



Leveraging Your Competition For Account Growth In SM

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1. Log Into A Social Media Network's Account.
 2. Look For The Search Engine And Type A Keyword In Your Niche.
 3. Identify 5 Hashtags Relating To Your Niche.
 4. Click On At Least 5 Top Posts On Each Hashtag.
 5. Gather The Following Information.
 - How large is their following?
 - Who are their followers real or fake? (Big Accounts)
 - How often do they post?
 - What is their engagement rate?
 - What is their social share of voice?
 - What hashtags do they use most often?
 - How many hashtags do they use?
- * You can find much of this information just by clicking around your competition's social profiles. In order to find out an account's engagement rates go to: <https://phlanx.com/> and/or <https://www.ninjalitics.com/>
6. Write Down The Results In A Spreadsheet.
 7. Submit the file on our website.