SEO Template for new content

Target keywords: social media competitor analysis

Page title

• Optimal title length: **55 characters**

• Add at least one of your target keywords to your <title> tag, don't use each target keyword more than 1 time: **social media competitor analysis**

Meta description

• Optimal meta length: **160 characters**

H1

• Add all your target keywords at least one time: **social media competitor analysis**

Text

• Try to acquire backlinks from the following domains:

• Enrich your text with the following semantically related words: **engagement rates, analyzing your competitors, marketing strategy, competitors posted, competitor performance, competitive analysis tools, social media performance, social networks, analytics tools, top competitors, top posts, social media strategy, social presence, social media competitor, social media platforms, deeper insights, content strategies, social channels, competitive analysis on social media, perform a social media competitive analysis template**

• Focus on creating more informative content. Recommended text length: **1463.0**

• Make sure that your text is easy to read with the Flesch-Kincaid readability test. The readability score should be: **53.119122553739814**

• Add at least one of your target keywords: **social media competitor analysis**

When your content has been published, [launch a SEO Ideas](https://www.semrush.com/features/seo-ideas/?utm-source=sct&utm-medium=template) campaign to check if your content complies with all on-page SEO factors and discover what else can be done to give your content a SEO boost.

Analyzed top-10-ranking rivals for your target keywords

social media competitor analysis

1. <https://blog.hootsuite.com/competitive-analysis-on-social-media/>

2. <https://sproutsocial.com/insights/social-media-competitive-analysis/>

3. <https://moz.com/blog/social-media-competitor-analysis>

4. <https://www.socialinsider.io/social-media-competitor-analysis>

5. <https://blog.hootsuite.com/social-media-competitor-analysis-tools/>

6. <https://www.semrush.com/kb/841-how-to-uncover-social-media-competitors-strategy>

7. <https://www.brandwatch.com/blog/how-to-perform-a-social-media-competitive-analysis-a-complete-guide/>

8. <https://www.youtube.com/watch?v=V5ReT1RpF0s>

9. <https://sproutsocial.com/insights/competitor-analysis-tools/>

10. <https://www.vendasta.com/blog/social-media-competitor-analysis/>

See how competitors write about targeted keywords:

