

1. Competitive audit goal(s)

Compare the online presence of each of the competitors.

2. Who are your key competitors? (Description)

My key competitors are MyArtistPage, Smartlinks, Michael Godard Art Gallery, and DailyArt. MyArtistPage and Smartlinks are international medium to large businesses that allow artists to create custom pages to reach their fans. Michael Godard Art Gallery (MGAG) is a small gallery and art retailer. DailyArt provides users with informative short descriptions of art pieces. DailyArt and MyArtistPage are direct competitors, they target similar audience and provide similar service, while Smartlinks and MGAG are indirect competitors.

3. What are the type and quality of competitors' products? (Description)

Smartlinks provides a platform for musicians from all around the world to connect with their fans and present their music to them.

MyArtPage provides a 'link in bio' page builder for creators of all kinds of art (music, visual art, etc.)

Michael Godard Art Gallery (MGAG) is a website that allows users to purchase art made by the artists who cooperate with them.

DailyArt is a mobile app that provides users with a daily dose of art + other features (in the paid subscription model).

4. How do competitors position themselves in the market? (Description)

Smartlinks targets musicians who want to connect with their fanbase. They are focusing on new artists, but already established artists since their subscription fees are quite high. Their fans are young and use social media ('link in bio').

MyArtPage's audience are artists of all kinds: film, photography, music, etc. They target young, tech savvy artists, who want to connect with broader audiences via social media.

Michael Godard Art Gallery (MGAG) audience are older adults, who like the particular style and can afford to buy the art.



DailyArt targets users who want to learn more about art. Their audience are users of all ages, not very familiar with art but willing to learn more.

5. How do competitors talk about themselves? (Description)

Smartlinks claims they provide highly customizable pages (including fonts, colors and branding). Insights into the fanbase.

MyArtPage allows artists to create customizable link in bio pages for all kinds of artists - film, photography, music, etc.

Michael Godard Art Gallery (MGAG) claims they are number one art seller in the US. They sell art originals, mixed media unique creations.

DailyArt's mission is to educate the masses about art history by providing easily understandable original art descriptions.

6. Competitors' strengths (List)

Smartlinks

- Visually appealing online presence
- Clear pricing
- Responsive website

MyArtPage

- Beautiful animations
- Simple user flow
- Strong brand identity
- Multiple use cases explaining how artists can profit

MGAM

- Clear navigation
- Responsive
- Possibility to buy art directly
- Live chat

DailyArt

- Very informative
- Available in 23 languages
- Educational value



- Strong branding

7. Competitors' weaknesses (List)

Smartlinks

- Website only available in English
- Very standard web design

MyArtPage

- Website only available in English
- Very standard web design

MGAM

- Outdated web design
- Text heavy

DailyArt

- One daily description available, the rest of features behind a paywall
- Very serious tone

8. Gaps (List)

The competitors do not target small gallery owners that could have less known artists on display.

The competitors don't provide other ways of presenting information than words and pictures. There is no possibility to listen to the bios, for example.

They do not use the immersive experience features, like online gallery visits.

9. Opportunities (List)

Use a less standard design for the website.

Explore a way of creating more immersive experience for the users who want to get to know the artists through their art.

