



AI Analysis

How to Run Modern Competitive Marketing

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Summary

The session on modern competitive marketing discussed the importance of understanding competitive landscapes and using strategic marketing techniques to differentiate products. The speaker emphasized the value of competitive marketing, illustrating how differentiation creates value and allows companies to become price setters rather than price takers. They highlighted examples from companies like Apple, Slack, and Wendy's to show effective competitive marketing strategies, such as positioning products against broader alternatives and adopting bold marketing tactics that resonate with customers.

The speaker delved into the principles of competitive marketing, emphasizing the need for clear positioning and framing. They argued that competitive marketing is inherently connected to customer marketing, as understanding customer needs and positioning against alternatives is essential. The speaker provided frameworks for effective competitive marketing, such as prioritizing key attributes that differentiate a product and using strategic narratives to craft compelling marketing messages. They also stressed the importance of educating customers on how to evaluate and choose a product over competitors.

Practical tools and techniques were introduced to manage competitive intelligence. The speaker shared their tech stack, including tools like Feedly for news monitoring and Visual Ping for tracking competitor website changes. They demonstrated the use of AI tools like Notebook LM to create interactive competitive battle cards, enabling sales teams to access real-time competitive insights. The session concluded with tips on prioritizing competitive insights, sharing valuable information internally, and maintaining updated competitive enablement materials. The speaker also addressed common challenges and provided recommendations for small teams and solopreneurs engaging in competitive marketing with limited resources.





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Takeaways

Differentiation Creates Value

The speaker emphasized that differentiation is key to creating value in competitive marketing. By positioning products uniquely and highlighting their distinctive attributes, companies can avoid commoditization and become price setters. This approach is essential for establishing a competitive edge and driving customer preference.

Competitive Marketing is Customer Marketing

Understanding customer needs and positioning products against alternatives is crucial. Competitive marketing should focus on answering why customers should choose a product over others, incorporating deep customer insights into strategic narratives. This integration helps in crafting compelling marketing messages that resonate with target audiences.

Utilize Practical Tools for Competitive Intelligence

The speaker introduced practical tools for managing competitive intelligence, such as Feedly for news monitoring and Visual Ping for tracking competitor website changes. Additionally, AI tools like Notebook LM can create interactive competitive battle cards, providing real-time insights to sales teams. These tools help prioritize and share valuable competitive information internally.

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