COMPETITIVE COMPARISON

LinkedIn competitive research.

When preparing to leverage your LinkedIn presence for personal brand, founder-led awareness, etc., consider these questions about your competition before taking next steps, preferably as part of the strategic stage.

A competitive comparison that focuses on LinkedIn specifically is a major strategic step before you start planning. At minimum answers these questions.

Audience 01-05

- [ ] Who are their followers?
- [ ] Which of their followers do you want to follow and engage with you too?
- [ ] Who is actually liking, commenting, and sharing their posts (e.g., the company page, industry peers, prospective buyers, founders, leaders, employees)?
- [ ] What language do their followers use when commenting that we can "lift" and use in our messaging? Language that expresses their frustrations, emotions, solutions and beliefs.
- [ ] Can we identify any of their current customers and if so, how can we benefit from this?

Voices 06-09

- [ ] Which executives or team members post regularly, and what is their personal reach versus the company page?
- [ ] What kind of content do their founders post?
- [ ] How often do they post via the company page and/or any of the other identified pages, and is it routine/regular or ad hoc?
- [ ] Where do their founders and leaders comment, and on whose posts?

Content 10-14

- [ ] What kind of content does the company page post?
- [ ] Are they publishing educational frameworks, industry commentary, case studies, or just promotional product updates?
- [ ] What specific pain points, industry buzzwords, or customer challenges do they repeat in their bio, posts, and case studies?
- [ ] What are their content buckets?
- [ ] Which of their posts outperform their own average, and what do those posts have in common?

Gaps 15-18

- [ ] What are they ignoring?
- [ ] Which ICP pain points or buyer stages get no content from them?
- [ ] Where in their stance would you disagree, and can you back it up?
- [ ] What common customer complaints or unanswered questions do you see in the comments of their posts that your brand can answer better?

Direction 19-21

- [ ] Can we predict near-future moves they're planning based on their posts and pages?
- [ ] What roles are they hiring for, and what does that signal?
- [ ] Which new topics, terms, or audiences have started appearing in their posts?