**social media competitor analysis**

**1.** <https://blog.hootsuite.com/competitive-analysis-on-social-media/>

Strategy
Social Media Competitor Analysis: Template + Guide for 2024
Social media competitor analysis will help you identify gaps in your strategy and stay one step ahead of everyone else.
Christina Newberry, Shannon Tien October 15, 2023
Table of Contents
Free social media competitor analysis template
How can you stay ahead of the competition and win on social media? Start with a social media competitive analysis.
It will tell you how you stack up against others in your industry, and surface new opportunities as well as potential threats.
This guide will teach you how to conduct your own competitive analysis for social media. We’ll also list the best social media competitive analysis tools and give you a free template to help you get started.
More of a visual learner? Check out our video for a super-simple three-step method to conducting a social media competitor analysis:
What is a social media competitor analysis?
A social media competitor analysis is an analysis of your competition on social media to find out what their strengths and weaknesses are, and how those strengths and weaknesses compare to your own.
It’s a process of benchmarking your own results against the heavy-hitters in your industry, so you can identify opportunities for growth as well as strategies that aren’t performing as well as they should.
A social media competitive analysis, specifically, will help you:
Identify who your competitors are on social media
Know which social media platforms they’re on
Know how they’re using those platforms
Understand how well their social and content strategies are working
Benchmark your social results against the competition
Identify social threats to your business
Find gaps in your own social media marketing strategy
#1 Social Media Tool
Free 30-Day Trial
The benefits of running a competitor analysis on social media
Learning about your competitors is not the only reason to do a competitor analysis on social media. It will also give you insights into your own business and your audience (which likely overlaps with your competitors’ audiences).
Here are some surprising insights a social media competitive analysis can give you:
Performance benchmarks for your own business, such as average followers, engagement rates, and share of voice
Ideas for the best times to post on social media (since your audience is likely online at a similar time)
An understanding of the potential customer pain points
New (and better) ideas for content that may resonate with your audience (or that, conversely, does NOT resonate with your audience, and which you might want to avoid)
An understanding of how to communicate with your audience on certain platforms (i.e., casually or formally)
Ideas for ways to differentiate your brand
And more!
Ultimately, a social media competitive analysis will give you as much as you put into it. You may choose to do a one-off social media competitor report or hire someone on your team whose sole job it would be to keep track of your competitors. Most businesses do something in-between: a quarterly or monthly report.
Whatever level of analysis you choose, the insights will be invaluable.
How to do a social media competitor analysis in 4 steps
Before you start, download this free social media competitor analysis template to keep track of your efforts.
Bonus: Get a free, customizable competitive analysis template to easily size up the competition and identify opportunities for your brand to pull ahead.
Step 1. Find your competitors
Identify your competitive keywords
You probably already know some of the keywords your business is trying to rank for in the search engines. For example, if you work for a Manhattan-based hotel, you’re likely focused on keywords such as “New York hotels,” and “best places to stay in Manhattan.”
But if your property is a boutique hotel with evening wine tastings and local art, you’re not necessarily competing directly with the Holiday Inn. Having a thorough understanding of your keyword inventory will help you develop a clear picture of who you’re really competing against online.
The Google Adwords Keyword Planner is a great place to identify the keywords most relevant to your brand. Even if you don’t advertise with Google Adwords, this tool is free to use.
To start, use the tool to analyze your website. You’ll get a list of relevant keywords, along with the average monthly searches and estimated level of competition.
Or, you can enter your known target keywords into the tool. Again, you’ll get a list of related keywords with data on search volume and competition. Use these related keywords to help you narrow your definition of your competitors, so you can make sure you’re analyzing businesses that are truly competing with your own.
Check who’s ranking for those keywords in Google
Choose the top five or 10 keywords that have the most relevance to your business, and plug them into Google. You’ll soon get a sense of who your top competition is online.
Pay special attention to the brands in your industry that are paying for Google ads to get their names above the organic search results, as they’re putting their money where their marketing ambitions are. Even if they don’t have great organic search rankings (yet), it’s worth checking out how they’re performing on social media.
Click through to the websites of any brands that appear to be potential competitors. Most businesses link to their social channels in the header or the footer of their website. Enter the links to their social profiles in your competitive analysis spreadsheet.
Check who appears in social searches for those keywords
The brands that rank for your keywords in Google are not necessarily the same ones that rank well within the social networks themselves. Since this is a social media competitive analysis, you need to see who comes up tops in social search results, too.
For example, head to Instagram and enter your keyword in the search box. Then, browse the “For you” feed and take note of the brands that show up there.
You may have heard that TikTok has become Gen Z’s favorite search engine . So, if you’re trying to reach a younger audience, make sure to run a search there too.
For more tips on searching the various social networks, check out our post on the best ways to research online .
Find out what similar brands your audience follows
Facebook Audience Insights and X (Twitter) Analytics can give you some good insights into which other brands your audience follows on these social networks. If these brands are similar to yours, it’s worth considering them as potential competitors.
To find which brands your audience follows on Facebook:
Open Facebook Audience Insights
Scroll down to Top pages
You may find that none of the Pages identified are relevant to your industry, but if they are, add them to your list of competitors.
On X, rather than checking on your whole audience, you can check to see who your top followers are connected to.
Open X Analytics.
Scroll down to each of your Top Followers for the last several months
Click View profile for each Top Follower
Click Following on their profile to see the full list of accounts they’re following, or click Tweets & replies to see which accounts they interact with
Choose up to 5 competitors to focus on
By now you’ve got a huge list of potential competitors — far more than you could reasonably include in a thorough competitive analysis. It’s time to narrow down your list to the top three to five brands who you are most closely competing with on social media. Choose the brands that have the closest fit to your target niche.
Step 2. Gather intel
Now that you know who your competition is, you need to learn what they’re up to on social media.
Click through to the social networks of each of the brands you’ve identified as top competitors. As mentioned above, you can usually find these links in the header or footer of their website. In your social media competitive analysis template, make note of the following:
What social networks are they on?
How large is their following and how fast is it growing?
Who are their top followers?
How often do they post?
What is their engagement rate?
What is their social share of voice?
What hashtags do they use most often?
How many hashtags do they use?
You can find much of this information just by clicking around your competition’s social profiles. For more streamlined data gathering, check out the analytics tools mentioned below.
Don’t forget to track all of these things for your own social channels as well. This will help you with your analysis in the next step.
Step 3. Do a SWOT analysis
Now that you’ve gathered all that data, it’s time to analyze it in a way that helps you understand where you stand compared to the competition. As part of this analysis, you’ll also look for potential ways to improve your strategy, and potential hazards to watch out for along the way.
A SWOT analysis is a great tool to help you think clearly about all of this information. In a SWOT analysis, you take a hard look at your business and the competition to identify:
S – Strengths
O – Opportunities
T – Threats
The important thing to know is that strengths and weaknesses involve factors internal to your brand. Basically, these are things you’re doing right, and areas where you could stand to improve.
Opportunities and threats are based on external factors: things happening in your competitive environment that you need to be aware of.
Here are some items to list in each quadrant of the SWOT template.
Strengths
List metrics for which your numbers are higher than the competition.
Weaknesses
List metrics for which your numbers are lagging behind the competition. These are areas you’ll want to focus on improving through testing and tweaks to your social media strategy .
