(Mr. Tenkey's Tips # 474) --- book available @ www.mrtenkey.com

January 12, 2021



Dear Management: How many of your competitors' social media accounts, do you follow?  
  
Really... none?  
  
Why not?  
  
The data mining that you can get from what they put out to the world, as well as, what they don't... can be very fruitful.  
  
Such tidbits as:  
-How is their visual presence conveyed?  
-How do they share their company's vision, to the world?  
-How innovative are they?  
-Are they growing? Branches? New Employees?  
-How do they communicate to borrowers?  
-How does their knowledge base come across? Or not?  
-Do they give back to the community?  
  
All of which can be used to... better your data points to outperform them in furthered competition, or better your company to catch up to their competitive advantage.  
  
So... you google'n those competitors yet?