

Competitor Analysis

Use this form for each of your competitors



Covey-Odell
 ADVERTISING LTD.
Creative solutions for growing companies

Company Name: _____

	Excellent	Good	Fair	Poor
Professional Ability				
Marketing Savvy				
Customer Service				
Price				
Value				
Convenience				
Reputation				

Products, Services:	
Item	Fee/Price

Notes & Comments from clients, customers, suppliers, vendors:

Competitor Analysis

Marketing Materials & Activities



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	Excellent	Good	Fair	Poor
Website: Design				
Website: Content				
Website: Navigation				
Branding: Logo				
Branding: Taglines				
Branding: Consistency				
Branding: Signage				
Branding: Location design				
Adv: Copywriting				
Adv: Design/Graphics				
Adv: Consistency				
Adv. Call to action				
Direct Mail Materials				
Press Coverage				
Other P.R. Activities				
Networking Abilities				
Referral generation				
Sales Abilities				
Volunteer Work				
Word of Mouth (Buzz)				