

HOW CAN YOU FIND YOUR COMPETITORS ON INSTAGRAM?

(1) Analyze Your Actual Competitors

(2) Focus on Metrics First:-

it is based on the content shared.

For example, how often do your competitors post new content?

What are their top-performing keywords and hashtags?

If you've been in the business for a while, you must know your direct competitors well. However, **an effective way to find competitors are:**

Hashtag tracking: You will find the content written about your product and who's writing it.

Listen to your followers, they can provide you with very valuable information. Observe and investigate which other similar brands to yours they also follow and what they say about them.

Monitor hashtags connected to your brand and analyze them. You will probably find brands related to yours as well as direct and indirect competitors.

Once you find an account with many followers, follow it too. Instagram will suggest three other similar brands at that time. Another great opportunity to find new competitors.

Check following things to keep track on your instagram competitor:-

- **Followers:** How many users follow your competitors.
- **Following:** Number of accounts that your competitors follow on Instagram.
- **Posts:** Number of posts published by your competitors in the period of time selected.
- **Likes:** The number of likes obtained.
- **Comments:** The total number of comments in the period selected.
- **Engagement:** Instagram Engagement Rate.

(3)Apply your research with your social media content posting

For example you will get the hashtag list which is giving more engagement to your competitor use that to apply with your social media post.

Use this tool like:-

:- <https://igaudit.io/>

<https://socialblade.com/instagram/>

<https://www.socialbakers.com/free-tools/tracker/>

& keep track of people who unfollow you on instagram:-

https://play.google.com/store/apps/details?id=com.instagram.followcop&hl=en_US

(1)Allow you to compare your own growth with competitive pages without having to creep on their Facebook day after day.

<https://sproutsocial.com/features/social-media-analytics/>

(2)Social Blade provides a day-by-day follower update as well as a live follower count.

<https://socialblade.com/>

(3)to keep track of your competitor content:-

<https://buzzsumo.com/>

<https://feedly.com/i/welcome>