



Competitive Analysis for Esports Tournament Organizers

	Positive	Negative
What is the tournament experience like?	<ul style="list-style-type: none">▪▪▪	<ul style="list-style-type: none">▪▪▪
How do they treat their players?	<ul style="list-style-type: none">▪▪▪	<ul style="list-style-type: none">▪▪▪
How are they marketing themselves?	<ul style="list-style-type: none">▪▪▪	<ul style="list-style-type: none">▪▪▪

What channels do they use?

How engaged is their audience on average (#)?

- Facebook
- Youtube
- Twitter
- Others:
- Instagram

Likes:

Comments:

Shares:

Which areas can you improve upon what they're doing?