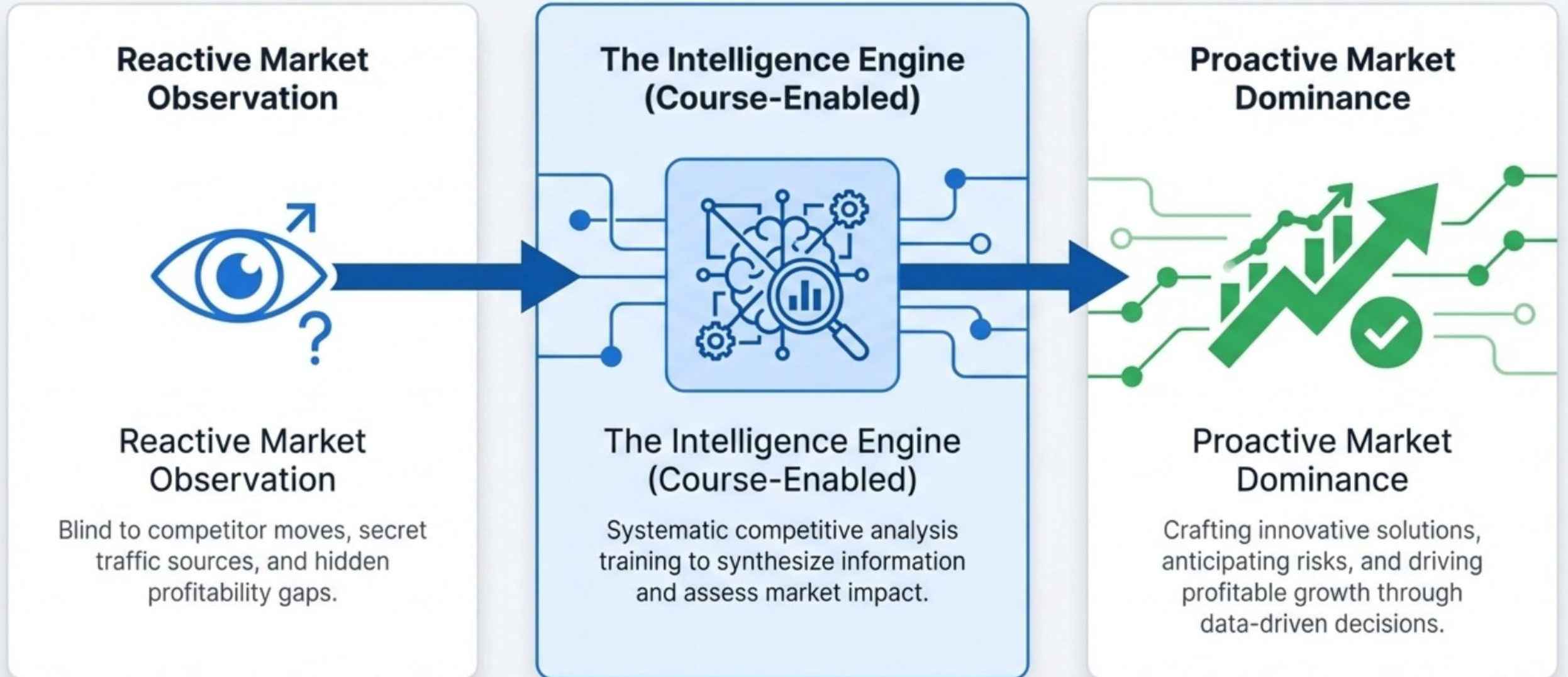


Competitive Analysis Corporate Training Course

Drive Team Excellence and Profitable Growth
with Data-Driven Competitive Intelligence



The Paradigm Shift In Digital Transactions



Course At-A-Glance



8 - 16 Hours
Duration



Instructor-Led
Group Training



Virtual, On-Site,
Or Off-Site
Delivery



10,000+
Trainers
Globally



Course
Completion
Certificate

The Capability Activation Curve



Curriculum Architecture



Phase 1: Strategic Foundations And Traffic Intelligence

Secret Traffic Sources

Identify top organic, social, and paid traffic streams.



Competitive Tools

Select and master specific analysis tools for distinct business needs.



Digital Marketing Mindset & Principles



Social Media Analysis

Map competitor presence and advertising effectiveness across platforms.

