



"iContact battlecard"



their positioning + messaging

- "Email marketing software for small business"
- "Empowering businesses everywhere"
- "Easy-to-use," "reliable," "proven"

the TLDR

iContact is a cheaper and simplified tool. While they may beat us in cost, we win in overall product offerings, still at a truly great price. We offer incredible features like AI content generation for more channels, SMS, Event management and more. We can also boast the power of our deliverability, making sure that our customers' emails get to where they are meant to go.

where they win

- Overall, iContact has more affordable prices at all of their package levels compared to **CTCT** when looking at number of contacts
- Offers a Free plan (250 contacts/500 messages)
- Offers unlimited email sends per month
- Overall rating is higher on G2, Capterra, and TrustRadius

where we win

- **CTCT** has a cheaper starting price for its low-tier plan (\$12 vs. \$17) at 500 contacts
- **CTCT** offers a larger variety of contact tiers than iContact
- **CTCT** offers SMS Marketing and Event Management capabilities
- **CTCT** offers an **AI Content Generator** that creates content for SMS on top of email and social

notable differences

	iContact	CTCT
AI-Content Generator	Email & Social	Email, Social, & SMS
SMS Marketing		✓
Event Management		✓
Unlimited Email Sends per Month	✓	
A/B Testing	Offered in Free Plan	Offered at Standard package
Free Plan	✓	

handling a competitive conversation

- **Acknowledge** - show them we understand our competitors and their positive attributes
- **Position** - use soften statement to then transition into telling them there are differences
- **Differentiate** - describe a benefit that takes on a pain point or a challenge the customer is facing
- **Redirect** - ask an open ended question based on the initial objection