



FREE FRAMEWORK · CLAUDE AI

The Competitor *Gap Analysis* Prompt Framework

for Clothing Brands

PROMPTS

4

4 copy-paste prompts for Claude AI. Run them in one conversation, in order, and walk away with a complete competitor intelligence report and a 30-day action plan — built specifically for your clothing brand.

These are the **exact prompts** from the YouTube video — structured so Claude AI builds context across all four, then synthesizes everything into a ranked action plan. No agency. No consultant. Just Claude and the right questions.

- 1 **Open Claude** at claude.ai — paid plan (\$20/mo) gives the best results.
- 2 **Start a new conversation** — run all 4 prompts in the same chat so Claude builds context.
- 3 **Fill in every bracket** with your brand's specific details before sending.
- 4 **Run Prompt 4 last** — it synthesizes everything into your prioritized 30-day action plan.

PROMPT 1

Social Media Gap Analysis

This is your starting point. Before you look at offers or content, you need to see where your competitors are winning on social — and why. Claude will map the formats, angles, and community tactics they're using that you haven't touched yet.

RUN THIS FIRST — COPY AND FILL IN EVERY BRACKET

You are a brand strategist for DTC clothing brands. Run a social media gap analysis for [YOUR BRAND NAME] versus [COMPETITOR 1 NAME] and [COMPETITOR 2 NAME].

[YOUR BRAND NAME] is a [describe your product — e.g. "children's bamboo pajama brand founded by two moms"].

[COMPETITOR 1] website is [URL] and has [X] Instagram followers.

[COMPETITOR 2] website is [URL] and is the category leader with [e.g. "celebrity endorsements and Disney collabs"].

Identify:

- (1) Content formats and angles each competitor is winning with that [YOUR BRAND] is not using
- (2) Community-building tactics [YOUR BRAND] is not doing
- (3) The top 3 social gaps to close immediately

YOU'LL GET Top 3 social gaps with platform-specific recommendations and content angles to act on immediately — ranked by the size of the opportunity.

PROMPT 2

Offer & Website Gap Analysis

This is where most brands discover why their ads aren't converting. The problem is almost never the ad — it's the page people land on. This prompt exposes the trust signals, offer structures, and homepage messaging gaps that are costing you sales every single day.

RUN THIS SECOND — COPY AND FILL IN EVERY BRACKET

Now run an offer and website gap analysis for [YOUR BRAND NAME] versus [COMPETITOR 1] and [COMPETITOR 2].

Identify:

- (1) Trust signals each competitor uses that [YOUR BRAND] may be missing
- (2) Offer structure differences — bundles, upsells, email capture methods
- (3) Homepage messaging gaps for first-time visitors
- (4) The top 3 highest-priority offer gaps to close first

YOU'LL GET The specific trust signals, offer structures, and homepage messaging gaps costing you sales right now — ranked by priority so you know exactly what to fix first.

PROMPT 3

Content Gap Analysis

Content gaps are the most underrated growth lever in clothing. A Pinterest pin or TikTok search result doesn't stop working after 24 hours — it keeps driving discovery for months. This prompt finds the exact topics, platforms, and formats your competitors own that you haven't touched yet.

RUN THIS THIRD — COPY AND FILL IN EVERY BRACKET

Run a content gap analysis for [YOUR BRAND NAME] versus [COMPETITOR 1] and [COMPETITOR 2].

Identify:

- (1) Topics and search angles each competitor is winning on across Pinterest, TikTok, and Google
- (2) Content formats driving discovery that [YOUR BRAND] isn't using
- (3) The top 5 content gaps to fill immediately — with platform, format, and topic angle for each

YOU'LL GET 5 specific content gaps with exact platform, format, and topic — including searches happening right now that your competitors own and you don't.

PROMPT 4 · THE SYNTHESIS

30-Day Action Plan

This is where it all comes together. Claude takes everything from the three previous analyses and builds a single prioritized action plan — ranked by impact, with one concrete action per gap. This is the output most clients pay \$2,000+ to get from a consultant. You're getting it for free.

RUN THIS LAST — ONLY AFTER COMPLETING PROMPTS 1, 2, AND 3

Based on the social gap, offer gap, and content gap analyses you just ran for [YOUR BRAND NAME] — synthesize everything into a prioritized 30-day action plan.

Rank gaps from highest to lowest impact. For each gap include:

- (1) What the gap is
- (2) Why it matters for revenue or growth
- (3) The single most important action to close it within 30 days

YOU'LL GET A complete, ranked 30-day action plan built from your real competitive landscape — the same framework BitBranding runs on every client account before we touch a single ad or piece of content.

FROM BITBRANDING

Make These Prompts Work Harder

- **Pick competitors intentionally.** Use one same-tier brand (your direct competitor) and one category leader (the brand you're eventually chasing). You'll get gaps at both levels — what you can close this month and what you're building toward.
- **Don't skip Prompt 4.** The synthesis is where the real value is. Claude connects all three analyses into one prioritized plan — without it, you have observations. With it, you have a strategy.
- **Run the offer gap first if your ads are failing.** Paid ads failing is almost never a paid ads problem. The offer gap analysis usually surfaces the real issue before you spend another dollar testing creative.
- **Content gaps compound.** A Pinterest pin or TikTok search result doesn't stop working at midnight. Every gap you close keeps paying back for months. These are the highest-leverage moves with the lowest cost.
- **Save the full output.** Copy Claude's complete response into a Google Doc. This becomes your brand's competitive intelligence file. Run it again every quarter — the gaps that remain are the ones costing you the most.

Want Us to Run This on Your Brand — Live?

Book a free 45-minute strategy call. We'll walk through your competitive gaps, your ad account, and build your growth plan together — on the call.

[BOOK YOUR FREE STRATEGY CALL →](#)