



CHART

Competition Mapping

Mapping your competitive position is more than a communication aid. It's a powerful tool to interpret your competitive strategy and chart your brand growth.

What can we do?

Our experts can help you use validated frameworks to establish where you lie in the competitive landscape, how the landscape is changing, and spot unforeseen threats.

What is the methodology?

Market mapping is a method of visualizing your position or product in a specified market. It involves creating different market segments to use as measures and benchmarks. In effect, it's a positioning map that accounts for the forces in your market: supply, demand, saturation, and where you fit into the puzzle.

You get a complete picture of your competitive landscape, including customer segments, product comparison, and market forecasting. It is similar to a SWOT Analysis; you see your strengths, weaknesses or gaps, opportunities, and threats. But it's more than that.

By projecting your competitive landscape onto a value graph, you can gauge competitive advantages and disadvantages. Mapping begins with a goal. In this case, the specific goal that you set determines the type of market mapping you need to execute and the values in your competitive positioning graph.

How can you use the output?

Market mapping is useful to position your brand successfully in a competitive context. A market map can tell you who is outperforming your brand and why. It can say where you rank on specific KPIs. It is a way to identify gaps in specific areas and whether those gaps constitute real potential or not. The map will also translate various competitive parameters into a set of metrics that matter to consumers, and that the brand can use as future measures.

For more details and a time and cost estimate, get a free no-obligation 30-minute consultation with InsightGig! [Click here](#) to get started, or send an email to contact@insightgig.com.

"I have been up against tough competition all my life.
I wouldn't know how to get along without it."

Walt Disney