Keep in mind that you could have both strengths and weaknesses for each social network. For example, maybe your Facebook follower count is higher than your competitors, but they have better follower growth. Or maybe you have fewer Instagram followers but higher engagement.
Get quite specific here, because these distinctions will help you identify your opportunities and threats.
#1 Analytics Tool for Growth
Beautiful reports. Clear data. Actionable insights to help you grow faster.
Start free 30-day trial
Opportunities
Now that you can see at a glance where you stand compared to the competition, you can identify potential opportunities to take advantage of.
These opportunities might be areas where you think you could improve compared to your competition based on information you’ve already gathered, or they could be based on anticipated or recent changes in the social media world.
Threats
Like opportunities, threats come from outside your organization. To get a keen sense of upcoming threats, take a good look at numbers related to growth, or anything that signifies change over time.
For example, a competitor that is small but has a high follower growth rate might present a bigger threat that a large competitor with stagnant growth.
This is another area where you need to keep an eye on the broader industry for upcoming changes that could affect your position compared to your competitors. The Hootsuite State of Digital Reports are a great source of industry information to consider.
Step 4. Set up social media monitoring to track competitors on an ongoing basis
You’ll need to revisit your social media competitive analysis regularly to keep it current. Make this a regular part of your quarterly or annual reporting and review. That means you’ll need a constant supply of up-to-date information.
Putting a solid social media monitoring strategy in place will equip you with that real-time data to incorporate in your next analysis. This is an especially useful strategy for identifying potential opportunities and threats.
We’ll go over some tools you can use for social media monitoring below. Basically, it’s all about being aware of social conversations involving your brand, your competitors, and your industry.
Record any important information or events you uncover through social media monitoring in the Notes column of your competitive analysis template, and incorporate them into your revised opportunities and threats during your next review.
8 top social media competitor analysis tools
In step 2, we talked about how to gather intelligence directly from the social networks. Here are some of the best social media competitive analysis tools that will do the digging for you.
Best social media competitor analysis tools
1. Competitive Analysis in Hootsuite Analytics
Whether you’re running a full competitive analysis or just browsing for inspiration, look no further. Hootsuite Analytics does Instagram, Facebook, and X (formerly Twitter) competitive analysis for you. You can track up to 20 competitors per network, and get a clear view of your strengths and weaknesses — plus actionable insights on the top posts, hashtags, and types of content in your niche.
Follow these 4 simple steps to analyze competitors with Hootsuite:
Sign in to your Hootsuite account and pick Analytics from the main menu on the left side of the dashboard.
Then, click on Competitive analysis in the Benchmarking section.
At the top of the page, use the dropdown list of your social profiles to select the one you want to compare to competitors.
Then, pick the competitors you want to measure your social media performance against. To do that, go into the second dropdown list and check the boxes next to the competitors you want to view. To add competitors, click Manage competitors at the bottom of the dropdown box.
Type the name of a competitor into the search bar and select the correct profile from the dropdown list. Depending on your Hootsuite plan, you can add between 2 and 20 social accounts per network (Facebook, Instagram, and X) to your watchlist.
And that’s it! Now you can browse several competitive reports, including:
Overview, where you can see the number of posts you and your competitors posted in the selected timeframe (that can be adjusted in the top right corner of the dashboard) as well as every account’s posting frequency, average engagement, number of followers, and audience growth rate.
Start free 30-day trial
Post performance, where you can review your and your competitors’ top posts and sort results by likes, comments, and engagement — and quickly fetch inspiration for what to publish next.
Performance by post type, where you can find out what types of posts — photos, videos, carousels, or Reels — are most popular with each brand’s audience. Results can be sorted to show which post types get the most likes, comments, or engagement.
Post performance (by comments, likes, or estimated engagement), where you can see how you and your competitors did every day within the specified timeframe — all in one easy-to-read graph. You can drill down results by post type, or stick to the overall view.
Trending hashtags… which speaks for itself.
Learn more about competitive analysis in Hootsuite Analytics . The feature is available in all paid plans.
2. Industry benchmarking in Hootsuite Analytics
If you want to see how your results shape up against your industry as a whole (rather than individual competitors), this is the perfect tool for you.
With Hootsuite’s social media benchmarking , you can find out how others in your industry are doing on social and compare your results with just a few clicks.
To get industry benchmarks, follow these steps:
Sign in to your Hootsuite dashboard and head to Analytics.
In the menu on the left side of the screen, scroll to Benchmarking and click Industry.
Pick an industry that best describes your business.
That’s it! Now you can see how your results compare to average performance stats within your industry. You can set up custom timeframes, switch between networks — Instagram, Facebook, X, LinkedIn, and TikTok — and look up benchmarks for the following metrics:
Profile impressions
Try for free
You will also find resources to improve your performance right in the summary section:
And, if you need to present your results to your team, boss, or other stakeholders, you can easily download your comparison report as a PDF file.
3. Hootsuite Streams
Hootsuite Streams is a powerful tool that allows you to track keywords, competitors, and hashtags across every social network—all from one easy-to-use dashboard. The simplest use case? Add all your competitors accounts to one Stream and check on it whenever you want. But you can do much more than that.
4. Brandwatch
Brandwatch offers some powerful competitive analysis tools. One of the most important is its easy-to-understand graphic showing your brand’s social share of voice .
Social share of voice is a measure of how much people talk about your brand online compared to how much they talk about your competitors. This is one of the metrics you should track in your social media competitive analysis template.
Brandwatch integrates with Hootsuite. Here’s a video showing how the two applications work together to provide key competitive analysis information.
5. Synapview
Ready to go beyond social media competitive analysis? Synapview is an app that lets you monitor competitors and hashtags on Reddit and blogs too.
6. Mentionlytics
Mentionlytics is a social media monitoring tool that is also great for doing a social media competitive analysis. You can discover everything that is being said about your brand, your competitors, or any keyword on X, Instagram, Facebook, Youtube, Pinterest and all web sources (news, blogs, etc.).
Plus, it has a handy “sentiment analysis” feature, so you can see not only what is being said about your competitors but how it is being said.
PS: Mentionlytics integrates with Hootsuite so you can see everything it pulls in your Streams.
7. Talkwalker
Talkwalker is primarily known as a social listening tool with a huge library of insights – competitive or otherwise – of over 150 million sources, including blogs, forums, videos, news, reviews, and social networks.
Use it if you want to spy on your competitors beyond just social media, and if you want to keep tabs on what the entire industry is saying in general. It’s great for high level overviews as well as detailed analyses.
8. Sprout Social
Sprout Social is a comprehensive social media management tool that offers some competitive analysis features. Sprout’s tools help users track and measure growth across competitors’ social accounts and easily check how those stats compare to their own. A word cloud solution that surfaces trending topics and keywords is also available.
Source: Sprout Social
Check out our detailed side-by-side comparison to see how Sprout Social stacks up against Hootsuite.
Free social media competitor analysis template
You could create your own spreadsheet to keep track of all the information you gather during your social media competitive analysis.
But if you’d rather get straight to work collecting data and putting it to use, download our free social media competitive analysis template and just start plugging in the information you collect. There’s a tab for your SWOT analysis, too.
Bonus: Get a free, customizable competitive analysis template to easily size up the competition and identify opportunities for your brand to pull ahead.
Use Hootsuite to crush the competition on social media. From a single dashboard you can manage all your profiles, track competitors and relevant conversations, improve performance, and much more. Try it free today.

