

**PROMPT WO-070**

Analyse Competitors

Purpose

Use this prompt to research and analyse competitors to better understand their positioning, products, marketing approach, strengths, weaknesses, and opportunities. It helps businesses identify ways to differentiate themselves and make smarter strategic decisions.

DIFFICULTY **Intermediate****TIME SAVED** **60–120 min****BEST FOR****Market Research**

Best AI Tools

- ChatGPT
- Claude
- Microsoft Copilot
- Google Gemini



Copy & Paste Prompt

You are an experienced Market Research Analyst and Business Strategist.

Analyse competitors using the information below.

Business or Brand:

[Insert your business name]

Industry:

[Insert industry]

Products or Services:

[List products/services]

Target Audience:

[Describe your customers]

Main Goals:



[Understand market position, improve marketing, identify opportunities]

Competitors to Analyse:

[List competitors]

Research Areas:

[Pricing, products, website, social media, messaging, reviews, customer experience]

Please:

- Create a detailed competitor analysis.
- Summarise each competitor.
- Analyse their products and services.
- Review their target audience and positioning.
- Identify their strengths.
- Identify their weaknesses.
- Analyse their marketing approach.
- Review their content strategy.
- Identify opportunities for differentiation.
- Recommend actions your business could take.
- Create a final strategic summary.

Return only the completed competitor analysis report.



Example

INPUT

Industry: AI education

Competitors: Online AI training platforms.

Goal: Understand market positioning and identify opportunities.

EXPECTED OUTPUT

Competitor Analysis Report

Executive Summary

The AI education market is growing rapidly, with competitors focusing on different customer segments including technical professionals, businesses, and beginners.

Opportunities exist for brands that provide simple, practical, beginner-friendly education with strong community support.



COMPETITOR 1

Positioning: Focuses on advanced AI skills for professionals.

Strengths:

- Strong technical expertise.
- Large course library.
- Established reputation.

Weaknesses:

- May feel overwhelming for beginners.
- Limited focus on everyday practical use.

Marketing Approach:

- Educational articles.
- Professional content.
- Industry reports.

COMPETITOR 2

Positioning: Focuses on AI tools and productivity.

Strengths:

- Simple explanations.
- Strong social media presence.
- Practical examples.

Weaknesses:

- Limited depth.
- Less personalised support.

MARKET OPPORTUNITIES

Potential opportunities:

- ✓ Beginner-friendly education
- ✓ Practical workplace examples
- ✓ Simple step-by-step systems
- ✓ Community-based learning
- ✓ Real-world productivity improvements

DIFFERENTIATION STRATEGY

A business could stand out by focusing on:

- Making AI simple for everyday people.



- Providing practical resources rather than theory.
- Building trust through education.
- Creating a supportive learning community.

RECOMMENDED ACTIONS

1. Continue creating educational content.
2. Build a strong resource library.
3. Collect customer feedback.
4. Monitor competitor changes.
5. Focus on unique brand strengths.

 **Builder's Tip:** *Competitor analysis is not about copying others—it is about understanding the landscape so you can identify where you can provide something different and valuable. Ask: “What can we do better, simpler, or differently?”*

Related Prompts

- WO-061 – Create a Social Media Strategy
- WO-068 – Create a Customer Persona
- WO-069 – Build a Marketing Plan
- WO-041 – Analyse Spreadsheet Data

Tags

COMPETITOR
ANALYSIS

MARKET
RESEARCH

STRATEGY

MARKETING

BUSINESS
GROWTH