

# How to Analyse Competitors on Facebook

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MAP

# How to analyse competitors on Facebook

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# Introduction

Facebook is one of the most popular social media platforms, with millions of users worldwide. As a business owner or marketer, it's important to understand how your competitors are using Facebook to engage with their audience and promote their products or services. In this guide, we'll explore some tips on how to analyse competitors on Facebook.

# Identify your competitors

## List competitors

Before you can start analyzing your competitors on Facebook, you need to identify who they are. Make a list of businesses in your industry that offer similar products or services. You can also use Facebook's search bar to search for businesses by name or keyword.

Once you have a list of businesses in your industry, you can use Facebook's search bar to search for their Facebook pages. You can search for businesses by name or keyword related to your industry. Facebook's search algorithm will display a list of pages related to your search, and you can then select the pages that are relevant to your business.

## Look for engagement

It's also a good idea to look for businesses that have a large following on Facebook, as these businesses are likely to be successful in engaging with their audience on the platform. You can use Facebook's "Pages to Watch" feature to monitor the performance of your competitors' Facebook pages and track their engagement metrics.

## Create a URL diary

Once you have identified your competitors on Facebook, make a note of their page names or URLs, as you will need to follow their pages to analyse their content and engagement metrics.

# Follow facebook pages

## Follow pages

To follow your competitors' Facebook pages, click the "Follow" button at the top of their page. This will allow you to see their posts and updates in your news feed. You can also turn on notifications for their posts by clicking the "Following" button and selecting "Notifications On" to make sure you don't miss any updates. Be aware that they will be notified of this, so it is best to use an account that is not associated with your brand.

## Check updates

Once you have followed your competitors' Facebook pages, regularly check their updates to stay up to date with their content and engagement metrics. You can view their updates by scrolling through your news feed or by visiting their Facebook page directly.

## Find patterns in posts

When analyzing your competitors' content, pay attention to the type of posts they are sharing. Are they sharing photos, videos, links, or status updates? What is the tone of their posts? Are they informative, promotional, or entertaining? Analysing the engagement on their posts is also worth noting, including likes, comments, and shares.

## Note post frequency

Look at the frequency of their posts, as well as the time of day and day of the week that they post. This information can help you understand

what types of content are resonating with their audience and inform your own content strategy.

### **Examine engagement metrics**

Monitor your competitors' engagement metrics, such as the number of likes, comments, and shares on their posts. This will give you an idea of how engaged their audience is and what types of content are performing well. You can use this information to tailor your own content to your audience and improve your engagement metrics.

By regularly checking their updates and engagement metrics, you can gain insights into what is working for them and adapt your own strategy accordingly.

# Analyse content

## Understand post style

Once you have followed your competitors' Facebook pages and have a good understanding of the type of content they are sharing and how engaged their audience is, it's time to analyse their content in more detail.

To analyse your competitors' content on Facebook, start by looking at the type of posts they are sharing, such as photos, videos, links, and status updates. Pay attention to the tone of their posts, whether they are informative, promotional, or entertaining. analyse the engagement on their posts, including likes, comments, and shares. Look at the frequency of their posts, as well as the time of day and day of the week that they post.

## Understand visual styles

One of the first things to look at is the visual style of their posts. Are they using high-quality images or videos? Are they using a consistent colour scheme or font? Are they using branded graphics or logos in their posts? By analyzing the visual style of your competitors' posts, you can gain insights into their branding strategy and how they are presenting themselves on Facebook.

## Examine themes

Take time to analyse the topics and themes of your competitors' posts. What types of content are they sharing? Are they focused on promoting their products or services, or are they sharing educational or informative

content related to their industry? Are they posting about current events or trends in their industry? By analyzing the topics and themes of their posts, you can gain insights into what is resonating with their audience and what types of content are driving engagement.

### **Find patterns in tone**

Another important factor to analyse is the tone of your competitors' posts. Are they using a formal or casual tone? Are they using humour or emotive language in their posts? By analyzing the tone of their posts, you can gain insights into how they are connecting with their audience and what types of language or tone are resonating with their audience.