**2.** <https://sproutsocial.com/insights/social-media-competitive-analysis/>

Copy Link
Share Resource
They say self comparison is the thief of joy. But when it comes to social media, your channels don’t perform in a vacuum. You need to keep an eye on competitors to truly understand how your channels are doing and whether you stand apart.
Competitive analysis is more than just comparing yourself to others. And it’s definitely not about copying the competition. By analyzing the competition with a social media competitive analysis, you uncover valuable insights that empower you to improve your social strategy, and your entire business. After all, keeping an eye on the competition has cross-org benefits.
So how do you start? Don’t worry, we’ve boiled down the process into five simple steps.
How to perform a social media competitive analysis?
Using your social media competitive analysis template and data
Before we start: Download our social media competitive analysis template to maximize the use of this article and make it even easier to follow these steps. We’ll be referencing this resource throughout the article to help you as you go.
1. Identify your social media competitors
Over half of respondents to a Gartner survey said choosing a well-known brand is less important than it was three years ago. Having a big, recognizable brand is no longer enough to stand out. But first, you need to know who you’re trying to stand out from.
Look to brands in your industry who are active on social media. These are brands whom you can learn from and benchmark against.
Your direct competitors on social are brands that sell the same products as you. Let’s use our fictional coffee company, Sprout Coffee, as an example: La Colombe, Peet’s Coffee, Caribou and local coffee shops are all direct competitors.
But also take note of indirect competitors. These brands may not sell the same product, but fill a similar need and reach a similar audience. For Sprout Coffee, that would be grocery stores or local cafes selling food and coffee.
How to ID your social media competition
For lack of a better term: Google it! Searching for the keywords consumers would use to find your business is one of the best ways to uncover competitors . For Sprout Coffee, you might Google “ground coffee” or “instant coffee.”
Look for websites that are in your specific industry. In our example, La Colombe and Folgers could be good options. Then, explore their active social channels. For instance, Peet’s Coffee is a popular coffee company that’s very active on social media, so it makes sense to add them to our analysis as well.
To get more specific to your audience, perform some market research or competitive monitoring . With social media listening, you’ll uncover conversations your audience is having about you, your industry and your competition—even when your handles aren’t tagged.
Reimagine the role of social in your business
A powerful, all-in-one social media management platform
Start Your Free Trial
2. Gather platform-specific data
This is where social media intelligence comes in. Tracking how your competitors are performing on social requires you to look at each platform individually.
And this is not a one-and-done process. To keep your finger on the pulse of your competition, and to set competitive benchmarks , refresh this data quarterly or biannually alongside your larger social media reports.
This process can take a lot of time if you’re in a highly competitive industry. But the more thorough you are, the better results you’ll get. This is where a social media analytics tool is basically required.
Sprout’s competitive analysis tools provides you with a full, competitive picture. Combining the power of our Competitor Performance reports and listening tools, you’ll be able to aggregate your competitors’ social performance in one place for head-to-head comparisons and to help you understand your share of voice.
Let’s take a look at how to compare your brand to competitors’ social media presence on Instagram, Twitter and Facebook—the networks Sprout’s reports cover. Use these walkthroughs to guide what data you should pull for other networks too, like TikTok or LinkedIn.
Instagram competitive analysis
Start by doing a visual analysis of your competition’s Instagram account. Ask yourself:
Do they use a link in bio tool ? How often are they updating it?
About how often are they active on stories? What does that content look like?
Do they have a brand-specific hashtag?
What do they say in their bio to set themselves apart?
Are they using Instagram highlights?
Level up by using Sprout’s Instagram Competitors Report to compare and benchmark your brand against competitors at a glance in key areas:
Audience growth: Are your competitors growing their audience quicker than you?
Media sent: How frequently are your competitors publishing? This can reveal whether you’re posting enough to keep your audience engaged.
Engagement: How many likes and comments does your competitor content get?
Hashtags: What hashtags do your competitors use to gain more exposure?
Top posts: Try to get an idea of why these posts are performing well. Are they product photos? Do they use certain colors? Find out what these posts have that your content doesn’t and use the info to improve your images and videos.
Pro tip: Another tactic is to do a search for your competitors by hashtag on Instagram, like #Folgers, to see how many people are tagging your competitors in posts. If it’s a lot, that’s an indication the company is getting noticed and has an active following.
This will also give you a sense of what hashtags people use to refer to other brands and could potentially spark ideas for hashtags to use for your brand.
Once you have all the information from your Instagram competitive analysis research, make sure you add that data to your spreadsheet , like so:
Facebook competitive analysis
Start by doing a manual review of your competitor’s page, looking for the basics:
Number of follows and page likes
Any specific tabs or features they have. For example, some coffee roasters might have the shop section enabled. If we notice the same trend with other competitors, it’s likely a good sign it’s working for them.
Look at their visuals and branding.
Review their About section—how do they set their business and social presence apart?
A visual analysis is nice, but it only goes so deep. This is where Sprout’s Facebook Competitor Report comes in to judge how well the competition’s content performs over time.
Use this report to see how many messages your competitors send and receive, the types of content they post (text, images or videos), engagement and the amount of received messages. All of which answers higher-level questions about your competition’s presence, and how you can stand out from it.
Include this in your spreadsheet, as well as any specific metrics that are important to your strategy.
Twitter competitive analysis
Your Twitter analysis will look similar to your Facebook analysis.
Here are a few areas to take note of:
Number of followers.
Look at the visuals and branding of their cover image and profile picture. How often do they shift these visuals?
Review their bio—what are they highlighting? How have they set themselves apart?
Do they adjust their Twitter name (not their handle) for holidays like Halloween?
To see a more direct, automatic comparison between your Twitter account and your competitors, level up with Sprout’s Twitter analytics . This compares your Twitter profiles against each other, or a competitor. Select your Twitter account, then enter a competitor for the other slot.
The report shows engagement, influence, followers gained/lost and mentions. You can change the time period, but it’s best to stick to the last 30 days to keep the data relevant.
Once you’ve looked over all the competitive social media analysis from the Twitter report, be sure to enter the data into your spreadsheet. Tracking this information can be extremely valuable down the line.
Level up your data
Our spreadsheet and Sprout’s reports include Facebook, Twitter and Instagram.
But we recommend conducting a manual analysis of any additional platforms, like LinkedIn and TikTok, that are relevant to your brand and audience.
Also explore Sprout’s new competitor widgets available in the Professional and Advanced plans. These enable you to customize reports and include your data alongside competitor data in one, singular report.
3. Analyze competitors
Half of competitive intelligence is quantitative. But to get a true 360 view of your competitors’ social channels, you’ll need qualitative data on how your competitors use each platform.
Start analyzing your competitors’ social strategy by focusing on these three questions:
How active is the competition?
What types of content do they publish?
How active is the competition?
It’s fairly easy to gauge how active brands are by answering these questions:
When was the last time they posted?
Are there long spans of time between each post?
Do they respond to comments?
How in-depth are their responses to comments?
Brands should post at least once every couple of days to be considered active. But if your competitors post several times a day more than you, you risk falling behind. For example, Twitter allows for a lot more flexibility when it comes to how often to post —are your competitors significantly outpacing your daily Tweets?
Looking into all of this sheds light on their content strategy and customer care strategy—and where there are gaps.
What types of content do they post?
According to a Q1 2023 Sprout pulse survey, 53% cited changing content formats as a major challenge when planning and scheduling content.
Look at each competitor’s last 10 posts and calculate what percentage of them are promotional—prompt their audience to sign up, shop, etc.
This can also apply to the content formats they post. Are they posting a lot of video content? Mainly photos? Do they lean heavily on creators and user-generated content? How often do they jump on trending sounds or social media memes ?
Use this information to see what content formats they’re using to pull ahead to cut the guesswork out of your strategy.
What’s their brand persona?
Some marketers like to look at their competitor’s brand voice when doing a social media analysis. Voice describes the tone and POV a brand uses on social media. Do they post from the brand’s perspective (we) or do they let individuals post on the brand’s behalf.
For example, the tone of the Field Museum’s social account…
Clawing my way to the weekend. 💀 pic.twitter.com/Y1keGLFwB8
— Field Museum (@FieldMuseum) January 27, 2023
…is very different from the American Museum of Natural History’s tone. They each have their own online personalities .
It’s #FossilFriday ! Let’s swim back in time some 85 million years ago to the Late Cretaceous to meet Xiphactinus, a gigantic predatory fish. This species, which could reach lengths of 17 feet (5.2 meters), was capable of swallowing a 6-foot- (2-meter-) fish whole! pic.twitter.com/71JD3k1B5J
— American Museum of Natural History (@AMNH) January 27, 2023
Level up: As you wrap up, take a look at your competitors’ websites, because content marketing and social media are closely related. A lot of companies repurpose their blogs for social media content. Take a look at your competition and see how many of them maximizing their bevy of content
Once you’ve gone through each competitor, say it with me: Put the data into your social media competitive analysis template.
4. Step up your social media competitive analysis with listening
If you’re new to social media competitive analysis, starting with our template will help you get familiar with your competitors’ social media performance and uncover patterns for you to tune into.
But if you’re ready to take your competitive analysis on social media a step further, tap into social listening. Social listening gives you a broader perspective of conversations related to your industry and competitors that are happening across social—even when you’re not tagged. Combined with Sprout’s network competitor reports, social listening expands your view and brings in conversations on YouTube, Reddit and the broader web.
It’s an invaluable tool to uncover gaps that you can fill, conversations to jump into and more. For example, Grammarly uses Sprout’s social listening tools to provide cross-team insights and analyze their competitive share of voice on social. In 2021, Sprout helped them identify that their brand owned 71% of their competitive share of voice.
Sprout’s built-in competitive analysis tools also make it easy to measure your competitors’ social presence and compare it to yours.
With this template, you can identify the top competitors you want to track and include specific profiles, keywords, phrases and hashtags that you want Sprout to listen to.
To see what Sprout’s social listening tools can do for your brand, request a demo to try it for yourself.
5. Using your social media competitive analysis template and data
Now that you’ve compiled all of this data, you need to put it to use. Using your brand’s social media analytics , you can compare your profiles to the competition. That’s why we included a line for your company’s data into our template .
Your final step is to interpret the data into something others will understand by going beyond simply sharing your filled-out template. With data storytelling , turn those raw numbers and insights into digestible and actionable takeaways.
Here are a few tips:
Use visuals. Data visualizations, like the charts and graphs Sprout reports provide, break down data into digestible visuals.
Identify the most interesting points and findings. Most don’t need (or want) to see every detail. What are the key findings from your social media competitive analysis?
Predict questions or challenges. Get ahead by providing solutions and answers.
Provide next steps. Doing a competitive analysis of social media is one thing. But defining the “what now?” is the whole reason for doing so. With what you’ve discovered, what are your next steps to improve your content and share of voice?
It’s important to keep in mind that this social media competitive analysis isn’t for you to copy exactly what everyone is doing. Instead, it will guide you toward getting started on the right foot.
Dive into the data with a social media competitive analysis
In the end, it’s all about comparing your brand’s metrics and data to the competition. Then make any necessary adjustments to get a leg up on your competitors.
You have the template. Now, make your social media competitive analysis less daunting and more automated by adding Sprout to your toolbox— try Sprout free for 30 days and learn how our competitive analysis reports will help you uncover deeper insights to optimize your strategy.

