

CTD CREATIVE CONSULTING

your personal online publicist

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IDEAL CLIENT & COMPETITOR ANALYSIS



- Conduct Ideal Client survey exercise to understand your target audience.
- Conduct analysis of 3 to 5 competitors to identify opportunities to create a compelling online presence.
- A 60-minute meeting to review summary report of findings and online opportunities.



OUTCOMES



A defined description of your Ideal Client and a tool to define additional target audiences.

Information of strengths and take-aways of competitors to assist in understanding your unique selling proposition.

Suggested social media channels that will help build awareness of your business.

