

## 14.8: RACE for Competitive Analysis

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### RACE for Competitive Analysis

The RACE framework is highly useful in creating a strategy for digital marketing campaigns. It helps answers questions such as

- **Reach:** How do I bring visitors to my website?
- **Act:** How do I create a positive user experience? How do I transform visitors into leads?
- **Convert:** How do I convert leads into customers?
- **Engage:** Once I have customers, how do I ensure repeat purchases? How can I leverage my customers to participate in my marketing campaigns?

The strategic value of the RACE framework also makes it a great tool to guide competitive analysis. You can turn these questions around to better understand the digital marketing strategy of your competitors:

- **Reach:** How is my competition bringing visitors to their site?
- **Act:** Once on their web properties, how do they create positive interactions? How do they transform visitors into leads?
- **Convert:** How do they convert leads into customers?
- **Engage:** How do they ensure repeat purchases? How do they foster word-of-mouth and other co-creation activities?

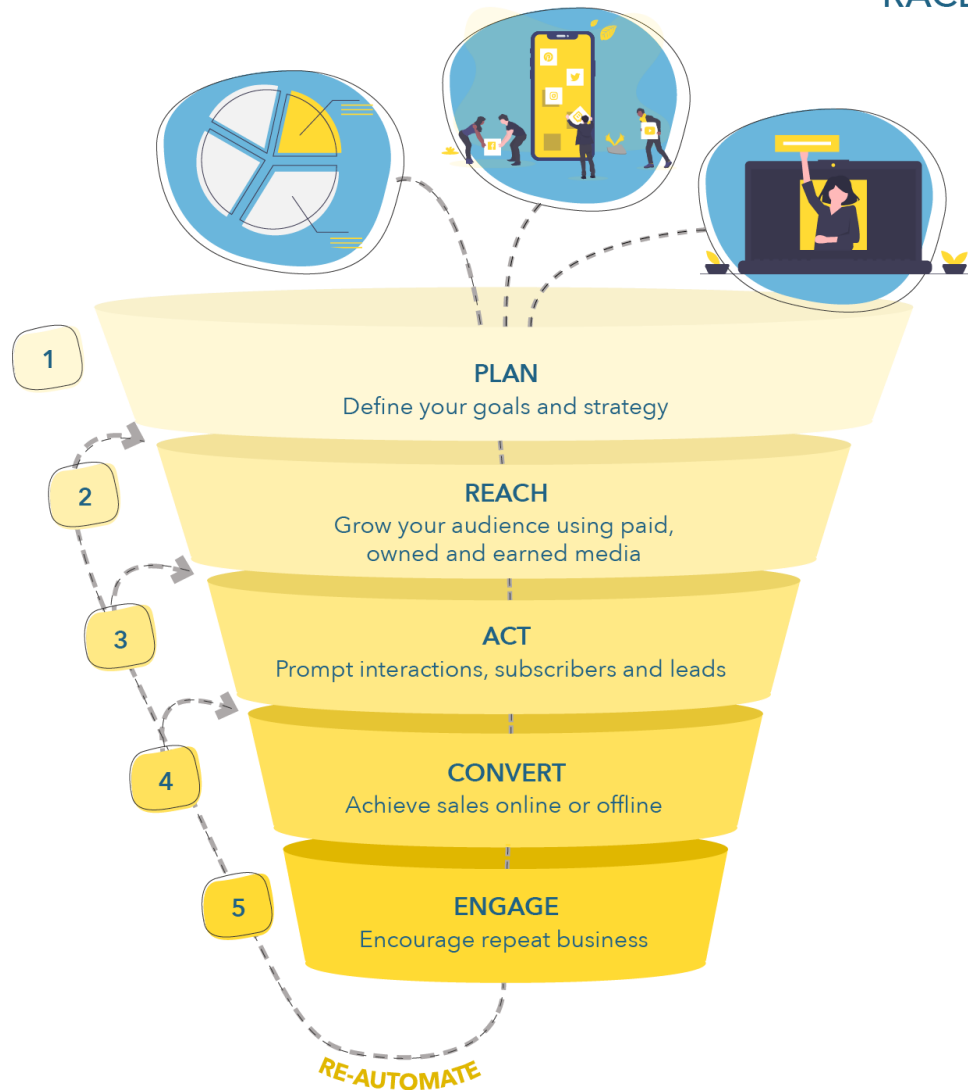


Figure 14.9 Race

## Reach

Understanding how your competitors bring in visitors can be of great use in crafting your own strategy to attract people to your web properties. Questions to ask include

- How frequently are they running promotions? What benefits do those promotions provide to their customers and potential shoppers, as well as their business?
- Are they running contests online? What kind?
- How are they using their social media channels? How do they drive people from their social media channels to their website?
- What information is included in their marketing banners and callouts?

## Act

Similarly, an analysis of your competition should include a better understanding of the user experience on their website. For this stage, you can answer questions such as:

- How are they creating positive interactions on their properties and transforming visitors into leads?
- Where are their calls to action throughout the browsing experience? What are the calls to action about?
- Do they have a blog? How frequently do they post? What type of information do they tackle?

- What is the role of content on their website? How does their content differ?

