

BENCHMARK ANALYSIS



Benchmarking is a way of comparing your business against your competitors. It can tell you if you're working in line with them, and if you're performing similarly or differently.

	YOUR ORGANISATION	COMPETITOR 1	COMPETITOR 2	COMPETITOR 3
TARGET AUDIENCE				
SOCIAL MEDIA STRATEGY				
TOTAL FOLLOWERS	FACEBOOK			
	INSTAGRAM			
	LINKEDIN			
	TWITTER			
	OTHER			
COMPETITIVE EDGE				
PRICING				
OTHER BENCHMARK				
OTHER BENCHMARK				
OTHER BENCHMARK				

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