MarketSpy AI



MARKETSPY AI | SPY CHECKLIST

15 Things to Spy On

The competitor signals that reveal opportunity

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You don't need to analyze everything a competitor does. Focus on the signals that can reveal how they attract customers, what they sell, where they are strong, and where opportunities may exist.

01 Offers

Watch the products, services, packages, bundles, promotions, guarantees, bonuses, financing, and other incentives competitors use to win customers.

RUN **Offer Spy**

02 Pricing

Compare published prices, starting prices, estimates, fees, discounts, memberships, packages, and other pricing signals. Look for meaningful differences in how competitors structure and present price.

RUN **Offer Spy**

03 Positioning

Study how competitors describe themselves and why customers should choose them. Look for repeated claims such as fastest, premium, affordable, family-owned, experienced, convenient, specialized, or guaranteed.

RUN **Competitor X-Ray**

04 Target Customers

Identify who each competitor appears to be trying to attract. Look at industries, demographics, customer types, locations, problems, budgets, and specialized markets.

RUN Competitor X-Ray

05 Products & Services

Track what competitors actually sell. Look for services you don't offer, unusual combinations, premium options, entry-level offers, recurring services, and gaps in the market.

RUN Offer Spy → Gap Finder

06 Reviews

Study what customers repeatedly praise and complain about. Pay particular attention to recurring comments about price, quality, speed, communication, convenience, reliability, and customer service.

RUN Review Intelligence

07 Reputation & Trust

Look at ratings, testimonials, case studies, certifications, awards, guarantees, years in business, customer counts, media mentions, partnerships, and other credibility signals.

RUN Review Intelligence

08 Websites

Compare headlines, navigation, service pages, landing pages, calls to action, forms, online booking, chat, pricing pages, lead magnets, and other elements designed to turn visitors into leads or customers.

RUN Website Spy + Competitor Profile Report

09 Sales Messages

Watch the promises, benefits, problems, emotional appeals, proof, objections, guarantees, and calls to action competitors repeatedly use when selling.

RUN Sales Intelligence Report

10 Advertising & Promotions

Look for paid ads, seasonal campaigns, coupons, special offers, direct-mail campaigns, sponsorships, referral promotions, and other methods competitors use to generate demand.

RUN Marketing Pattern Finder

11 Content

Study what competitors publish on their websites, blogs, social channels, email lists, YouTube channels, and other platforms. Look for topics that receive attention as well as important subjects nobody seems to cover.

RUN Content Spy

12 Local Search

Watch which businesses repeatedly appear in Google Maps and local search results. Compare reviews, categories, service areas, photos, business descriptions, and other visible factors that may contribute to their presence.

RUN Local Search Spy

13 Customer Experience

Examine how easy competitors make it to inquire, schedule, buy, receive estimates, get support, make payments, and communicate with the company. Friction can reveal opportunities.

RUN Customer Buyer Intel Report

14 Changes

Watch for new services, price changes, promotions, locations, employees, partnerships, website changes, advertising campaigns, positioning changes, and other signs that a competitor is changing strategy.

RUN Weekly Watch → Change Report

15 Gaps & Opportunities

Bring everything together and ask the most important question: What does the market appear to be missing?

Look for underserved customers, weak offers, poor customer experiences, neglected services, unanswered questions, geographic gaps, repetitive marketing, weak positioning, and problems customers continue to complain about.

Those gaps can become ideas for better offers, stronger marketing, new services, sales angles, content, and MarketSpy reports you can take directly to potential clients.

RUN Gap Finder → Gap & Opportunity Report