

General Information				Content Strategy		Marketing Strategy			Customer Service and Policies			Product Comparison for Bath Towels						
Competitor name	Website (URL)	Types of products sold (Product categories in the navigation menu)	Background story (Visit the company's About Us or Our Story page)	Website content (Blog, articles, buying guides, FAQs, catalog, etc.)	Social media platforms	Current sales promotion	Email signup incentive	Rewards program	Customer service (Contact methods available)	Shipping (Promotions or options available)	Return policy	Bath towel product title (Choose one bath towel on the site to analyze)	Bath towel product page URL	Organic or eco-friendly materials	Types of product images	Types of product videos	Customer reviews (Options available for customers to leave a review)	Regular price
Example: Sustainable Home, Inc.	www.sustainablehomeinc.com	Organic bath towels and rugs, bathrobes, bedding, blankets, and throws	The company makes organic home products that are affordable for everyone. They focus on sustainable production and only use certified materials.	Blog, FAQs	Instagram, Facebook, Twitter, Pinterest	Winter Sale - Up to 60% off	Receive 15% off your first order	None	Phone, email, contact form	Free ground shipping on all orders in US. Express shipping available for an additional fee.	Returns accepted within 60 days for a full refund of the purchase price	Textured Organic Cotton Towel	www.sustainablehomeinc.com/bath-towels/textured-organic-cotton-towel	100% organic cotton	Multiple colors, close-up of texture, towels hanging on a towel bar	None	Ratings, written reviews, images, and videos	\$16
BathMod	https://bathmod.us/	Organic Towels, Sheets, Mats, and Bathrobes	A subsidiary of ecobrande®, bathmod® is an organic bath products company that is committed to putting human health and Mother Earth first. They use 100% certified organic cotton.	Shop, About, Sustainability, Wholesale, and Contacts	Twitter, Facebook, Pinterest, instagram, telegram	10% off first order Free Carbon Natural Shipping and returns G.O.T.S Certified	10% off first order	None	contact form	Free Domestic Carbon Natural Shipping and returns	Free returns	Organic Bath Towels	https://bathmod.us/products/organic-bath-towels	GOTS Certified Organic	fit women in towels	None	Ratings, written reviews	\$139
Under the Canopy	https://underthecanopy.com/	Sheets, Covers, Towels, Organic Cotton, and Organic Wool	"the most sustainable home brand on the market, with every aspect of our materials and methods certified to meet rigorous criteria."	Featured, Bed, Bath, Apparel, Living, Sale, Our Story, Blog, Profile, Cart, and search	Instagram, Facebook, Pinterest	Free Carbon Natural Shipping with orders over \$125+	25 Points in their rewards system	redeemable points	phone, email	Free Carbon Natural Shipping with orders over \$125+	30* days for a full refund of the purchase price minus an \$8 return label fee	Towels	https://underthecanopy.com/collections/organic-towels	GOTS certified organic cotton	folded towels peramids	None	Ratings, written reviews, points incentivized	\$18
Ettitude	https://www.ettitude.com/	Bamboo Sheets, Covers, Throw blankets, Towels, and Bathrobes	material innovation company and a home goods brand making the world's healthiest, softest, and most sustainable fabrics with our patented CleanBamboo® fibers.	Bamboo Sheets, Bamboo Bedding, Bath, Best Sellers, Curated by ettitude, Final Sale, Accessories, Baby, Protectors, and about us	Instagram, Facebook, Tk Tok, Pinterest	\$75 off first order	\$75 off first order of \$300+	superfiliate	chat, contact form, email, phone	paid	Returns accepted within 60 days for a full refund of the purchase price	Waffle Towels	https://www.ettitude.com/collections/waffle-towels	CleanBamboo Towels	Multiple colors, close-up of texture, towels hanging on a towel bar and bathroom counter, baby in a towel	None	Ratings, written reviews,	\$83