

TikTok Competitor Audit: A One-and-Done Template

	Your Brand	Competitor 1	Competitor 2	Competitor 3	Competitor 4
What is the bio on their profile?					
How many followers do they have?					
How many likes do they have?					
What is their top performing video (engagement rate)?					
What is the average number of likes they receive per video?					
What is the average number of comments they receive per video?					
What hashtags do they use most commonly?					
What types of videos do they post? (e.g., behind-the-scenes, product promotions)					
What trends do they participate in? (e.g., dance challenge or specific filters)					
Is there a "face" to their videos? Is it a mascot, different customers, or team members?					
Do they partner with any influencers or creators?					
How often do they post?					