COMPETITOR OVERVIEW

Business Name:

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| **Competitor Name** | **MarketingProfs** | **Competitor 2** | **Competitor 3** | **Competitor 4** |
| **Primary Target Audience** | Mid-career marketing professionals in B2B industries |  |  |  |
| **Positioning or Benefit (Their Hook)** | Crush expectations, advance your career and get promoted |  |  |  |
| **Products/Services Offered** | Online seminars, courses, workshops and conference events |  |  |  |
| **Pricing Strategy** | Approx. $600 per MPU course, annual subscription for upgrades and discounts |  |  |  |
| **Their Strength or Point of Difference** | Course variety, minimal time commitment (e.g., 2-week long courses) |  |  |  |
| **Weakness You Can Exploit (Why You’re Better)** | * Not tailored for small biz/solopreneurs
* No instructor access, feedback or coaching
* Lack of depth, especially in strategy
* Limited time access to material
* Minimal B2C material
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| **My Overall Point of Difference** | **Learn actionable small business strategy with 1:1 expert coaching and guidance** |