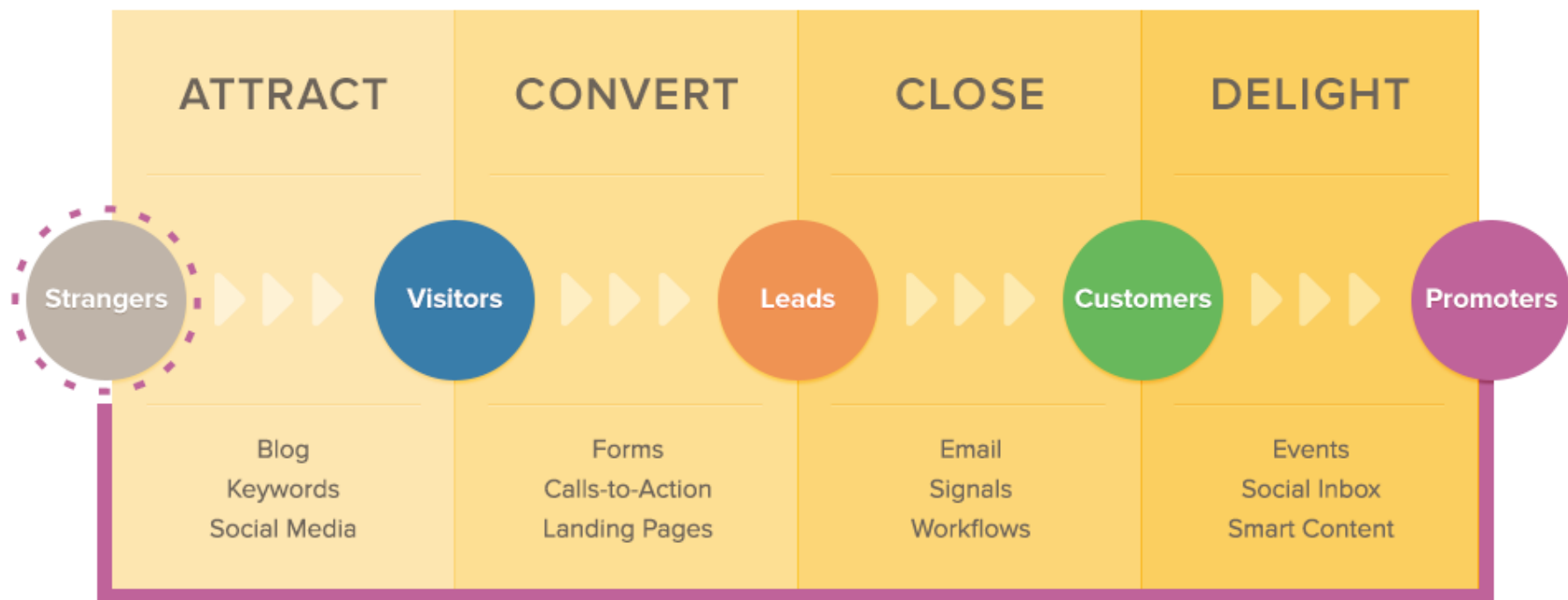
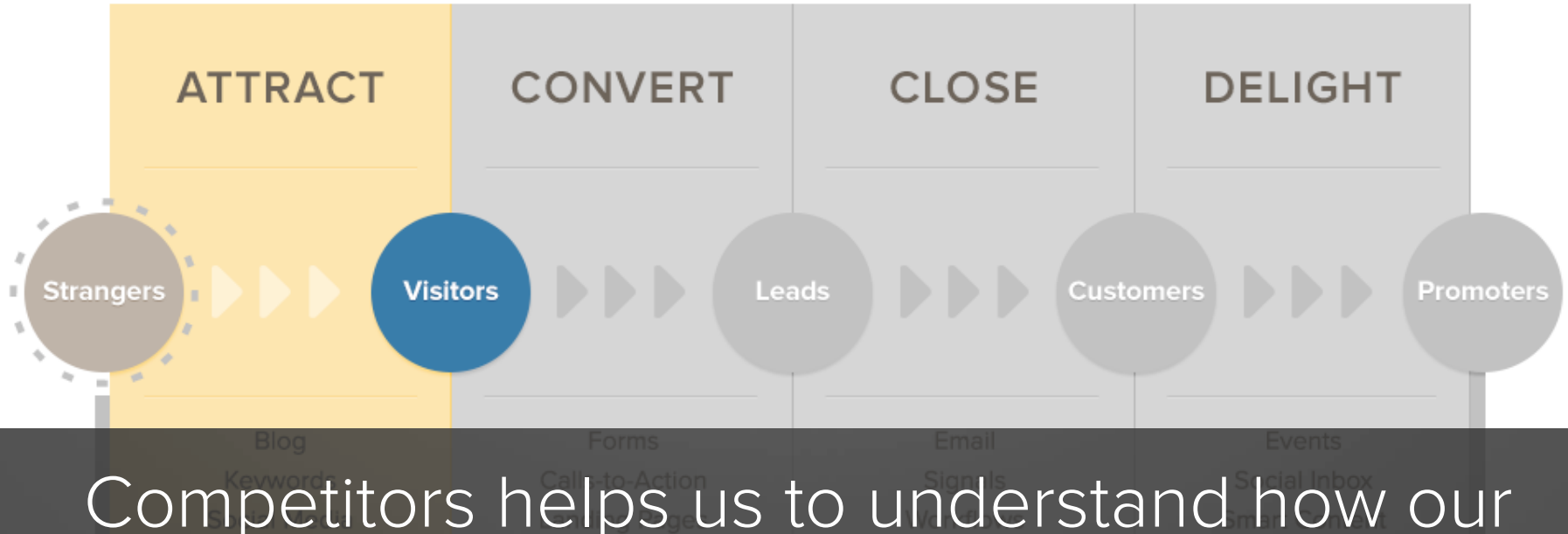


WHY COMPETITORS?

Inbound Methodology



Inbound Methodology



Competitors helps us to understand how our competitors are faring, sparking ideas for us to attract more visitors.



The Competitors tool in HubSpot provides us marketers with the data and numbers to measure our marketing and easily compare it with competition.

BEST PRACTICES WHEN REVIEWING COMPETITORS.

INTRODUCING BEST PRACTICES

 Vary your competitors

 Review periodically

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Vary competitors.

Track competitors of all kinds as this will help you to see where you stack up against competitors of all sizes and styles.



INTRODUCING BEST PRACTICES

 Vary your competitors

 Review periodically

Understand your competition.
Don't obsess over them.

A hand-drawn pulse line on aged, yellowed paper. The line starts on the left side, showing a regular rhythm with three distinct peaks of decreasing height. It then transitions into a more irregular, jagged pattern with smaller peaks and troughs, before ending on the right side. The paper has a visible vertical crease on the right and some texture and discoloration.

Use the information available to keep a pulse.

Avoid the temptation to continuously check this data, these metrics are hard to move overnight, thus keeping a pulse and reviewing less often can actually be more beneficial.

INTRODUCING BEST PRACTICES

Vary your competitors

Review periodically