

Analyze The Top Market Player

WaterPik

1. Perform full research on their target market and avatar.

2. What are the reasons their customers decide to buy?

Good quality products/ easily navigated website/good

customer support(always reply on youtube comments)

Well advertised products and have been innovating their products along the years to fit the market needs

3. How are they getting attention?

Youtube reviews of their products and youtube ads ,

social media following, TV ads, amazon reviews

4. How are they monetizing their attention?

Through selling their products

5. What is this brand doing better than anyone else?

I think they are more specialized in water flossing than other brands, better ads and more ads TV, youtube

6. What mistakes (if any) are they making?

Maybe they're too specialized that they are leaving money on the table for other products, i think more catchy instagram and facebook ads they are so mundane

7. What can other brands in the market do to win?

Bring better products, more specialized ads for water floss products to meet its market demand