

Welcome to...

Challenge Day 1: Market Research

Today's Challenge is all about understanding what your potential customers might be seeing from your competitors so you can be equipped to find areas of opportunity and possible gaps in your city that you can fill with some really clever marketing! So, before we take a closer look at your business, I'd like you to take a moment to assess how your local competitors are showing up in their business.

Time to do some investigating!

Tara

Pick 3 Local Competitors

COMPETITOR NO. 1

COMPETITOR NO. 2

COMPETITOR NO. 3

Competitor 1	Competitor 2	Competitor 3
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PRICEPOINT

What is their average price point for a full set - Classic?		
What is their average price point for a 60 minute fill - Classic?		

Website

It's 2020 and if your business doesn't have a website, does it even exist? When's the last time you went to a new business without doing some online research first? A website is ESSENTIAL to building a thriving business - so let's see if your competitors have caught on to that!

Mark **Yes**, **No**, or **I Don't Know** on the following questions:

Competitor 1	Competitor 2	Competitor 3
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WEBSITE	Competitor 1			Competitor 2			Competitor 3		
	Yes	No	I Don't Know	Yes	No	I Don't Know	Yes	No	I Don't Know
Do they have a website? (Only having an online booking page as their website doesn't count as a website.)									
Do they offer the option to book online?									
Do they list their prices on their homepage (the front page of their website)?									

Online Reviews

I want you to Google their business name and see if any of these websites show up on the first page of Google that are related to their BUSINESS (not their personal profiles).

Mark **Yes** or **No** on the following questions:

ONLINE REVIEWS	Competitor 1 -----		Competitor 2 -----		Competitor 3 -----	
	Yes	No	Yes	No	Yes	No
Their Yelp Page						
Their Google My Business Listing or Google Reviews or Google Ad						
Their Google My Business Listing or Google Reviews or Google Ad						
Their Website						
Their BUSINESS Facebook Page						
Anything else to note of what shows up when you Google their Business Name?						

Instagram Business Page

Instagram is the #1 free marketing channel for beauty professionals right now, so it's time to do some Insta-stalking on your competitors to see how they're utilizing this platform.

Mark **Yes** or **No** on the following questions:

	Competitor 1 -----		Competitor 2 -----		Competitor 3 -----	
INSTAGRAM BUSINESS PAGE	Yes	No	Yes	No	Yes	No
Do they have an Instagram page exclusively dedicated to business?						
Do they post any "up the nose" shots?						
Do they have captions on their posts?						
How many followers do they have?						
Are there any beauty businesses or lash artists following them in their first 10-15 followers listed?						
Do they have their website listed in their bio?						

Facebook Business Page

Some say Facebook is dead - and those people may just be your competitors! I can tell you Facebook is alive and well for those that choose to take advantage of her and play her algorithm dance. Is your competitor a "Facebook is Dead" type biz owner, or is she taking advantage of the abundance of opportunity?

Mark **Yes** or **No** on the following questions:

	Competitor 1 -----		Competitor 2 -----		Competitor 3 -----	
FACEBOOK BUSINESS PAGE	Yes	No	Yes	No	Yes	No
Do they have a BUSINESS Facebook page (not personal profile where they post about business)?						
Have they posted on their page in the last 7 days?						
Are they running paid social media ads?						

If you don't know how to check this, be sure to tune into Coach Tara's Bootcamp Butt Kick call on Facebook Live to learn how!

BOOTKAMP BINGO - SHARE YOUR BIGGEST TAKEAWAY FROM TODAY'S CHALLENGE IN THE "BOOTKAMP BINGO DAY 1"

Post inside of the Bookt Bootcamp Facebook Group and you can mark off that square on the bingo card!