



GetResponse battlecard



their positioning + messaging

- "the world's leading email marketing software for businesses big and small"
- "empowers businesses to do what they do, better"
- "all-in-one marketing platform"

the TLDR

GetResponse offers some more affordable options, but **CTCT** edges them out at less than 1,000 contacts. **CTCT** offers more robust features like AI Content Generation across multiple channels, more sophisticated social media marketing options, and more. **CTCT** also offers phone support and an option to add SMS at all levels, where GetResponse requires that you be on their Enterprise plan to receive phone support and use SMS.

where they win

- Offers a Free plan (access to some Premium features for first 30 days; 2,500 monthly email send limit)
- Offers unlimited monthly email sends for all paid plans
- Overall, GR is generally more affordable than **CTCT** across all package levels over 1,000 contacts
- Offers nonprofits a 50% discount
- Offers 24/7 chat support
- Offers a website builder

where we win

- **CTCT** offers a more affordable plan at 500 contacts or less (\$12/\$35/\$80) compared to GetResponse (\$19/\$59/\$119)
- SMS Marketing is offered as an add-on for any package level
- **CTCT** offers phone support at all package levels
- **CTCT's** AI Content Generator functions across multiple channels (email, SMS, social), not just email
- **CTCT** offers social media marketing

notable differences

	GetResponse	CTCT
Social Posting & Monitoring		✓
SMS Marketing	Only offered in Enterprise package	Offered as add-on at all package levels
SEO	Offered at all package levels	Only offered in Premium package
AI-powered Generator	Email & Website	Email, SMS, & Social
Website Builder	✓	
Email Scheduling	Offered at lowest tier plan	Offered at Standard package

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Social Posting & Monitoring		✓
SMS Marketing	Only offered in Enterprise package	Offered as add-on at all package levels
SEO	Offered at all package levels	Only offered in Premium package
AI-powered Generator	Email & Website	Email, SMS, & Social
Website Builder	✓	
Email Scheduling	Offered at lowest tier plan	Offered at Standard package

handling a competitive conversation

- **Acknowledge** - show them we understand our competitors and their positive attributes
- **Position** - use softener 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