**3.** <https://moz.com/blog/social-media-competitor-analysis>

Explore all the free SEO tools Moz has to offer.
Moz
Insights & discussions from an SEO community of 500,000+.
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Get the scoop on the latest and greatest from Moz.
New Feature: Moz Pro
Social Media | Competitive Research
The author's views are entirely their own (excluding the unlikely event of hypnosis) and may not always reflect the views of Moz.
According to Sprout Social’s survey , 85% of companies rely on social data as a primary source of business insights. And with almost 4.6 million people on social media networks, they are a crucial part of your growth strategy.
It’s no longer news that there’s fierce brand competition — in every industry — roaming the web. So, how do you outcompete your brand competitors and grow your business on social media? By doing social media competitor analysis.
When you learn your competitors’ moves, you find ways to reinforce your brand strengths, improve on your shortcomings, and take advantage of opportunities. In this guide, we’ll go over what social media competitor analysis means, its benefits, the steps to take when performing this analysis, and a list of the tools you need.
What is social media competitor analysis?
Social media competitor analysis is the process of evaluating your competitors on social media to find opportunities and build strategies for brand growth. Performing this analysis allows you to identify your competitors’ strengths and weaknesses to develop a working social marketing strategy. It also reveals relevant information about your target audience, why they’re interested in competitor brands, and how these brands do better at social media marketing.
Why is social media competitor analysis important?
Social media competitive analysis has its own advantages outside the strategy you use to examine your SEO competitors . It allows you to:
1. Understand your ideal clients better
Performing a social media competitive analysis lets you gain deeper insights into who your ideal clients are. Knowing your customer personas empowers you to get more marketing results because you understand:
What social media platforms your ideal clients use
How they consume content
The types of content they’re searching for
What pain points they need solutions for
What time they’re active on social media
2. Build a better social strategy
When you understand how and why your competitors are performing better than your brand, you can create a working social media strategy, or improve it if you already have one.
A social media competitor analysis challenges you to do your best because it compares your methods and results against the competition. Also, you can identify gaps to leverage for brand growth, and threats you need to deal with.
3. Create relevant content
It’s only natural that your ideal clients choose the brands whose values and content they align with. A social media competitor analysis will make you top of mind among your ideal clients.
This is because you’ll identify the types and formats of content they want to see. Also, you can take advantage of the content gaps you discover to create fresh, valuable content for your audience.
4. Better marketing and positioning
By conducting a social media competitive analysis, you can leverage your social platforms for more effective marketing. When you see what’s working for your competitors, you’ll start to use relevant, underused social media features and strategies.
More so, this empowers you to come up with a positioning strategy to differentiate your brand from the competition — and become an authority in your industry.
Six competitive analysis tools for social media
Alongside your traditional analytics tools, which we’ll talk about later, you need specific social media tools to perform efficient competitor analysis on these platforms. We’ve included six options below:
1. Not Just Analytics
Not Just Analytics , formerly called Ninjalistics, is an analytic tool for Instagram and TikTok. With this social media competitive software, you can monitor the growth of competitor profiles, the hashtags they use, and their engagement rates.
All you have to do is enter your competitors’ profiles into Not Just Analytics and analyze them. For example, after analyzing Isis Brenna’s Instagram profile , marketing strategist for business coaches, here’s what Not Just Analytics displays:
2. SocialMention
Social Mention by BrandMentions is a search engine for collecting user-generated content on social media, blogs, news, and videos.
Once you enter a competitor brand, Social Mention tracks and shows you all the conversations about them — who’s talking about them, what they’re saying, and on which platforms:
3. Socialbakers
Socialbakers is a social media management tool that makes it easy to monitor all your social media platforms in one place. It works best for agencies.
This tool allows you to measure and compare your content performance to improve brand growth. In addition, Socialbakers has free competitor analysis tools for Instagram and Facebook , and you can analyze up to five competitor profiles.
4. Sprout Social
Sprout Social is a suite of social media management tools for better brand marketing. It has scheduling, analytics, and competitor analysis tools for all business sizes and types.
Sprout Social's competitor analysis feature allows you to monitor your competitors' audience growth and publishing schedules.
5. Sociality.io
Sociality is a full-service tool for social listening, scheduling, and competitor analysis.
With this social media competitor analysis tool, you can gain insights into your competitors' paid ad campaigns, social media performance metrics, and content strategy and history.
6. BigSpy
BigSpy is a free tool for analyzing your competitors’ ads on social media. This ad library holds a database of advertisements on different social networks.
BigSpy helps both small businesses and large enterprises find campaign inspiration from their competitors to create better marketing campaigns and social media strategies.
How to do social media competitor analysis
Performing social media competitor analysis doesn’t have to be a hassle. Whether you use Facebook, TikTok, LinkedIn, Pinterest, Instagram, or YouTube, here are the five steps to analyze competitor businesses.
1. Figure out your brand goals and metrics
Before examining and comparing competitors’ performances, figure out what you want. It’s important to always start with the end — your brand goals — in mind.
Determine the answers to questions like:
What are your goals for marketing on social media?
How do these fit into your overall brand goals?
What key performance indicators (KPIs) will you track to measure success?
Who are the ideal clients you want to reach?
2. Identify your brand competitors
It’s impossible to analyze your competitors on social media if you don’t know who they are or which social platforms they use.
Watch out for both direct and indirect competitors — that is, businesses that offer similar products or services and those that solve the same problem as you. Then, list your top five competitors.
You can find out your competitors by:
Enter your site domain and click Analyze domain. You’ll get a list of your top competitors and keywords you can target. You can head over to their websites, find their social handles, and see what they’re doing.
Using Google search
By using the search engine result page (SERP), you can find competitors ranking for your keywords on social media, although this can be a tasking process.
Enter your target keyword and take note of the websites, and especially social media profiles, that pop up during your search.
For example, if you enter the keyword “launch copywriter,” here’s what you’ll find on page one:
From the screenshot above, the websites ranking are likely competitors for that keyword. However, you need to check their social profiles to see if they are also social media competitors.
For this query, there’s an Instagram profile ranking as the fifth result and the only social media profile on page one. So, if you were looking to build a strong social presence as a launch copywriter, you’d analyze this profile for their strategies.
Searching on the target social platform
If you’re looking to grow your brand visibility for a specific product or keyword on a social media platform, enter the term in the search bar of that platform and go through the accounts or hashtags that pop up to see if there are competitors you’d like to analyze.
Screenshot from Pinterest’s search bar
Screenshot from Twitter’s search bar
3. Collect and analyze data
Data analysis and collection make up the majority of this process. To make it easier, you can choose a convenient analysis tool from the ones mentioned above to study, analyze, and compare the performance of your competitors.
And while you might have your brand KPIs, here are the important social media metrics to track during competitive analysis:
Account reach/impressions
Estimated organic traffic to the page
Quantity of keywords the competitor
Using a simple tool called Keywords Everywhere , figuring out metrics 6 and 7 can be easy.
Install the Chrome extension for this tool. Once done, type “[the social media platform] + [brand name]” in Google Search. Then, move your cursor over the metric kw(us):
For example, when you enter “Instagram.com gucci,” here’s what you get:
This shows that Gucci’s Instagram page ranks for 312 keywords and gets up to 24,600 visits per month.
To further simplify your social media competitor analysis, here are some of the questions you should consider:
What is your competitors’ audience growth rate?
How does their content strategy look? What content type do they focus on — informational, entertaining, aspirational, or promotional? Which content formats do they use? Is it videos, texts, lives, carousels, etc.? What is their posting schedule?
Which posts get the highest engagement, such as likes, comments, and shares?
What is their engagement rate, on average?
What other social media marketing types do they use, apart from organic promotions? Is it sponsored posts, collaborations, paid ads, referrals, or influencer marketing ?
How does their hashtag strategy look? Which hashtags do they use? How many, and how often?
Now, compile everything you’ve analyzed so far into a spreadsheet. This makes it easy to track and evaluate data at a glance:
Bonus: instead of creating a spreadsheet from scratch, you can use this social media competitor analysis template by Sprout Social.
4. Create a social media strategy
Data analysis is important when evaluating your social media competitors, but data interpretation is more necessary. Everything in your spreadsheet is only lines, figures, and charts if you don't know how to use the data collected for business intelligence.
Meagan Williamson , Pinterest marketing expert and business coach says, “When your competitors have impressive metrics, it’s essential to understand what they are doing well to build a better social media strategy. Also, their weaknesses (that is, what they aren’t doing well) can be opportunities for your brand growth. Build a data-driven strategy that allows you to look at what’s working and what’s not, and how you can take advantage of these insights to accomplish your business goals.”
With this spreadsheet information, create a four-part SWOT analysis table for your strategy.
SWOT analysis is a well-thought overview of your brand’s strengths, weaknesses, opportunities, and threats to help you make informed business decisions.
5. Keep tabs on account progress
After doing your social media competitive analysis, that’s not the end. You need to keep tabs on your profile and, of course, the competition. This allows you to:
Monitor brand progress
Keep your marketing plan up-to-date
It’s crucial to stay on top of both industry and social media trends .
Stick to a routine to regularly analyze your social media competitors — whether that’s monthly, quarterly, mid-yearly, or annually. Also, ensure that you update your competitor research spreadsheet to identify new opportunities or threats.
Wrap up
Social media competitive analysis is vital to your brand growth, as it allows you to build a solid social presence, customer trust, and brand credibility.
By mastering the steps above, you can conduct this analysis for any of your social media profiles. Figure out your brand goals and turn analyzed, organized metrics into context-rich insights to improve your social media strategy.
About Sally Ofuonyebi —

**4.** <https://www.socialinsider.io/social-media-competitor-analysis>

View more
What they say about us
“Customer service has been one of my favourite features as well. You guys are just phenomenal. Your team is so responsive and very friendly and helpful. Which is not the norm.”
Caitlin Duffy | Roisin Consulting
“Socialinsider helped us understand whether we're improving or decreasing especially compared to the other accounts that we follow.”
Declan Seachoy | Trades Union Congress
“Socialinsider allows for a competitor analysis that gives an insight to performance relative to the market.”
Victor Mukubvu | Mitsubishi Electric
“The sentiment analysis is amazing for Instagram hashtags. This new social media listening dashboard helped me in long-term planning.”
Giuseppe Veturi | Havas Media Network
We are using this social media analytics dashboard for all our 40 social media clients. We can have all the performance data in one single place.
Arnold Vieriu | Tribal Worldwide
“With Socialinsider, our team became more efficient. We do not need to spend time on social media data gathering. Instead, we can focus on insights and analysis.”
Yana Bushmeleva | Fashionbi
“We use Socialinsider for day-to-day social media insights if we need to outline any simple strategic changes or review the performance of certain social posts.”
Nick Radclyffe | CEO at Hype Lab
On average, a social media report for a brand requires 1 to 2 hours of work with Socialinsider, where it used to require a full day to gather the data.
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**5.** <https://blog.hootsuite.com/social-media-competitor-analysis-tools/>

