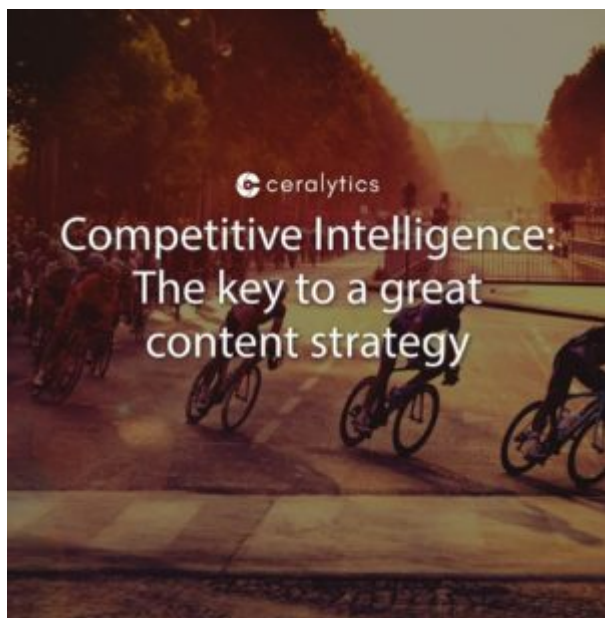


Competitive Intelligence: The Key to a Great Content Strategy



Competitive intelligence is the key to successful [marketing](#) and business strategies. Why then, when it comes to content marketing, is incorporating competitive intelligence either overlooked or never even considered?

In this white paper you will learn how to use competitive intelligence in your content strategy to identify:

- The reality of what your market is interested in
- Your competition's positioning
- Your competition's content strengths and weaknesses
- The topics your competition is succeeding with but you are not covering
- The differentiators you have in your industry

REGISTER

▪ First Name*

▪ Last Name*

▪ Title*

▪ Company*

▪ Email*

▪ Phone*

REGISTER