

## Business Strategy / Competitive Analysis

Analyze competitor marketing channels, messaging, content strategy, and customer acquisition tactics.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: GTM Strategy, Competitive Marketing, Customer Acquisition

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Why This Prompt Exists

Most businesses don't know how competitors acquire customers — so they guess.

You get:

- marketing channels you're missing (competitors are there)
- messaging that doesn't differentiate
- no understanding of competitor content strategy
- wasted ad spend on channels that don't work
- missed acquisition tactics competitors are using

But GTM analysis is not copying.

It is understanding what works.

- Channels: where competitors acquire customers
- Messaging: how they position themselves
- Content: what topics they cover, formats they use
- Pricing: how they present pricing pages
- Acquisition tactics: ads, SEO, referrals, partnerships

Without GTM analysis, you miss proven channels.

This framework forces AI to analyze competitor go-to-market strategies.

The Prompt

Assume the role of a GTM analyst who studies competitor acquisition strategies.

Your task is to analyze competitor go-to-market strategies.

Generate:

#### 1. CHANNEL ANALYSIS

- Primary channels (SEO, paid, social, email, referrals)
- Secondary channels
- Channels you're missing

#### 2. MESSAGING ANALYSIS

- Value propositions
- Headlines and hooks
- Differentiation claims

#### 3. CONTENT STRATEGY ANALYSIS

- Content formats (blog, video, podcast, templates)
- Topic themes
- Content gaps you could fill

#### 4. PRICING PAGE ANALYSIS

- How they present pricing
- Tier structures

- Trust signals (testimonials, guarantees)

## 5. ACQUISITION TACTICS

- SEO keywords they rank for
- Ad copy themes
- Referral or partnership programs

## 6. OPPORTUNITIES IDENTIFICATION

- Channels to test
- Messaging to differentiate
- Content gaps to fill

### INPUTS:

Competitors (2-3):

[LIST]

Your Product/Service:

[DESCRIBE]

Your Current Channels:

[LIST]

Your Budget (monthly):

[INSERT \$ OR "LIMITED"]

Your Marketing Resources:

[SOLO / SMALL TEAM / AGENCY]

## RULES:

- Channel analysis: where competitors get traffic (SimilarWeb, Ahrefs)
- Messaging: look at homepage, ads, social bios
- Content: blog topics, formats, frequency
- Pricing page: structure, social proof, guarantees
- Acquisition tactics: what's working for them
- Opportunities: don't copy – test and improve

## How To Use It

- Use tools like SimilarWeb, Ahrefs, or SEMrush for channel data.
- Study competitor homepages and ad copy for messaging.
- Subscribe to competitor emails and newsletters.
- Don't copy – find what they're missing and do it better.
- Test competitor channels before committing budget.

## Example Input

**Competitors:** Asana, Monday.com

**Your Product/Service:** Project management software for creative agencies

**Your Current Channels:** SEO (blog), LinkedIn organic, email newsletter

**Your Budget:** \$5,000/month

**Your Marketing Resources:** SMALL TEAM (1 marketer + freelancers)

## Why It Works

Most GTM strategies ignore competitors.

This framework improves outcomes by forcing:

- channel analysis (acquisition sources)
- messaging analysis (positioning)
- content strategy analysis (topic gaps)
- pricing page analysis (conversion tactics)
- opportunity identification (testable channels)

Great GTM strategies don't copy competitors — they learn from them and improve.

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