Strategy
9 Social Media Competitor Analysis Tools That Will Help You Win
Put your performance in context and find out how to beat the competition with the right social media competitor analysis tool.
Christina Newberry November 21, 2023
Table of Contents
7 tips for using competitor intelligence in your social strategy
Social media competitor analysis tools should be a staple in every social manager’s toolbox. Unfortunately, there’s often a temptation to focus inward and get stuck micro-analyzing your own internal social media performance.
The thing is, your own performance analysis is much more valuable when placed in the context of what’s happening overall in your industry niche. And to understand that context, you need competitive analysis tools.
Bonus: Get a free, customizable competitive analysis template to easily size up the competition and identify opportunities for your brand to pull ahead.
More of a visual learner? Learn how to conduct a social media competitor analysis in just three simple steps:
What is a social media competitor analysis tool?
A social media competitor analysis tool is a type of software that allows you to benchmark your social performance against that of your competitors.
This type of competitive tool also helps you analyze your competitors’ social strategy , so you can get a sense of what’s working and what’s not within your niche.
Ideally, your benchmarking analysis would always show you outperforming your competitors. But, realistically, this is highly unlikely. Fortunately, once you implement the right tools, you can learn something from every competitor post — and make informed changes to your strategy that will eventually help you outpace the competition.
Bonus: If you’re looking for higher-level tips for performing a social media competitor analysis, check out our tactical how-to guide .
#1 Analytics Tool for Growth
Beautiful reports. Clear data. Actionable insights to help you grow faster.
Estimated total engagement
You can also see more details analysis results such as:
Post performance: Take a look at the top- and lowest-performing posts based on your chosen metric.
Performance by post type: How different types of posts performed based on your chosen metric.
Trending hashtags: A word cloud of the most-used hashtags from your competitors’ top posts based on your chosen metric.
Post length: Average character count and number of hashtags in your competitors’ posts.
Competitor analysis is available for X (formerly Twitter), Facebook, and Instagram.
Industry benchmarking
Hootsuite’s industry benchmarking tool is especially useful if you’re not sure yet who your competitors are. That’s because all you have to do is choose your industry, and the tool does the rest.
You can compare your results for several metrics to the industry average and see charts tracking the pattern over time. The benchmarking tool also provides recommendations to improve your social media strategy and results.
Industry benchmarking is available for Facebook, Instagram, X, LinkedIn, and TikTok.
Social listening
To keep a keen eye on what your top competitors are up to on social media, it’s also a good idea to set up a social listening strategy. Hootsuite Streams allow you to gather your competitors’ content in one dashboard in real time.
Source: Phlanx
Phlanx offers competition trackers for Instagram, YouTube, X, and Twitch.
The graphs are clear and easy to understand, and Phlanx offers a beginner-friendly price point. But the competitive analysis is based on engagement rate only, so keep this in mind if you want to analyze additional metrics.
Source: Sprinklr
Sprinklr provides competitive analysis insights for Facebook, X, Instagram, and YouTube, as well as Quora, VK, and Sina Weibo. It does not include LinkedIn or TikTok.
The reports analyze your competitors’ content types, post themes, post categories, sentiment, and tone.
Sprinklr is an enterprise-level solution starting at nearly $3,600 per user per year. See how Sprinklr compares with Hootsuite .
Source: Social Blade
Social Blade’s tool for social media competitor performance analysis allows you to compare three accounts per chart for X, YouTube, and Twitch using their free online tool.
The stats tracked vary by network. For X, the comparison focuses on followers, follower growth, and number of Tweets.
An interesting feature is the ability to look up a competitor’s handle on various social platforms (including Instagram and Facebook) to see the “grade” assigned to them based on their Social Blade Rank. It’s based on metrics like number of followers and engagement rate.
Source: Later
Later provides Instagram engagement rate benchmarking against the industry average for accounts with a similar following. It also offers a weekly report of the top 50 industry hashtags on Instagram.
If you’re only focused on Instagram and need only an overview picture of how your engagement rate stacks up against the industry average, this could be a good competitive tool for you. However, it may not be one of the best social media competitor analysis tools to choose if you need to perform an in-depth analysis or address multiple social media platforms.
Source: BuzzSumo
BuzzSumo is a content marketing tool designed to provide data to guide marketing decisions. Part of that data discovery involves competitor analysis.
BuzzSumo tracks key competitor metrics across the web. For social channels, they focus on Facebook, where you can analyze engagement based on post type, post length, and time published.
You can also find the top shared content across social networks based on a keyword search, and get a breakdown of the most popular social platforms in your niche.
Overall, this tool provides the most competitive insight if your social strategy is primarily focused on Facebook.
Source: Keyhole.co
Keyhole is a social media competitive analysis tool that allows you to do some free competitor keyword and hashtag research. You can use the search bar at Keyhole.co to determine which social platforms a hashtag was used on and the top referring sites and accounts. This is particularly useful for branded or campaign hashtags.
If you sign up for a paid plan, you can access more detailed competitive analytics and competitor benchmarking.
Source: Hootsuite App Directory
Klarity Analytics offers cross-platform competitive analysis with translation capabilities in 20 languages. You can monitor competitors’ metrics and use the Klarity Index to see how your social activity ranks in your niche.
Klarity is particularly useful for brands using social media marketing to reach Asian audiences, as their competitive analytics tools include platforms like Sina Weibo and WeChat.
Free social media competitive analysis template
Bonus: Get a free, customizable competitive analysis template to easily size up the competition and identify opportunities for your brand to pull ahead.
7 tips for using competitor intelligence in your social strategy
1. Set performance goals
Understanding how well your competitors’ social posts perform makes it much easier to set realistic goals for your own content.
This is especially helpful when you’re starting a new account or adding a new social platform to your social strategy, since you don’t have a lot of your own data to work from yet. But even when you have an established social presence, understanding what your competitors are up to (and what kinds of results they’re getting) helps keep your expectations realistic in a constantly changing field.
A good social media competitive analysis tool will give you an easy overview of your competitors’ top-performing posts based on the metrics that matter most to you. In combination with benchmarking tools that compare overall account performance , this gives you a clear sense of the possibilities within your niche.
2. Understand your results
Just as a competitive analysis helps you know what to expect and how to plan, it also helps you understand your results after the fact. This is particularly useful if you see an unexpected result or an overall change in the trends of your social performance.
Rather than trying to understand your results in isolation, you can check whether your competitors are seeing similar changes. This can help you analyze the reasons for the change: Is it a response to your specific content or a shifting trend industry-wide?
With this better understanding of what your results mean in context, you can better plan how to respond. Do you need to experiment to adjust to a change in the algorithm ? Shift your post type or content mix? Knowing what’s happening with your competitors gives you a much greater pool of data to draw from.
3. Source ideas and inspiration
Social media competitive intelligence tools bring the top-performing content from your main competitors into one place, so you can see at a glance what’s working best within your industry. This is a far more effective way to understand the social landscape than checking all their various accounts. (Bonus: You don’t have to give them a follow!)
Keeping an eye on top-performing competitor content in particular is a good way to stay on top of relevant memes, trends, hashtags , and strategies that have been proven to connect with an audience similar to your own.
You never want to copy your competitors’ content, of course, but you absolutely do want to learn from and experiment with the strategies that have proven to work for them .
4. Clarify your unique selling proposition
Understanding how your competitors position themselves also helps you understand how best to differentiate your brand.
What makes you different? Where do you excel? What unique benefits do you offer that make you truly stand out from the competition?
All of this boils down into your unique selling proposition (USP). Your USP is a critical part of your social marketing strategy. In fact, it’s the foundation of your entire brand identity. Analyzing your brand in the full context of the competitive marketplace makes sure your USP is accurate and compelling.
Ongoing competitive analysis also provides an early warning system in case a new or existing competitor tries to hone in on your USP.
The idea is never to disparage your competitors but to make sure your audience understands the unique benefits you provide.
5. Conduct audience research
You can gain some powerful audience insights from competitor analysis tools. First, you’ll get a good sense of the potential audience size for a brand in your particular niche.
But diving deeper, you can also see what works the best for connecting with your audience. Competitive analysis tools can help you answer questions like:
What are the social platforms where your audience is most interested in engaging with brands like yours?
Do they prefer videos or text posts? Stories or Reels?
What tone of content seems to resonate? Should you make some tweaks to your brand voice ?
When are they most likely to engage with social content?
What problems are they experiencing with your competitors? Are there pain points you can help resolve through existing services or new innovations?
What do they love most about your competitors? Are there elements of your products and services you need to work on or highlight?
Understanding how your audience engages with competitor content provides a good starting point for your own content strategy.
Hashtag analysis is useful here too. Rather than just leaping on a new hashtag you spot in your competitive analysis, put some thought into the intent behind the hashtag. What can it tell you about your audience, and the ways they think about their social personas? Does it offer clues on how you can better position your brand?
6. Uncover new hashtags and keywords for better discoverability
We’ve mentioned hashtags a couple of times already in terms of customer intent and trending topics. But it’s also important to review your competitors’ social strategies to discover the terms that are helping them grow their audiences beyond existing followers.
Hashtags are the easiest to identify, of course. But take a deeper look at your competitors’ content with the widest reach. Are there useful keywords and phrases that could be getting their content in front of new eyeballs?
Competitive analysis can be a key input for your social SEO strategy .
7. Perform a SWOT analysis
A SWOT analysis is a specific type of brand analysis that long pre-dates social media. It’s a highly effective way of understanding the competitive landscape right now as well as what’s on the horizon.
SWOT stands for strengths, weaknesses, opportunities, and threats.
Social media competitive analysis tools provide much of the information you need to perform an in-depth SWOT analysis. For the details of the analysis itself, check out our blog post on how to conduct a social media SWOT analysis .
Use Hootsuite to crush the competition on social media. From a single dashboard you can manage all your profiles, track competitors and relevant conversations, improve performance, and much more. Try it free today.

