCE ANALYSIS TO GIVE YOU THE BEST POSSIBLE CHANCE OF IDENTIFYING GAPS IN THE MARKET WHICH YOU CAN USE TO THEN IMPROVE YOUR OWN SALES, MARKETING AND BRANDING STRATEGIES!**



**KEEP AN EYE OUT OVER THE COMING MONTHS FOR MORE IN OUR 'THE RECRUITERS MINI GUIDE TO' SERIES.**

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