### **Look for call to action**

Your competitors will always have a call-to-action (CTA) in their posts. What types of CTAs are they using? Are they asking their audience to visit their website, purchase a product, or sign up for a newsletter? By analyzing the CTAs in their posts, you can gain insights into how they are driving conversions and engagement on Facebook.

# Keywords and hashtags

## Find research tools

There are several keyword research tools available that can help you identify the keywords and phrases your competitors are targeting. Some popular keyword research tools include Google Keyword Planner, SEMrush, Ahrefs, and Moz. These tools can provide valuable insights into the search volume, competition, and ranking difficulty of different keywords.

## Analyse content keywords

Research your competitors' websites and content: Once you have a list of your competitors' websites and online profiles, start analysing their content. Look for keywords and phrases that they use frequently in their content and identify the topics they are covering. You can also analyse the meta tags and descriptions on their website to identify the keywords they are targeting.

Use keyword tracking tools to help you track your competitors' keyword rankings over time. This can give you valuable insights into how they are performing in search results for different keywords. Some popular keyword tracking tools include SERPWatcher and AccuRanker.

## Analyse ad campaigns

If your competitors are running paid advertising campaigns, you can use tools like Facebook Ads Library or SpyFu to analyse their ad campaigns. These tools can provide insights into the keywords and phrases they are targeting in their ad copy, as well as the ad creative

they are using.

analyse your competitors' social media profiles including their Facebook pages.

### **Look for hashtags within follower engagements**

Look for the keywords and phrases they are using in their captions and posts, as well as the hashtags they are using. You can also analyse their follower engagement and identify the types of content that are resonating with their audience.

Review their Facebook posts and ads and pay attention to the hashtags they use in their captions and comments. Take note of the hashtags that appear frequently and the ones that are unique to each post or ad.

### **Look for hashtag popularity**

Use Facebook's search bar to search for the hashtags your competitors are using. This can give you an idea of how popular the hashtag is and what types of content are using it. Facebook will also show related hashtags, which can give you additional ideas for hashtags to use in your own content.

Use a hashtag research tool to help you identify the hashtags your competitors are using and suggest related hashtags to use in your own content. Some popular hashtag research tools include Hashtagify, RiteTag, and Tagboard. These tools can provide insights into the popularity of different hashtags and help you identify which ones are most effective in reaching your target audience.

# Audience analysis

## Use insights to examine audiences

Take a closer look at their audience. By analyzing your competitors' audience, you can gain insights into the demographics and interests of their followers, as well as how engaged they are with their content.

To analyse your competitors' audience on Facebook, go to their page and click on the "Insights" tab. This will give you access to data about their audience, including their demographics, such as age, gender, location, and interests. This information can help you better understand your own target audience and tailor your content to their interests.

Once you have this information, you can use it to create a profile of your competitors' audience. What are the common characteristics of their followers? Are they primarily male or female? What age range do they fall into? What interests do they have in common?

## Look for engagement levels

You can also analyse the engagement levels of your competitors' audience. Are their followers highly engaged with their content, leaving comments and reactions? Or are their followers less engaged? This information can help you understand how effective your competitors' content is at engaging their audience and can inform your own content strategy.

## Look for audience growth patterns

You can also analyse the growth of your competitors' audience over time. Are they consistently gaining new followers, or have they

experienced periods of stagnation? This information can help you understand how effective your competitors' overall social media strategy is and can inform your own approach to audience growth on Facebook.

Analysing your competitors' audience on Facebook is another step in understanding their social media strategy and can help you improve your own content and audience targeting.

# Facebook insights

## Deep dive insights

As mentioned previously, a deep dive into your competitors' insights will reveal engagement rates, trends or patterns.

Facebook Insights allows you to see the types of posts that your competitors are sharing, such as photos, videos, or links. Look at which post types are getting the most engagement and consider incorporating those into your own content strategy.

