

Content Marketing Competitive Analysis Template

Social Media Followers	Facebook	Instagram	Twitter	YouTube	LinkedIn	Total Following
Your Company	5,000	200	3,000	600	8,000	16,800
Competitor A	2,500	400	5,000	200	6,000	14,100
Competitor B	9,000	800	1,000	900	8,000	19,700
Competitor C	200	1,000	1,000	800	4,000	7,000
Competitor D	6,000	2,000	2,000	100	1,000	11,100

Blog/Content Strategy	Link to Blog	Link to Resource Library	Publishing Cadence
Your Company			
Competitor A			
Competitor B			
Competitor C			
Competitor D			

SEO Strategy	Domain Authority	Alexa Ranking	Similar Web Ranking	Number of Ranking Keywords
Your Company				
Competitor A				
Competitor B				
Competitor C				
Competitor D				

Email Strategy	Link to Newsletter Subscribe Homepage	Link to Newsletter Design	Audience Size (If Known)
Your Company			
Competitor A			
Competitor B			
Competitor C			
Competitor D			

