**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 …
 |
| --- |

| **Reframe**: How we see the world* Competitor might be good for … [outdated or trivial problem]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…?
 |
| --- |

| **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  |
| --- |

 |
| --- | --- | --- | --- |

| 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 …  |
| --- |

***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.*