Facebook Insights also allows you to see when your competitors are posting. Look at the timing of their posts and see if there are any patterns or trends. For example, are they posting at specific times of day or on specific days of the week? Use this information to optimize the timing of your own posts.

Examine the interests and behaviours of your competitors' audience. Look for common interests or behaviours that you can incorporate into your own targeting strategy.

analyse the demographics of their audience by looking at the age, gender, and location of your competitors' audience. If their audience is different from yours, consider adjusting your targeting strategy to better reach your ideal customer.

# Facebook ads

## View competitor's ads library

Facebook's ad platform allows businesses to target specific audiences with their ads based on factors such as age, location, interests, and behaviours.

By monitoring your competitors' Facebook ads, you can gain insights into their targeting strategy and the types of ads they are running.

To analyse your competitors' Facebook ads, go to Facebook's Ad Library and search for your competitor's page. This will give you access to all the ads they are currently running on Facebook, as well as information about their targeting and messaging. analyse the type of ads they are running, the messaging they are using, and the audience they are targeting.

Go to the Facebook Ad Library website and enter the name of the business you want to analyse in the search bar.

## Look for successful ad strategies

Once you have found your competitors' ads, analyse the ad creative, copy, and targeting. What types of visuals are they using in their ads? What is the tone of their ad copy? What type of audience are they targeting with their ads? By analyzing your competitors' Facebook ads, you can gain insights into their advertising strategy and use this information to improve your own ad targeting and creative.

It's also important to monitor the frequency of your competitors' ads. Are they running the same ad repeatedly, or are they rotating their ad creative? This information can help you understand how your

competitors are using Facebook ads to drive conversions and engagement.

Facebook ads will help you understand your competitors advertising strategy and help improve your own ad targeting and creative.

# Facebook activity

## Monitor activity

Monitoring your competitors on Facebook is a critical component of any social media marketing strategy. By keeping track of their activity, you can gain valuable insights into their content strategy, engagement tactics, and ad campaigns, and use this information to improve your own campaigns.

Use Facebook Insights to track your competitors' engagement metrics such as likes, comments, and shares on their posts.

Use third-party tools like Hootsuite or Sprout Social to monitor their activity and receive notifications of their updates. These tools will allow you to track your competitors' activity, including their posts, engagement, and ad campaigns. This will help you stay up to date on any changes in their strategy or messaging.

analyse their content strategy by looking at the type of content your competitors are sharing, such as images, videos, or text-based posts. Also, note the frequency of their posts, their tone of voice, and the topics they cover. This information can be used to develop your own content strategy and stay ahead of the competition.

## Look for tactics

Look at their engagement tactics. Observe how your competitors engage with their audience. Are they responding to comments and messages in a timely manner? Do they run contests or giveaways to encourage engagement? Take note of what they're doing and consider adapting those tactics for your own strategy.

## **Analyse targets and spend**

Keep an eye on your competitors' Facebook ad campaigns. analyse their ad copy, images, and targeting strategy. Also, track their ad spending to see how much they are investing in Facebook advertising.

analyse your competitors' audience demographics, such as age, gender, location, and interests. This information can help you better understand your own target audience and develop content that appeals to them.

# Engagement analysis

## Deep dive engagement

Take a closer look at their engagement. Engagement on Facebook includes likes, comments, and shares on posts, as well as any direct messages or mentions they receive.

To analyse your competitors' engagement on Facebook, you can start by looking at the number of likes, comments, and shares their posts receive. This will give you an overall sense of how engaged their audience is with their content. You can also look at the types of posts that receive the most engagement, such as videos or images, and use this information to inform your own content strategy.

## Monitor positive and negative sentiment

You can also analyse the sentiment of your competitors' engagement. Are people leaving positive or negative comments on their posts? Are there any common themes or topics that come up in the comments? This information can help you understand how your competitors' audience feels about their content and can inform your own approach to engaging with your audience on Facebook.

