KEENAN DIGITAL

Competitor Content Research System

CONTENT INTELLIGENCE SYSTEM
SOCIAL STRATEGY TEMPLATE
v1.0

Track, analyze, and transform high-performing competitor content into original ideas — without ever copying.

01 Tracking Table

Copy these 16 columns into Row 1 of Google Sheets, Notion, or Airtable. One row per piece of competitor content.

COMPETITOR	PLATFORM	POST LINK	DATE	VIEWS	LIKES	COMMENTS	SHARES/SAVES	HOOK	TOPIC	FORMAT	WHY IT WORKED	PAIN POINT	MY ANGLE	MY HOOK IDEA	STATUS
Enter...	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Enter...	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
EXAMPLE **Chef Mike's Kitchen**	TIKTOK	tiktok.com/v/...	2025-0	1.2M	84K	3.2K	22K	"3 mistakes every restaurant owner makes with food cost"	Food Cost / Margins	Talking Head · List	Pattern interrupt. Validates shame before the fix.	Owners feel out of control of their numbers.	The food cost mistake nobody will admit	"I spent 6 months fixing my food cost. Here's what worked."	SCRIPTED
Enter...	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
Enter...	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—

STATUS: IDEA SCRIPTED FILMED POSTED

02 Weekly Research Workflow

8 steps. One session per week. Output: a full tracker row and a ready-to-script content idea.

STEP 01

Search Your Niche

TikTok, Reels, or YouTube Shorts. Search 2–3 keywords your audience uses — not industry jargon.

STEP 02

Sort by Most Viewed

Filter by view count. You want posts with disproportionate engagement — proof the market responded.

STEP 03

Save the Best Posts

Bookmark 5–10 high-performers across 3–5 different competitors. Spread beats depth here.

STEP 04

Log Into the Sheet

Fill out each row while it's fresh. Quick captures beat perfect notes — just get the data in.

STEP 05

Break Down the Hook

Write out the first 5–10 seconds verbatim. What made you keep watching?

STEP 06

Find the Pain Point

Ask: what did the audience feel before clicking? Name the fear, frustration, or desire underneath.

STEP 07

Pick Your Angle

Use the Angle Framework (Section 3) to transform the topic. Not a copy — a response.

STEP 08

Write Your Hook

Draft your opening line. Same pain point — your lens, your story, your take.

Angle Framework

Same topic. Different idea. Pick a lens — transform, don't copy.

COMPETITOR'S ANGLE — DO NOT COPY

"3 Mistakes Restaurant Owners Make"

High-performing. Market-validated. **Do not copy.** The audience already saw it.

YOUR ORIGINAL ANGLES

- **HIDDEN ANGLE**
  The mistake nobody talks about

- **CONTRARIAN**
  Why that advice is wrong

- **ADVANCED VERSION**
  What the top 1% do differently

- **STEP-BY-STEP**
  Not a list — an actual system

- **PERSONAL STORY**
  I made this mistake. Here's the cost.

- **BEGINNER VERSION**
  No jargon. No experience needed.

- **THE PROOF**
  90 days tested. Here's what happened.

04

Weekly Content Mining Routine — 20 Minutes

Run once a week. Output: 5–10 original ideas ready to script and schedule.

5 MIN

Discovery

Open TikTok or Reels. Search 2–3 niche keywords. Sort by views. Save the top 5–8 posts. Don't watch yet — just collect.

7 MIN

Watch & Log

Watch each post once. Fill in the tracker: hook, format, why it worked, pain point. Speed over perfection.

5 MIN

Pick Angles

For your 3 best rows, run the Angle Framework. One lens per post. One rough hook sentence per idea.

3 MIN

Update Pipeline

Mark best idea as "Scripted." Move to calendar. Close the tab. Research and execution are separate sessions.

> **Your competitor's best post is just proof the market wants that topic.**
> **Your job is to deliver the better version.**