

COMPETITOR	FORMAT	QUANTITY	FREQUENCY	TOPICS
Company 1	Blog	40	1/Month	(Note Main Categories)
Company 1	YouTube	10	Infrequent	(Ex., Clients/Employees)
Company 1	Whitepapers	12	1/Quarter	(Identify Subject Matter)
Company 1	Webinars	—	—	
Company 2	Blog	200	1/Week	(Note Main Categories)
Company 2	YouTube	60	Random	(Ex., Projects, How-To)
Company 2	Whitepapers	2	Unknown	(Ex., Trends, Research)
Company 2	Webinars	16	1/Month	(Ex., Education, Trends)