## Analyse engagement response and quality

Another important aspect of analyzing your competitors' engagement on Facebook is looking at their response rate and time. How quickly do they respond to comments or direct messages? Are they addressing any concerns or questions their followers have? This information can help you understand how responsive and customer-focused your

competitors are on Facebook and can inform your own customer service strategy on the platform.

### **Look at groups and hosted events**

You can also analyse your competitors' use of Facebook groups and events. Are they hosting events or participating in groups related to their industry or niche? This information can help you understand how your competitors are using Facebook to build relationships with their audience and can inform your own approach to building community on the platform.

Analysing your competitors' engagement on Facebook is an important step in understanding their social media strategy and can help you improve your own content, customer service, and community-building efforts.

# Monitor post frequency

## Examine post frequency patterns

By understanding how often your competitors are posting, you can determine how active they are on the platform and adjust your own posting strategy accordingly.

The first step is to determine how often your competitors are posting on Facebook. Calculate the average number of posts per day, week, or month, and take note of any patterns.

## Post and engagement spikes

In addition to the average number of posts, look for any spikes in posting activity. For example, your competitors may post more frequently during certain times of the year or in response to a major industry event.

analyse the type of content posted. It's not just about how often your competitors are posting, but also the type of content they're sharing. analyse the variety of content they share, such as videos, images, and text-based posts, and note the engagement level on each post.

## Audience response and engagement

Monitor the audience response to your competitors' posts. Look at the engagement level, such as likes, comments, and shares, and compare it to your own engagement levels. This will help you determine if your competitors' posting frequency is resonating with their audience.

Based on your analysis, adjust your own posting frequency accordingly.

If your competitors are posting more frequently, consider increasing your own post frequency to stay competitive. Alternatively, if they are not posting very often, you may want to scale back your own posting frequency to avoid overwhelming your audience.

By understanding their posting habits, you can adjust your own posting strategy to better reach your target audience and stay ahead of the competition.

# Post strategy

## Content mix

Look at their content mix. analyse the type of content your competitors are sharing on Facebook. Are they mostly sharing text-based updates, photos, or videos? Are they sharing user-generated content, curated content, or original content? Understanding the mix of content can help you identify what your competitors are emphasizing and what types of content are performing well.

## Engagement levels versus content mix

Review their engagement levels. Engagement is a key metric on Facebook, so it's important to look at how your competitors' posts are performing. Are they receiving a lot of likes, comments, and shares? Are they being ignored by their audience? Understanding the level of engagement can help you identify what types of posts are resonating with their audience and what you should prioritize in your own Facebook strategy.

## Tone of content and brand values

Look at the messaging and tone your competitors are using in their posts. Are they using humour, emotional appeals, or calls-to-action to engage with their audience? Are they emphasizing certain brand values or key messages? Understanding the messaging and tone can help you identify what your competitors are trying to communicate and how you can differentiate yourself.

## **Content strategy gaps**

Look for gaps in their content strategy. Are there topics or themes that they are not covering that you could capitalize on? Are there types of content that they are not sharing that you could try out in your own strategy?

Identify their most successful posts in terms of engagement, reach, and other metrics. Try to identify what made those posts successful and how you could replicate that success in your own strategy.

# Facebook groups

## Find groups

We touched on this earlier. Facebook groups are a funnel for potential business. Pay attention to any Facebook groups that your competitors are members of or that they have created themselves. This can give you insights into what topics they are interested in and what questions their audience is asking.

To start analyzing your competitors' Facebook groups, you first need to join them. This will give you access to the group's content, discussions, and member profiles. Be aware that you need to do this without being observed. Join a group using a profile that is not associated with your brand.

Monitor the engagement level in the group, such as the number of likes, comments, and shares on posts. Analyse the type of content that generates the most engagement, as well as the frequency of posts.

Look at the group's member profiles to gain insights into their demographics, interests, and behaviour. This can help you understand your competitors' target audience and develop content that resonates with them.

Analyse the type of content and strategies that your competitors are sharing in their groups, such as text-based posts, images, or videos. Look for any patterns in the topics they cover, the tone of voice they use, and the frequency of their posts.

