

# ONLINE STRATEGY COMPETITIVE ANALYSIS TEMPLATE



		YOUR COMPANY	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
OVERVIEW OF BRAND POSITIONING					
TARGET AUDIENCE					
SOCIAL MEDIA STRATEGIES					
TOTAL SOCIAL MEDIA ACCTS					
TOTAL FOLLOWERS	FACEBOOK				
	GOOGLE+				
	INSTAGRAM				
	LINKEDIN				
	TWITTER				
	OTHER				
STRENGTHS					
WEAKNESSES					
OPPORTUNITIES					
RISKS					
COMPETITIVE EDGE					

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