Competitive intelligence newsletter template

Staying on top of your competitive landscape is crucial, but it's just as important to share that intel with your stakeholders. That's where this competitive intelligence newsletter template comes in. It's designed to help you efficiently communicate key competitive updates, insights, and recommendations to your internal teams.

Why is this so important? Well, when everyone's aligned on competitive movements, your organization can make smarter decisions, respond faster to market changes, and ultimately win more deals. This template gives you a structured way to keep your stakeholders informed and engaged.

Here are some tips to make the most of this template:

- **Establish a regular cadence for your newsletter:** Aim for at least quarterly, but monthly or bi-weekly is even better. Consistency is key!

- **Share it where your stakeholders already hang out:** Whether you use Slack, email, Notion, or another platform, make your newsletter easy for teams to access and read.

- **Use a catchy, concise subject line:** You want to grab your readers' attention from the very beginning.

- **Remember, this template is just a starting point:** Feel free to adapt it to your specific needs and stakeholder preferences.

- **Create multiple versions:** If you've got the time and resources, consider creating tailored newsletters for different groups like execs, sales, product teams, and customer success.

By using this template as a guide, you'll be well on your way to keeping your organization competitively informed and ready to tackle any market challenges. Happy newslettering!

Introduction

- Period highlights/themes
- Three most important takeaways

Competitive news story #1

- Brief outline of the period's most important competitive news story
- Why it matters
- How we're responding/recommendations

Competitive news story #2

- Brief outline of the period's second most important competitive news story
- Why it matters
- How we're responding/recommendations

Product updates

- Up to five points about changes to competing products
  - Why they matter
- Recent and upcoming updates to your company's products
  - How they make you more competitive

Collateral updates

- Links to any new or updated battlecards, talk tracks, one-pagers, etc.

Competitive win/loss metrics

- Number of competitive opportunities, how many were won, and how many were lost
- Revenue impact
- Recommendations

Future outlook

- Upcoming trends to watch
- Predictions and forecasts
- Recommendations/how we're getting ahead of these changes

Shoutouts

- Celebrate stakeholders who've shared vital competitive intel and those who've successfully used competitive enablement assets

Make your voice heard!

- Link to a platform where stakeholders can share competitive updates
- Link to any polls/surveys