Monitor the group discussions to understand the topics that are most relevant to your competitors' audience. Look for any opportunities to engage in the discussions and provide value to the group members.

analyse the group's rules and guidelines to understand how your competitors are managing their community. Look for any opportunities to improve your own community management strategy based on what you observe.

### **Look for gaps in the market**

Identify any gaps in the market. You may identify gaps in the market that you can leverage. For example, if your competitors are not addressing a specific topic or interest, you can develop content that fills that gap.

# Evergreen content

## Examine evergreen content

First, identify the evergreen content on your competitors' Facebook page. Look for posts that are not tied to a specific event or time period and that continue to receive engagement over time. Examples of evergreen content may include how-to guides, product tutorials, industry tips, and educational content.

## Successful evergreen engagement metrics

Look at the engagement metrics of your competitors' evergreen content, such as likes, comments, and shares. Identify the posts with the highest engagement and see if there are common themes or topics that resonate with their audience. This information can help you identify the types of evergreen content that are most effective in engaging your target audience.

## Content gaps

Analyse your competitors' evergreen content to identify any content gaps that you can fill with your own content. Look for topics or themes that your competitors have not covered or that they have not covered in depth. This information can help you differentiate your content and stand out from the competition.

Regularly monitor your competitors' evergreen content to see if they update or refresh their content over time. They may add new information or insights to their existing content, which can help them maintain their engagement levels. By staying up to date with these

updates, you can identify new opportunities to improve your own evergreen content.

Keep in mind that your competitors' evergreen content may not be directly relevant to your own brand or target audience. Use their content as inspiration but adapt it to your own brand's voice, tone, and style. This will help you create content that is unique and tailored to your own audience.

# Website analysis

## Social links and journey drivers

Analysing your competitors' website is an important part of understanding their online presence and digital marketing strategy. By doing so, you can gain valuable insights into their strengths and weaknesses, identify gaps in their marketing strategy, and find opportunities to improve your own website.

Take a look at your competitors' website and see if they have any social media buttons or links to their Facebook page. This can give you an idea of how important Facebook is to their overall digital marketing strategy.

## Website user experience (UX)

Analyse website design and user experience, known in the industry as a UX score – (See later publications for UX Scoring guides). When checking your competitors' website, pay attention to the design and user experience. Look at their website's overall layout, colour scheme, and use of visuals. analyse the website's navigation to see if it's intuitive and easy to use. Consider the website's messaging and whether it is clear and concise. Consider whether the website design and user experience is on par with or better than your own website.

## Website optimisation quality

Look for website optimization. analyse the optimization of your competitors' website by checking their page titles, meta descriptions, and content. Look for any keywords they are targeting and how they are

using them in their content. This information can provide valuable insights into the types of keywords and phrases your competitors are targeting, which can help inform your own search engine optimization (SEO) strategy. Webconfs is a great site to examine various aspects of a web page.

### **Mobile first - responsiveness**

Check for mobile responsiveness. With more people accessing the internet via mobile devices, it is essential to check if your competitors' website is optimized for mobile. Look for responsive design elements that adjust to fit the screen size of different devices. analyse their content and see if it's easy to read on mobile devices.

### **Platform matching**

Analyse the type of content your competitors are producing on both desktop and mobile, including blog posts, product pages, and landing pages. Look for any gaps in the content on both platforms that you can fill on your own website. Consider the tone and voice of the content and the topics they are discussing. Are they answering common questions or addressing issues that their target audience faces? Consider the quality of their content and whether it's original, well-researched, and engaging. Again, use a tool such as webconfs keyword density checker for insights.

### **Call to action platform matching**

Check if your competitors' website has clear and compelling calls to action (CTAs) that encourage visitors to take action on both desktop and mobile. Analyse the placement, messaging, and design of their CTAs. Consider what actions they are prompting visitors to take, such

as signing up for a newsletter, requesting a demo, or purchasing a product. Consider whether they are using different types of CTAs throughout their website and whether they are tracking their effectiveness.

