

Create A Competitive Analysis with ChatGPT

<https://www.godofprompt.ai/blog/how-to-create-a-competitive-analysis-with-chatgpt-fast-free>

How can ChatGPT serve as a Competitor Analysis Tool?

ChatGPT can automate the data collection and analysis part of competitive analysis, providing insights into competitors' online presence, pricing strategies, product offerings, and customer engagement tactics.

By using the right prompts, you can use ChatGPT for an endless variety of business tasks, such as SEO, Marketing, Sales, Business Planning, Customer Service, Copywriting and even more.

Strength and Weakness Analysis: Learning from the Competitor

Strengths:

- **Comprehensive Product Line:** Offering a wide variety of products caters to a broader audience.
- **Strong Brand Presence:** Well-established brand identity and customer trust.

Weaknesses:

- **Lack of Personalization:** One-size-fits-all approach alienates customers seeking tailored solutions.
- **Outdated Content:** Stale and outdated content can deter potential customers.

Offer Components: Breaking It Down

Using the first principles approach, let's dissect a website offer:

1. **User Interface (UI):** The visual layout and design.
2. **User Experience (UX):** How users interact with the site.
3. **Content:** Information provided, including blogs, product details, and testimonials.

Reassembling for a Stronger Offer:

- Combine a modern UI with an intuitive UX.
- Regularly update content to remain relevant and fresh.
- Integrate user feedback loops to adapt and refine the offer.

Differentiators: Standing Out

1. **Customization:** Allow users to tailor their experience.
2. **Interactivity:** Implement tools like ChatGPT to engage users in real-time.
3. **Value-Added Services:** Offer complementary services, like webinars or tutorials.

Price Analysis: Making Value Count

When available, analyzing a competitor's pricing can provide insights into their value proposition. If their offer is priced high but lacks essential features, there's an opportunity to provide more value at a competitive price. Conversely, if they're underpricing, consider premium offerings to justify a higher price point.

Turn Your ChatGPT Into A Free Competitor Analysis Tool - The PROMPT

Here's the prompt that allows you to do competitive analysis using ChatGPT, including all of the things we mentioned above.

It is a ground-breaking way to stand out and craft your unique selling proposition (USP) based on the weaknesses of your competitors.

Just **copy and paste the prompt** for ChatGPT below and transform your business in seconds.

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Role Assumption: Hello ChatGPT, today, please assume the role of an expert in competitor research.

Context: Visit the website [WEBSITE_URL] to conduct competitor research. **Replace this with the full URL you'd like to analyze**

Objective: Identify gaps and weaknesses in the competitor's offers to enhance our own website and offer.

Instructions:

Gap Analysis: Conduct a detailed gap analysis, identifying potential gaps in their offering. Provide a brief explanation of each identified gap. Suggest 3 ways to differentiate our offer based on each gap.

Strength and Weakness Analysis: Break down their offer and messaging into strengths and weaknesses. Provide detailed explanations for each point identified.

Offer Components: Break down the website and offer into individual components using a first principles approach. Suggest an improved method for reassembling these components into a stronger offer.

Differentiators: List ways to differentiate and exploit gaps and weaknesses in their offer. Provide a comprehensive explanation for each item, explaining how it will provide a competitive edge.

Price Analysis: If pricing is available, provide a full price analysis. Assess the potential value of their offer and discuss whether we should compete on price. Present this as a short marketing article.

Additional Guidelines: Ensure all outputs have clear headings and subheadings. Maintain a straightforward, conversational writing style. Separate each required output into individual responses to ensure clarity and thoroughness without sacrificing information due to token limitations.

Token Limitation Understanding: I understand the token limit per response. Please state [To Be Continued] at the end of each response once the token limit is reached, and [End of Overall Output] when no additional valuable information can be added.

Variable Key: [WEBSITE_URL]: Replace this with the full URL you'd like to analyze

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