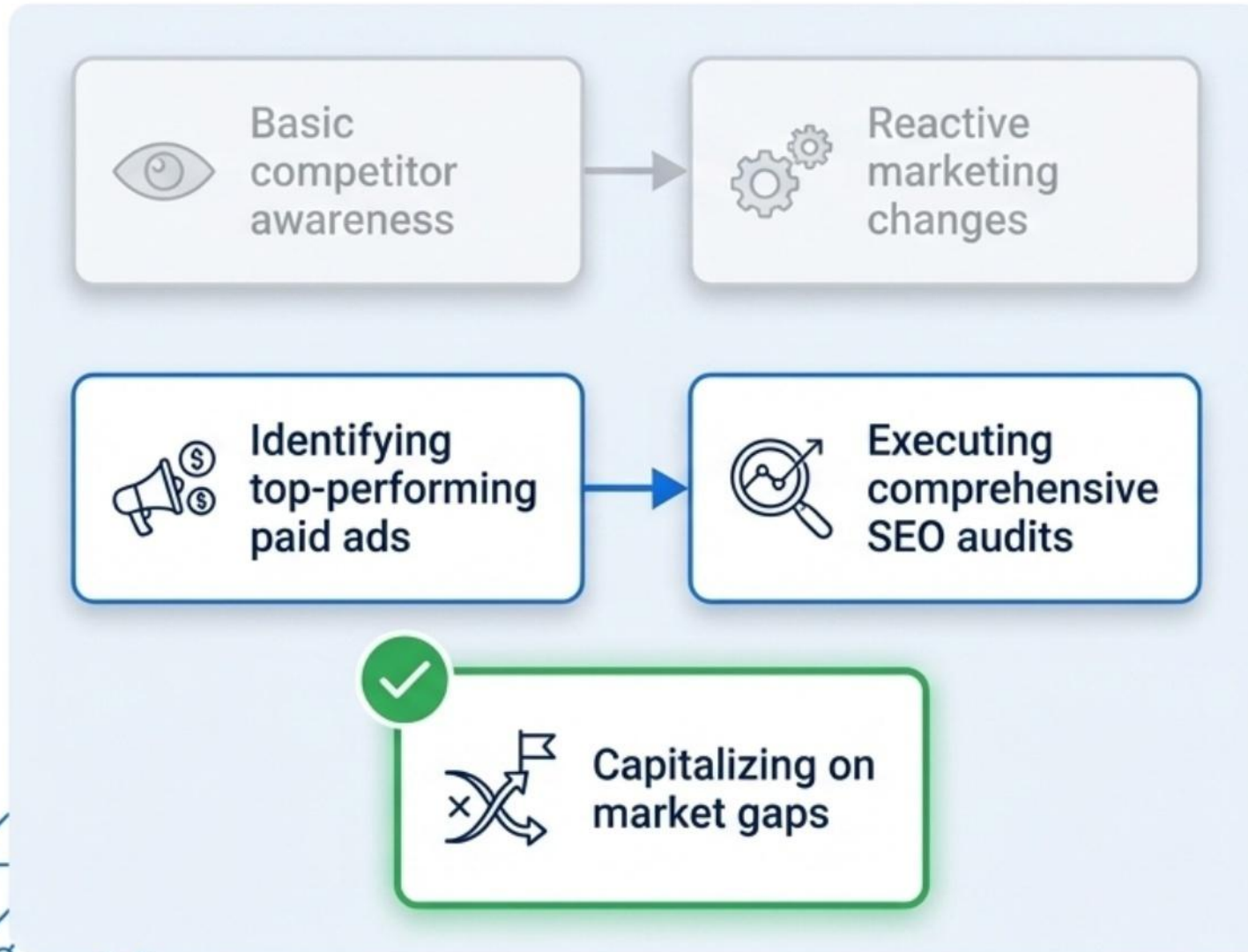


Affiliate Platforms

Evaluate the best promotional platforms aligned to business goals.



Phase 2: Ad Surveillance And Optimization Strategies



Phase 2 Core Capabilities

- ✓ Facebook Ad Library analytics and performance metrics.
- ✓ Discovering competitors' most profitable target keywords.
- ✓ Tracking top publisher partnerships and collaborations.
- ✓ Analyzing historical traffic trends for growth indicators.

