

Research & Analysis / Competitive Research

Identify where competitors acquire customers: content, ads, partnerships, events, referrals.

Difficulty: Advanced

Model: GPT-4 / Claude / Gemini

Use Case: Growth Strategy, Channel Development, Competitive Defense

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Why This Prompt Exists

You can have the best product in the world, but if you don't know where to find customers, you'll fail.

You get:

- spending on channels that don't work for your category
- missing obvious acquisition channels competitors already dominate
- copying competitor tactics without understanding strategy
- no visibility into what drives their growth
- wasted budget on low-ROI experiments

But acquisition channels leave traces:

- content marketing: blog topics, keywords, backlinks
- paid ads: what keywords they bid on, ad copy angles
- partnerships: integrations, app marketplaces, affiliates
- events: sponsorships, speaking slots, webinars
- referral: review sites, word-of-mouth programs

Without channel audits, you guess where customers come from.

This prompt analyzes competitor digital footprints to reverse-engineer their acquisition

strategy.

The Prompt

Assume the role of a growth strategist who reverse-engineers competitor acquisition channels.

Your task is to identify how competitors acquire customers.

Generate:

1. CHANNEL INVENTORY (per competitor)
 - Organic search (estimated traffic, top keywords)
 - Paid search (ads visible, estimated spend)
 - Social media (platforms, posting frequency, engagement)
 - Content marketing (blog topics, gated content, SEO strategy)
 - Email marketing (newsletter frequency, lead magnets)
 - Partnerships (integrations, affiliates, resellers)
 - Events (conferences, webinars, meetups)
 - Referral / word-of-mouth (review site presence, NPS signals)

2. ESTIMATED CHANNEL MIX (% of acquisition per channel)
 - Based on observable signals
 - Flag as "estimate"

3. WHAT'S WORKING FOR THEM (evidence-based)
 - High-engagement content
 - Ranking keywords
 - Repeat event attendance

4. WHAT THEY'RE IGNORING (your opportunity)

- Channels with no competitor presence
- Underserved audiences or topics

5. RECOMMENDATIONS FOR YOU

- Channels to test first (low competition, high relevance)
- Channels to avoid (dominated by competitors)
- Partnership opportunities they've missed

INPUTS:

Competitor 1 website + blog + social links:

[PASTE OR DESCRIBE]

Competitor 2:

[PASTE OR DESCRIBE]

Competitor 3:

[PASTE OR DESCRIBE]

Your current acquisition channels:

[PASTE OR "NONE"]

Your budget for testing new channels (optional):

[E.G., "\$5k/month"]

RULES:

- Use only publicly observable data
- Estimate channel mix based on volume signals (e.g., blog posts per

week = content priority)

- Flag channels that require paid tools to verify (e.g., "Estimated via SEMrush/Ahrefs if available")
- Distinguish between what they do vs. what works (look for repeat patterns)

How To Use It

- Use free tools: check their backlinks (Google Search Console alternative), search "competitor name vs" to find comparison content.
- Subscribe to competitor emails — see what lead magnets they use.
- Check their "integrations" page — every integration is a partnership channel.
- Look at their careers page — hiring a "Head of Partnerships" or "SEO Manager" signals channel investment.
- Run this quarterly — competitor channel mix shifts fast.

Example Input

Competitor 1:

"Competitor A: Blog posts weekly (SEO topics like 'project management for agencies'), LinkedIn posts daily, podcast biweekly. Google Ads for 'best project management software.' Integrates with Slack, Asana, Trello."

Competitor 2:

"Competitor B: No blog. Heavy Facebook ads targeting small business owners. Affiliate program with 30% commission. Sponsors 'Agency Accelerator' conference."

Your current acquisition channels:

"Word of mouth only. No paid ads. Blog posts monthly."

Why It Works

Most competitive research focuses on product features, not acquisition channels.

This framework improves outcomes by forcing:

- channel inventory (complete picture, not just ads)
- estimated channel mix (where they actually invest)
- evidence-based wins (what's actually working)
- ignored channels (your whitespace)
- test recommendations (reduces random experimentation)

Great channel audits don't copy competitors — they find where competitors are weak.

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