**6.** <https://www.semrush.com/kb/841-how-to-uncover-social-media-competitors-strategy>

Social Analytics
Social Inbox
This particular guide will explain how to start working with Social Tracker and get maximum value out of the data it provides.
1. Configure the Social Tracker tool
The most convenient way to work with social media in Semrush is to switch to the Social Dashboard in the navigation menu. To start the Social Tracker, click on “Set up” next to one of your Projects, or if the Project hasn’t been created yet, use the “Create project” button in the upper right corner.
To configure the tool, you need to:
a. Connect a personal account from each channel to activate the APIs.
Once you set up a Social Tracker Project, you can connect each of your social profiles individually. Log into your account on each platform and confirm that you authorize Semrush to use this connection.
Please note: Semrush does not take any personal information from your social profiles. The way we collect the data in this tool is by performing a number of API calls to the social media platforms, and in order to perform these calls, we need to have a connected account on each platform.
More info: What is the difference between internal social analytics and the Semrush Social Tracker?
You can continue with your campaign or connect more social media accounts straight from the pop-up window.
Please note: On Facebook, we only track business pages, no personal pages or groups, so make sure you add the URL of a business page. The same goes for Instagram, we only track Instagram business pages. In order to connect your Instagram Business page, you must first login through your Facebook account. For more information check out this article .
b. Add your competitors’ domains and confirm their social media profiles that you want to analyze.
Whether you decide to add your page or add competitors immediately, you will come to the “Add companies to track” step.
Enter the competitor name or domain of your competitor. Semrush will automatically search for their profiles and add the pages it finds. If a competitor’s social media account is not found by Semrush or it’s incorrect, you can add it manually by entering the URL for their page on that respective social network.
Add all domains you want to track and compare and click on the green start tracking competitors button at the bottom.
You can always add more competitors in the Settings.
The full manual: Configuring the Social Tracker
2. Look at the overall performance of all the social profiles in your niche
In the Overview tab, you can look at the Social Channels widget to see audience size, posting activity, and engagement on social channels for one of the domains you track (choose a company in the company selector).
Scrolling down, you'll see the top posts for all domains over the given time frame and a graph that compares all domains on three basic metrics:
Audience
The full manual: Social Tracker Overview Report
3. Dive deeper into each social network
If you open a deeper report [1], you are able to select “All profiles” to analyze all of your competitors at once [2].
Identify how frequently they post and check the engagement rate, shares, reactions, and comments of their posts in this channel, and set it as a benchmark for your performance [3];
To see your own engagement rate in comparison, simply change “All profiles” back to your company profile.
Please note that LinkedIn is no longer supported on Social Tra&scy;ker due to changes in its terms of service.
More info:

**7.** <https://www.brandwatch.com/blog/how-to-perform-a-social-media-competitive-analysis-a-complete-guide/>

How to Perform a Social Media Competitive Analysis: A Complete Guide
Learn how to stay ahead of your competition and be successful on social media.
Your brand’s journey on social media is unique, and so is your competitors’ experience. And there is such beauty in learning from each other. But how do you do that?
Whether you are a startup focusing on a niche or a big established corporation, social media competitive analysis will give you a powerful overview of your market and audience’s needs.
So, let’s dive into the world of benchmarking against competitors on social media.
What is social media competitive analysis?
Social media competitive analysis is your compass to building and maintaining a relevant digital strategy.
It is a systematic process of monitoring and analyzing information about your competitors’ content, customer service, and campaigns on social media. This will help you get insights into what works in your industry, areas you need to rethink, and ideas on how to upgrade your marketing plan.
Why should you do a social media competitive analysis?
Keeping an eye on your brand’s performance is crucial, but so is monitoring and analyzing your competitors . A social media competitive analysis will enable your brand to:
Identify and keep an eye on your competitors.
Understand which social networks they use.
Discover their audience profile and behavior.
Find out what is the best time to post.
Get inspired by their content. Find gaps in your social media strategy and adapt it accordingly.
See where you rank in your industry.
Discover new market trends.
The list goes on and on. Read on to get behind the scenes of how you can reveal all this precious information.
How to conduct a competitive analysis on social media?
Let’s discover the main steps you should undertake in order to perform a social media competitive analysis and improve your marketing strategies.
1. Identify your competitors on social media.
The first step is to get to know your competition. Keep in mind that there are a couple of categories you should consider.
Direct competitors
Start by analyzing your direct competitors — you most probably share the same audience and offer similar products or services.
Indirect competitors
Don’t forget to also investigate the indirect competition, which can be high-end or low-end substitutes in your industry. Such new insights can put the puzzle together about your audience.
A good way to start your competitor analysis is by a keyword search on Google. Check who is ranking against the 10 most relevant industry or product keywords that are relevant for your brand. This will give you an idea of who your top competition is. Also, pay attention to the brands who invest in Google ads in order to get their names on top of organic search.
Pick the 5 most relevant brands and research them further on social media. It’s completely possible that search engines’ results differ from the social networks’ ones, so keep your eyes open for brands with similar target audiences and successful results.
2. Gather the relevant data on social media.
Now that you’ve found your competitor group, it’s time to dig deeper into their strengths and weaknesses on social media.
You should address questions like:
What social channels do they use?
How large is their following and how fast does it grow?
How often do they post?
What kind of content do they offer?
How does the audience engage with their posts?
What kind of hashtags do they use?
How fast do they respond to comments and engage with the community?
What makes them unique?
The metrics you want to follow also depend on the goals and development stage of your business. If you are a new start up you might want to focus on building your fanbase first, but if you are an established company – engagement could be a leading metric to follow.
You can also use tools for more in-depth analysis and easily follow your competitors’ marketing strategies more closely.
For example, with Benchmark you can monitor your competitors’ posts, campaigns, hashtags, and user interactions. Monitor your competitors and learn from their ideas, successes, and failures just as you would your own.
3. Benchmark your results against the competition.
After gathering all this useful data, it’s a good idea to organize it into an excel spreadsheet or explore the options of using more intelligent tools to save time and get deeper insights.

**8.** <https://www.youtube.com/watch?v=V5ReT1RpF0s>

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**9.** <https://sproutsocial.com/insights/competitor-analysis-tools/>

