

Your Podcast Worksheet

Valuable marketing advice for your Australian small business



EPISODE 5

4 key reasons why knowing your competition should influence your marketing

In this episode, we discuss the importance of knowing your competition and why that's so important in helping you to stand out from them. We talk about some key things to consider when looking at the competition including thinking about your service or product offering, how we can be different and the importance of positioning yourself as an expert in your field.

Hint: If you're a new business, "imagine" 12 months' time from today and then attempt this exercise.

1. Think of who your competitor/s are and list down what you think their offering is

2. Now start to think about their target audience. Who are they targeting? Is their target audience focused?

3. Next we want to understand their service or product offering location. Do they focus on a specific location? Where is this location? Is it a similar location to your business?

4. Let's see if they are an authority in their field. Are they known as experts in their field? Do they show authority and leadership in this area? Are they the leaders in their field?
