**CI for Marketing: Competitive positioning reference doc**

### ℹ️ About this resource

You’ll refer back to this anchor document when supporting your fellow marketers with new product launches, content campaigns, SEO strategy, or analyst briefings.

| **Acknowledge** major competitive alternatives   * [Legacy Competitor] was a great product for … but their approach hasn’t kept up with the need for … * [New Competitor] has created some buzz with … but they’re only solving for a fraction of the problem … |
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| **Reframe**: How we see the world   * Competitor might be good for … [outdated or trivial problem] * But we help teams with … [bigger and more important problems]. * With [competitor], customers might be limited by… * How would you handle…? * How are you ensuring…? |
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| **Specify**: Key product moments to emphasize (3-4)  **Product moment**  Short caption… why it’s different… why customers love it...   | Product screenshot | | --- |   **Product moment**  Short caption… why it’s different… why customers love it...   | Product screenshot | | --- |   **Product moment**  Short caption… why it’s different… why customers love it...   | Product screenshot | | --- | |
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| Specific terms to avoid  We **do not** compete in the … product category.  **Don’t use** the term … when referring to our products, since that term is associated with a competitor product … |
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***P.s.*** *We've got a whole course on* [*Positioning*](https://certified.productmarketingalliance.com/p/positioning-certified?utm_source=misc&utm_medium=resources&utm_campaign=positioning-course-template)*, too.*