15 competitor analysis tools to spy on your competition
Published on July 31, 2023
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Let’s talk about a subject that’s honestly a bit uncomfortable to some marketers.
Competition.
It doesn’t matter what industry you’re in–marketing is a game of competing for the attention of your audience. With so many marketing channels available today, that competition is oftentimes fierce.
Think about it.
Competition for traffic, ad placement, followers and sales. The list goes on and on. And while the idea of conducting competitive analysis isn’t particularly “fun,” it’s absolutely necessary aspect of business intelligence.
Why competitor analysis tools are a must-have
The good news, though? There are a ton of competitor analysis tools out there to help you quickly and efficiently assess how you stack up against your top competitors.
And with the right tools on deck, you can spend less effort trying to dig dirt on your competitors and more time actually marketing.
Rather than spending too much time trying to spy on your competitors, why not let some smart tools do the legwork for you?
What tools can be used for competitor analysis?
Competitor analysis can be done in a lot of different ways and with a number of different tools. Any type of tool that lets you monitor your brand and others can be used to spy on the competition.
A few different types of tools include:
Analytics tools
AI tools
We’ve broken down a comprehensive list of the different types of competitor analysis tools that’ll help you get started:
With social media ranked the No. 1 channel for connecting with customers , there’s no better starting point for competitive analysis.
Sprout Social enables you to understand competitor performance on social media from multiple angles and data points.
You can use Sprout’s suite of competitive reports to assess and optimize your social strategy with rich data points you can track across Facebook, Twitter and Instagram.
Whether you want to get a sneak peek at what your competitors are posting or benchmark your growth against the average of the profiles being compared, it’s all a click away, minus the tedious manual research and messy spreadsheets.
Up your analytics game with Sprout’s Premium Analytics tool that offers deeper insights into your social platforms, along with interactive charts and graphs that you can customize to align with your goals.
Sprout offers the same competitive analytics on Instagram too.
And you can dive even deeper using Sprout’s Advanced Listening tool.
By tapping into publicly available social conversations , you can quickly find out how consumers feel about your competitors’ products and services, as well as examine your own share of voice in your industry.
With direct access to consumer sentiment, Sprout makes it easy to identify opportunities to differentiate your brand from competitors.
2. Phlanx
This Instagram engagement calculator clues you in on how active any given account’s followers are. This is an awesome resource to analyze your competitor’s Instagram presence. Plus, it doubles as a way to figure out whether or not an influencer has a legitimate following.
Phlanx’s engagement ratio is calculated based on the number of followers an account has versus the rate that followers interact with content (likes, comments, etc).
For example, Trader Joes has an engagement rate of 2.56%. This is a fair score for a larger brand that posts on a consistent basis.
But compare that to the likes of Denny’s , well known for their cult-like social following and rabid fans:
This score isn’t the be-all, end-all of a brand’s Instagram presence, but it does offer some much-needed perspective.
Take Adidas , one of the most followed accounts out there, for example. They do get an insane amount of engagement on their posts, but it’s low relative to their massive follower count.
This speaks to a bigger point about competitive analysis on social media . Context matters. It’s easy to get caught up in follower counts, but engagement is arguably a much more important metric.
3. Social Blade
A fun tool for checking out bigger brands is Social Blade. It assesses follower counts on the likes of Twitter, Instagram and YouTube among other services. Although often used to assess the popularity of celebrities and YouTubers, there are some interesting insights here for marketers.
For example, their Twitter competitor analysis applies a “grade” based on their average number of retweets and likes.
Perhaps most notably, Social Blade provides a day-by-day follower update as well as a live follower count.
Another cool feature is the ability to stack brands’ social presences against each other.
AI-powered competitor analysis tools
4. Kompyte
Kompyte is a competitive intelligence tool that automatically pulls competitor updates into a single, easy-to-monitor dashboard. This includes updates from their website, review sites, content, social media, ads, job openings and more.
Easily monitor competitor updates so you can keep a clear eye out on what other brands in your industry are doing online. Plus, Kompyte helps put together sales battlecards based on your competitive findings that your team can use to close sales.
5. Crayon
Crayon is an artificial intelligence tool that can help with both competitor analysis and competitive intelligence. It helps users put together a dashboard of automatically-compiled and organized competitor updates so brands can always be in-the-know on what their competitors are doing.
Crayon also has collaboration features, ensuring teams can work together to manage and monitor competitive insights. Crayon also offers the ability to create sales battlecards and customizable reports and dashboards.
Competitor analysis tools for SEO
6. SEMRush
SEMRush is one of the most widely-used SEO tools on the market, but its competitor analysis features set them apart from the pack. For starters, you can use SEMRush to pull your competitor’s backlinks and monitor changes in their ranking.
Here’s a sample dashboard after running a domain analysis for FreeCodeCamp :
And here’s the piece of the analysis which provides a by-the-numbers view of who’s competing for their keywords:
This is an invaluable tool for understanding who your competition is from a strictly SEO perspective. Likewise, highlighting what keywords are targeted by competitors directly influences your own content strategy.
7. Ahrefs
Another staple competitor analysis tool for SEO is Ahrefs’ site explorer , which allows you to check any URL’s top organic keywords. Additionally, you get a rough estimate of how much traffic a competitor receives on those keywords.
It’s easy to check out a site’s highest-performing content based on backlinks (as opposed to shares) too. This information teaches you what sort of products or messaging is working best for a brand.
And in addition to highest-performing content, you assess what keywords bring in the most traffic to a competing site.
The takeaway here? Your competition’s traffic doesn’t have to be a guessing game when you’re regularly running your own reports.
8. MozBar
This browser extension from Moz provides a surface-level view of how authoritative a site is in the eyes of Google. Based on Moz’s own metric of domain authority (DA), MozBar assigns sites a DA score based on its likelihood to rank in search engines (based on factors such as backlinks). The higher the DA score, the better.
Settled atop your browser, the MozBar is a useful tool to quickly determine a site’s search potential performance at a glance.
When enabled, you also see how competing sites compare in a Google query.
MozBar allows you to conduct a sort of passive competitive analysis as you examine competing sites to figure out how long they’ve been around and whether or not they’re winning backlinks.
Competitor analysis tools for content
9. Buzzsumo
Buzzsumo allows you to look at the top-performing content for relevant topics for your brand and specific competitors. The tool looks at a piece of content’s engagement on social sites as well as its total shares across the web.
Not only does this clue you in on who’s killing it in terms of industry content, but also it helps you identify potentially hot topics to explore yourself.
Whether you’re looking for movers and shakers in your industry or simply a new idea for a blog post, Buzzsumo provides you with definitive answers.
10. Similarweb
Similarweb is an insanely comprehensive tool for both content and SEO. The tools helps you dig deep into your competitor’s content and where their traffic comes from.
For example, you can determine a site’s referral traffic and likewise where a site ends up sending its visitors.
And more importantly, for content marketers, you see what topics visitors search for and what other relevant sites they visit.
11. Feedly
If you’re looking for a way to keep an eye on a competitor’s content without checking up on their blog constantly, look no further than Feedly.
Feedly is a content aggregator that stores and organizes content as it’s published, including that of your competitors. This allows you to see hot topics covered by your competitors, all on one page.
Competitor analysis tools for emails, ads and industries
12. Mailcharts
Email marketing is arguably one of the most tedious channels for competitive analysis.
Recognizing this, Mailcharts aggregates emails from competing campaigns to help influence your own. In addition to grabbing subject lines, Mailcharts pulls data such as send frequency and compares it to your business’ campaigns to see where your emails stand.
Additionally, the tool compares your campaigns to their own massive library of marketing emails to ensure you’re in tune with best practices (think: timing, frequency, subject line length, etc).
Not only is Mailcharts a powerful competitor analysis tool, but its website offers a ton of email examples to draw inspiration. Pulling from some of the biggest campaigns out there, you get a better idea of what today’s top-performing emails look like.
13. Owletter
This tool automatically aggregates emails from competitors and organizes them into a simple, user-friendly dashboard. Owletter’s analytics spots changes in your competitors’ email frequency, and likewise picks up on trends to help you optimize when you should send your own emails.
This represents an efficient, data-driven alternative to keeping up a dummy email account to spy on your competitors.
14. iSpionage
If you’re interested in a competitor’s paid ads, iSpionage is definitely for you. This tool analyzes multiple aspects of PPC campaigns, including how many keywords a brand is targeting on AdWords:
Additionally, you see what their target PPC keywords.
You also see who else competes for PPC ads for a particular topic, in addition to how much they’re projected monthly budget is:
For brands considering PPC, such a tool is essential for keeping realistic expectations for ad spend.
15. Owler
Last but not least, this industry analysis tool uses community data to curate data and content from startups relevant to your niche. Again another tool reserved for bigger brands, you input brands to create your own custom dashboard of industry names to watch.
And that wraps up our list!
How do you do a competitor analysis?
While each of these tools can effectively help you analyze your competitors, you also need to keep in mind what happens after you run the numbers. Follow these steps to make the most of your competitive intelligence strategy .
Analyze your actual competitors
There’s no use in trying to punch above your weight. A local coffee shop with 1,000 followers shouldn’t beat themselves up because they don’t have as many followers as Starbucks or Dunkin’ Donuts.
As noted earlier, context matters. Sure, take a look at what the big players in your industry are doing. But when assessing your competition, focus first on those who are the most similar in terms of size and target audience .
Focus on metrics first
When looking at competitors, it’s tempting to obsess over messaging.
However, it’s more prudent to take a data-driven approach to analysis first. Try to pick out as many metrics before trying to break down the “why” of their marketing.
For example, how often do your competitors post new content? What’s the ratio of promotional versus non-promotional posts? What are their top-performing keywords and hashtags?
The answers to these questions are arguably as important as understanding someone’s messaging.
Turn analysis into action
Finally, make sure the data you uncover translates into some sort of action.
Maybe you uncover a new set of keywords to target in your content based on your research. Perhaps you haven’t been pushing your content nearly hard enough based on how active your competitors are.
Either way, the end game of competitive analysis is to improve your own marketing strategy. The more information you glean from competitors, the better.
Which competitor analysis tools are you using?
Competitive analysis is a crucial component of fine-tuning your marketing strategy. By using the right set of tools, you can run your analysis quickly and actually spend more time focusing on your own efforts.
Eager to get started? Check out our step-by-step guide to social media competitive analysis today.
Categories

**10.** <https://www.vendasta.com/blog/social-media-competitor-analysis/>

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