## **Load speed**

Check website loading speed on both desktop and mobile. A website that loads slowly can negatively impact user experience and search engine rankings. analyse your competitors' website loading speed and look for any opportunities to improve your own website's speed.

Consider using tools like Google PageSpeed Insights to test your competitors' website loading speed and find areas where they could improve.

Check your competitors' website traffic using tools like SimilarWeb or Alexa. Look for any spikes or drops in traffic and try to identify the reasons behind them. Consider the sources of their traffic, such as organic search, social media, or paid advertising. analyse the demographics of their website visitors, such as their location, age, and interests. This information can help you understand their target audience and how they are reaching them.

Use these insights to inform your own website design, content strategy, and user experience. Remember to regularly monitor your competitors' website to stay up to date with any changes they make and adjust your strategy accordingly.

# Post timings

## Time critical posts

Analyse how often your competitors are posting on Facebook. Look for patterns in their posting schedule and see if they are posting at consistent times of the day or week. This information can help you identify the best times to post your own content when your target audience is most active on Facebook. Take note of the time of day and day of the week that your competitors are posting on Facebook. This can give you an idea of when their audience is most active on the platform and when it may be most effective to post your own content.

Look for peak engagement times. analyse when your competitors' posts are getting the most engagement, such as likes, comments, and shares. Look for patterns in engagement and see if there are certain times of the day or week when their posts get the most engagement. This information can help you identify the best times to post your own content when your target audience is most likely to engage with it.

## Time zones

Check for time zone differences. If your competitors are located in different time zones, be sure to adjust your analysis accordingly. analyse when they are posting relative to your own time zone and look for patterns in their posting schedule that may be relevant to your own audience.

## Post sensitivity

Consider the type of content: analyse the type of content your

competitors are posting and whether it is time-sensitive or evergreen.

Time-sensitive content, such as news or promotions, may require more frequent posting, while evergreen content may be posted less frequently but still receive engagement over time.

analyse the timing of your competitors' posts in the context of your industry. Look for trends in posting frequency and engagement that are common among your competitors. This information can help you identify industry best practices and adjust your own strategy accordingly.

Regularly monitor your competitors' Facebook page for changes in their posting schedule. They may adjust their strategy based on seasonal changes, industry trends, or other factors. By staying up to date with these changes, you can adjust your own strategy and stay ahead of the competition.

# Competitor weaknesses

## Find opportunity

Analyse your competitors' weaknesses on Facebook and see if there are any gaps in their content or engagement strategies that you can capitalize on.

One of the key metrics on Facebook is engagement, which includes likes, comments, and shares. If your competitors are not getting much engagement on their posts, this could indicate that they are not creating content that resonates with their audience. Look for ways to create content that is more engaging and likely to drive interaction.

If your competitors are not responding to comments or messages on Facebook in a timely manner, this could be a weakness that you could exploit. By being responsive and attentive to your followers, you can build stronger relationships with them and create a competitive advantage.

Facebook advertising can be a powerful tool for reaching your target audience. If your competitors are not using Facebook advertising effectively, this could be a weakness that you could capitalize on. Look for ways to create effective ad campaigns that target your audience and drive results.

## Find strategy weaknesses

Your competitors' content strategy can also be an area of weakness to look for. If they are not creating content that resonates with their audience, or if they are not posting consistently, this could be a weakness that you could take advantage of. Focus on creating a strong

content strategy that is consistent and engaging.

**Note branding weaknesses and compare against your brand**

If your competitors have a weak brand or a weak visual identity on Facebook, this could be a weakness that you could capitalize on. By creating a strong and consistent brand identity, you can differentiate yourself and build a stronger connection with your audience.

# Collaboration opportunities

## Brands and influencers

Look for Opportunities to Collaborate. analyse your competitors' collaborations with other brands, influencers, or organizations on Facebook. Look for opportunities to collaborate with these same brands or influencers to expand your reach and build relationships with your target audience.

