

2. What was the first thing that happened when I went to their store/called their company/visited their website?

3. What attracted my attention about their marketing materials? What did I notice first? What was my first impression?

4. How did I feel being a prospective customer throughout the entire sales process?

5. How did this competitor move me from consideration to purchase (e.g. abandon cart emails, helpful and attentive associates, confirmation of what will happen next at the end of a phone call)?



6. How was the service delivery experience? For products, how did the item arrive and how was it packaged? Did I feel the level of satisfaction and confidence in the brand after the sale as I expected?

7. What was their post-sale follow up? Was there any communication from the brand after the sale? If so, was it personalized and useful?

8. How did the overall experience match up with my initial expectations and with the brand's initial promise to me as a customer?

9. Where did this competitor impress me the most in their sales process?



10. Where did this competitor fail in their sales process?
11. If this competitor was my company, how would I fix the failures?
12. If this competitor was my company, how would I market my strengths (and how well are they marketing those strengths)?

Once you have carefully thought through each aspect of the customer experience from your competitors, take this collection of data and think about how customers view your company.

- What aspects of your marketing strategy have room for improvement?
- What are the gaps in your competitors' marketing plans?
- What do you do that makes your company unique and different from competitors?

Use these competitor insights and conclusions about your own brand's customer experience to build a smarter marketing strategy and convert more loyal customers.



Marketing for Growing Businesses

**Where are you wasting money on marketing?
Are you frustrated that your marketing is not working?
What do you want your business to achieve?**

[Schedule a call](#) with us today and get an expert small business marketing consulting team behind your brand. We'll dive into the obstacles impacting your sales growth and explore the best opportunities to achieve your business goals.

ABOUT SOLUTIONS FOR GROWTH

For more than a decade, our award-winning small business marketing agency has been helping business owners solve their marketing challenges. We deliver customized, affordable solutions and specialize in the strategies and marketing tools that small business owners need to attract more customers and grow their businesses.

