



# Competitive Analysis

DATE

## COMPETITOR 1

NOTES & IDEAS

ACCOUNTS /WEBSITE



## COMPETITOR 2

NOTES & IDEAS

ACCOUNTS /WEBSITE



## COMPETITOR 3

NOTES & IDEAS

ACCOUNTS /WEBSITE



# Marketing persona

NAME

**DRAW YOUR FAVOURITE CLIENT  
AND PIN IT TO YOUR WALL!**



**NAME  
AGE  
FAMILY  
LOCATION**



WHAT IS HIS OR HER PAIN POINTS AND WHAT  
TYPE OF CONTENT CAN YOU CREATE TO HELP?

# Social Media Calendar

MONTH OF

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
WEEK 1	Topic						
	FB						
	IG						
	ST						
WEEK 2	Topic						
	FB						
	IG						
	ST						
WEEK 3	Topic						
	FB						
	IG						
	ST						
WEEK 4	Topic						
	FB						
	IG						
	ST						