	Events	Webinars	Content Marketing	Awards	News / PR	Analysts	Online advertising - Google	Online advertising - LI	Website / SEO	Product Marketing
	Conference attendance, and other in-person or virtual events	What kind of webinars, with whom, direct or through channel?	Content themes, publishings with customers, any content ideas or types we should use?	Recent awards or honorable mentions?	Any major company updates? Funding, partnerships, product launches? Article features or mentions?	Any major analyst reports?	Are they advertising on Google? What are the top keywords?	Are they advertising on LinkedIn? Topics & themes?	Website updates or new pages? What are they adding/changing?	Current messaging and ICP? Any changes? Any new use cases / industries / customers?
Overall Summary	All competitors are going to Conference in NY in April...									
Your Company: Summary										
Your Company										
Competitor 1: Summary	Hosted an in-person dinner in NY this month – big conferences coming up	One upcoming webinar with partner	Blog-focus	None	A couple mentions and features	None	Competitors are buying their brand name out	Webinar ads	New banner for upcoming conference	New use case added
Competitor 1	**Mar 3:** CMO dinner in NY **Apr 23-27:** Conference name (NYC, NY) **June 3-4:** Conference name 2 (Dubai)	**Apr 15:** "How to run the best webinar ever" with CEO of Blue Seedling	Three new blogs posted this month: - 5 ways to optimize the summer - 8 ways to be awesome at competitive analysis - 10 ways we keep up with the latest marketing trends Social media posts promoting new blog posts, upcoming events, and company culture		"Marketing trends you need to know for the new year" on Business Wire (CEO Amy Smith quoted) "What's next in MarTech?" on Marketing Week (CEO Amy Smith feature post)		45 paid keywords 87 monthly PPC clicks (est.) $300 monthly Google Ads budget (est.) When you Google "[competitor name]" the ads are for [competitor 3] and [other company]	Ads running for upcoming webinar, as well as a generic brand ad that links to their website homepage		New use case:
Competitor 2: Summary							None			
Competitor 2										
Competitor 3: Summary										
Competitor 3										
Competitor 4: Summary										
Competitor 4										
Competitor 5: Summary										
Competitor 5										