## Convert

Then, the next stage is to better understand how your competition converts their leads into customers. To understand this, it is important to take steps like customers would register for your competitors' newsletters, understand what happens once a cart is abandoned, and analyze persuasion attempts within webpages. To assist you, questions you should be able to answer include:

- How do they display their products and help communicate details?
- How detailed are their product descriptions? What information do they include? What information is missing?
- Where are their calls to action throughout the browsing experience? What are the calls to action about?
- What happens in newsletters? Are there a clear, pre-planned path created to maximize sales? What is that path?
- Do they have an abandoned cart saver feature? If so, at what point do they send the emails, and what are the messages for these emails?
- Is your competition retargeting visitors? Based on what variables?

## Engage

To conclude your competitive analysis, become a customer of your competitors! Understand what happens once you buy a product. See whether forums exist on your competitors' brands, services, or products. How are consumers of your competitors interacting online? What are your competitors doing to foster such interactions? You can ask here:

- What happens once you've bought a product?
- Do they have some sort of a club? Membership program? Online forum?
- Do they request reviews? Are there consumer-generated content (CGC) campaigns?
- Do they have consumer appreciation campaigns?
- Does their content always talk to new consumers or to existing ones as well?

## Bringing Competitor Analysis Together

A great approach to try to better understand your competitors is to approach them as you would if you were a persona-related consumer going through the motions of their journey. This is a different logic to evaluate your competition compared with other strategic frameworks, such as SWOT (Wikipedia, 2024d).

**SWOT**, indeed, can be used to understand the strengths and weaknesses of your competition as it relates to their digital marketing resources. But never before were we able to analyze exactly how our competitors are operating. Because everything is archived online and you can readily access marketing efforts such as ads and content, understanding your competitors' strategic efforts has perhaps never been more accessible. To conclude, To **gather** as much (targeted) **information** as **possible**, **be** sure to:

- Subscribe to their newsletter/blog
- Follow them on social media
- Purchase a product: packaging, buying experience, shipping time
- Put an item in your cart and abandon the checkout process
- Check their reviews
- Hunt their ads
- Follow their publicity
- Understand their backlinks

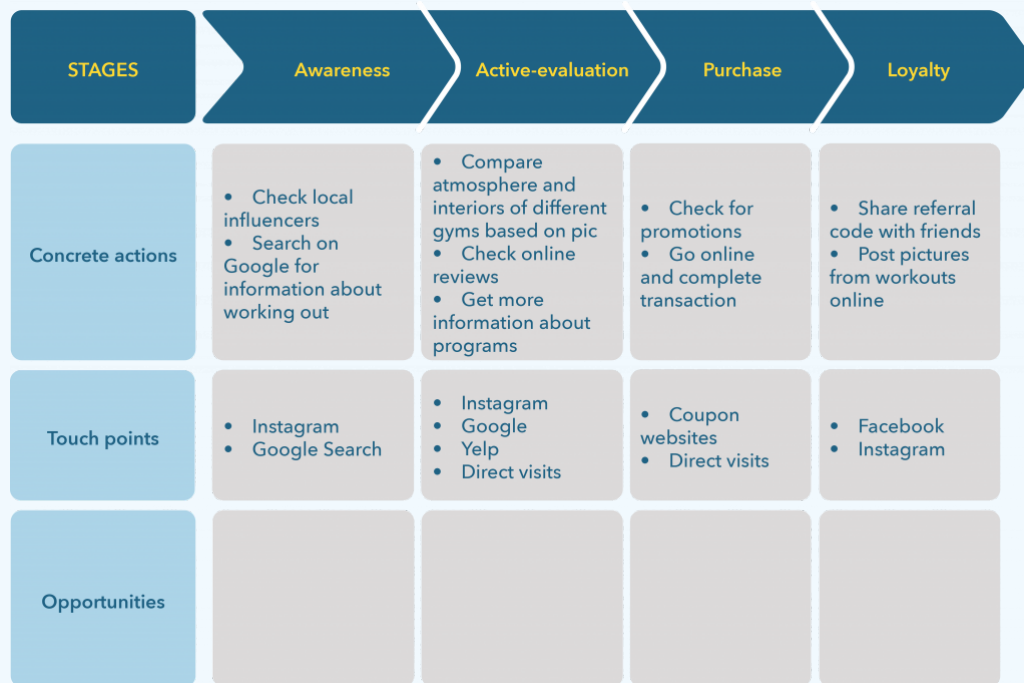
### ? Exercise 14.8.1

You are a fitness center creating a campaign for people who want to get back into shape.

One of the personas you are targeting is Avery:

- Avery is a person living in a major Canadian city center. They are in their late 20ies-early 30ies and are in the top 20% in revenues in their city. With increased responsibilities at work and a newborn, exercising had been put aside. For a few years. Avery has felt sluggish, lacks energy, and misses having a stronger connection with their body. With age, their body has also started to transform, and they have started to feel conscious about it. To remediate this, they want to get back into

exercising weekly. They don't have much time, and they also don't know much about working out or the market—for example, where to work out or how to work out.



### Social media analysis using RACE

Using the RACE framework, analyze and compare the following three Instagram fitness center accounts:

- @achievefitnessboston
- @lifetime.life
- @goodlifefitness

Can you group the posts into RACE stages? What are the objectives of these themes? What are the goals for consumers?

Think of the implications to generate awareness, attract visitors, create leads, convert leads into customers, and generate engagement.

### Creating a (digital) journey map

Integrating paid, owned, and earned marketing activities for a campaign for your fitness center based on the journey map provided

For one or two stages:

- Start with the concrete actions of consumers
- Identify opportunities
- Translate the opportunities into concrete marketing activities
- Find how to make each activity a paid, owned, and earned media activity

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