Co-marketing campaigns are a popular way to collaborate on Facebook. In a co-marketing campaign, two or more businesses come together to promote a shared product or service, typically by creating and sharing content that highlights the value of the offering. This can help each business reach a larger audience and generate more leads.

## Joint promotion

Joint promotion are another way to collaborate on Facebook is by running joint promotions with other businesses. For example, you could team up with another business to offer a discount or special offer to both of your audiences. This can help you attract new customers and build your brand.

## Cross promotion

Cross-promotion is another effective way to collaborate on Facebook. In a cross-promotion, two businesses agree to promote each other's products or services to their respective audiences. This can help each business reach a new audience and generate more leads and sales.

Collaborating with influencers is another way to build your brand and

reach new customers on Facebook. Influencers are individuals with a large following on Facebook or other social media platforms. By partnering with an influencer, you can tap into their audience and reach new customers who may be interested in your products or services.

### **Facebook groups**

Using Facebook Groups are another opportunity for collaboration. You can join relevant Groups in your industry or niche and engage with other members, share content, and build relationships. This can help you expand your network and connect with potential collaborators or customers.

By working together, you can create more impactful campaigns and generate better results for both of your businesses.

Some competitor Facebook opportunities may stand out For example, engaging visual content: If your competitors have engaging visual content, such as eye-catching graphics, photos, or videos, this can be an opportunity for you to stand out. You can try creating your own high-quality visual content that is more visually appealing or better resonates with your audience.

If your competitors are doing a great job of engaging with their followers by responding to comments and messages promptly, this is an opportunity for you to improve your own engagement efforts. You can aim to respond to comments and messages quickly, and offer personalized support to your followers.

If your competitors are posting consistently and at the same time each day or week, this is an opportunity for you to improve your own posting schedule. You can try to develop a consistent posting schedule that works for your business and audience, and stick to it.

If your competitors are creating creative and engaging content, such as

polls, quizzes, or interactive videos, this is an opportunity for you to improve your own content strategy. You can experiment with different types of content and see what resonates best with your audience.

### **Live events, QA sessions, competitions and demos**

If your competitors are hosting Facebook Live events, such as Q&A sessions or product demos, this is an opportunity for you to improve your own live event strategy. You can try hosting your own Facebook Live events that are relevant to your business or industry, and promote them to your followers.

If your competitors are effectively using Facebook Ads to reach their target audience, this is an opportunity for you to improve your own Facebook Ads strategy. You can research your target audience, experiment with different ad formats, and analyse the performance of your ads to make improvements.

# Influencers

## **Identify your top competitors' influencer partnerships**

Once you've identified your competitors, start researching their influencer partnerships. Look for posts and content where they've partnered with influencers to promote their brand, products, or services.

## **Monitoring tools**

Use social media monitoring tools like Hootsuite Insights, Sprout Social, and Brandwatch can help you monitor and track your competitors' influencer collaborations. These tools can provide insights into which influencers they're working with, the content they're producing, and the engagement metrics of their posts.

## **Influencer networks**

Depending on your industry or niche, there may be influencer networks that cater to your specific audience. By following these networks, you can gain insights into which influencers your competitors are working with and discover new influencers to partner with in your own marketing campaigns.

## **Industry events**

Attending industry events and conferences can also give you insights into which influencers your competitors are working with. Look for sponsored content and branded partnerships at events, and take note of the influencers who are promoting your competitors' products or

services.

Analyse the content that influencers are creating for your competitors. Look for patterns in the types of content they're producing, the messaging they're using, and the target audience they're reaching. Use this information to improve your own influencer collaborations and create content that resonates with your target audience.

### **Influencer collaborations**

Consider collaborations with influencers that resonate your goals. This can be an effective way to expand your reach and build relationships with your target audience. analyse your competitors' collaborations with other brands, influencers, or organizations on Facebook. Look for opportunities to collaborate with these same brands or influencers to expand your reach and build relationships with your target audience.

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