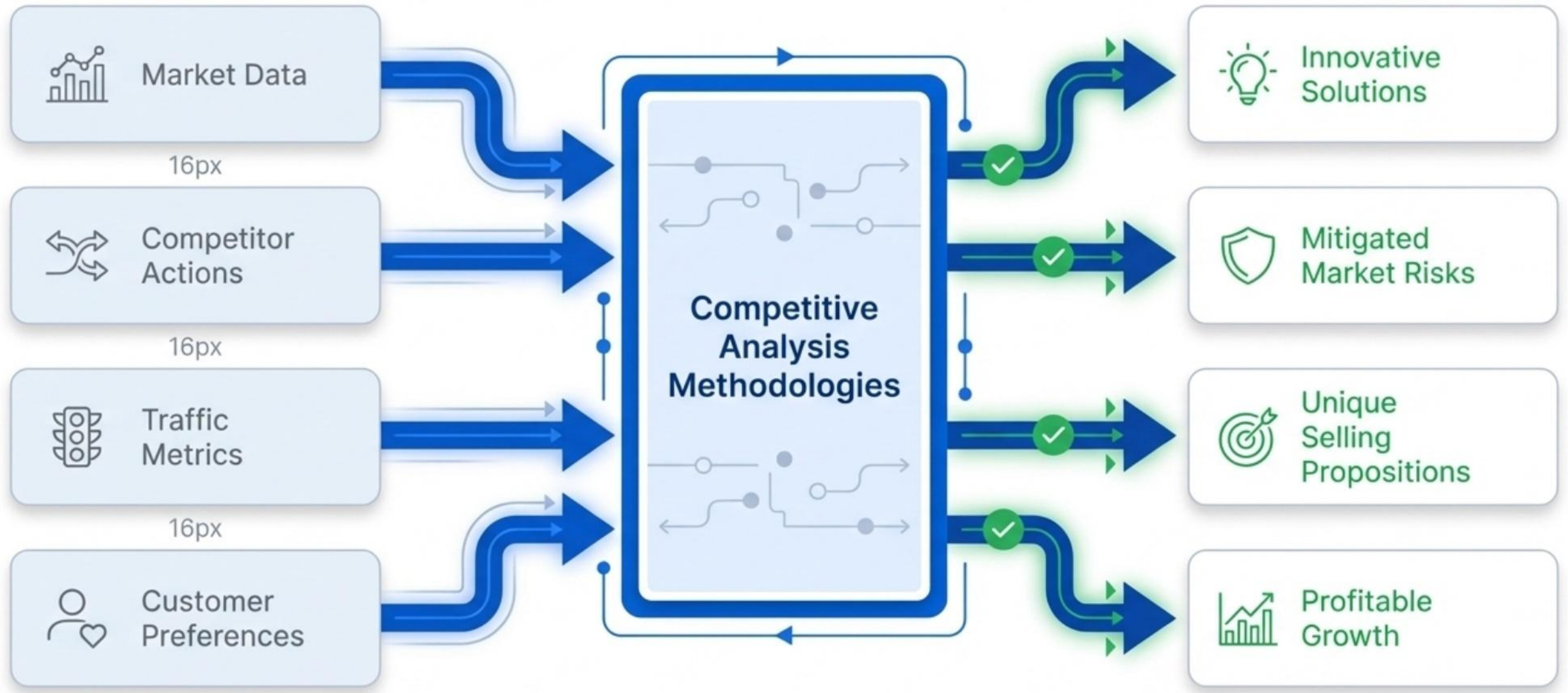
Phase 3: Conversion And Content Mastery



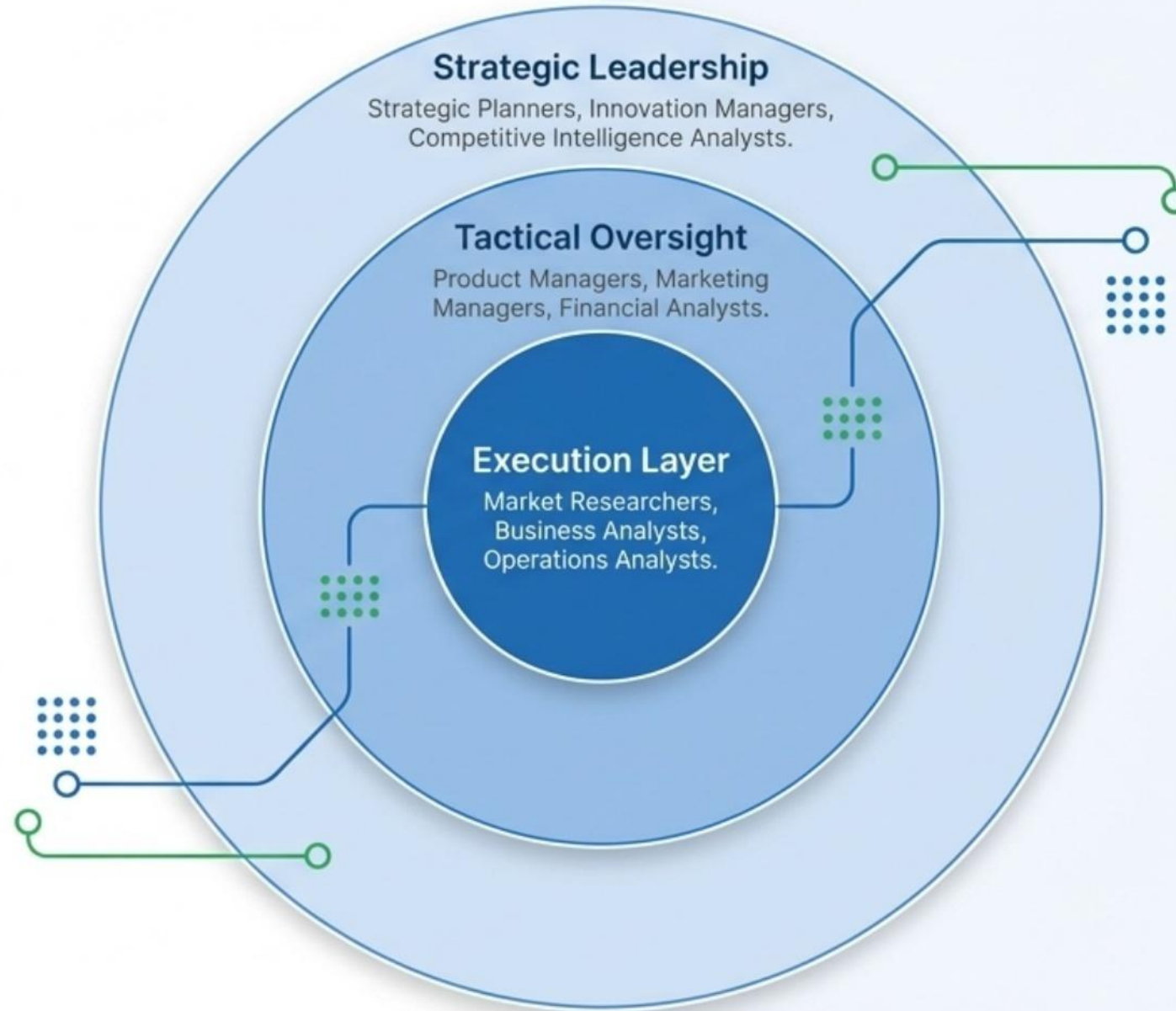
The Competency Mapping Grid

Competency Gap	Course Methodology	Strategic Output
Blind spots in market evolution.	Market Trend Analysis.	Predict industry shifts and prepare strategic responses.
Lack of competitive positioning.	Competitor SWOT Assessment.	Evaluate strengths/weaknesses to enhance differentiation.
Fragmented data without insight.	Information Synthesis.	Create innovative solutions driving profitable growth.

The Business Value Creation Pipeline



Target Audience Alignment



The Global Logistics Framework



Virtual Live Instructor-Led

- ✓ Global reach from any location.
- ✓ Consistent training quality.
- ✓ Accommodates large participant groups.



On-Site Face To Face

- ✓ Tailored workplace environment.
- ✓ Direct hands-on demonstration.
- ✓ Enhanced team collaboration.



Off-Site Face To Face

- ✓ Distraction-free learning environment.
- ✓ Dedicated schedule away from office.
- ✓ Boosts morale and team bonding.

Proof of Impact

"Edstellar's Management training programs have greatly improved our teams' ability to lead with clarity, confidence, and operational efficiency. The sessions combine practical leadership frameworks, real-world case studies, and hands-on exercises that strengthen decision-making, cross-functional collaboration, and execution excellence across departments, driving measurable improvements in overall business performance."

Meera Rao

HR & L&D Head

A Global Services Company

Global Delivery Capability



100+ Countries

Delivery capability scaling from small teams to large multinational corporations seamlessly.



10 Languages

English, Español, 普通话, Deutsch, العربية, Português, हिंदी, Français, 日本語, and Italiano.

Transform Your Strategy With Competitive Intelligence



Empower your workforce with expert-led, hands-on intelligence. Help your employees build lasting capabilities that translate into real performance gains and market dominance.

edstellar.com | contact@edstellar.com