



AWeber battlecard



their positioning + messaging

An "email and automation solution"

"How teams of 1 get more done"

"Easy-to-use"

"powerfully-simple email marketing software"

the TLDR

AWeber beats us in price, but **Constant Contact** truly delivers on deliverability and feature offerings. With **Constant Contact** our customers have access to SMS options, and Social Media Marketing tools.

where they win

- AWeber's Lite and Plus package is more affordable than **CTCT's** Lite and Standard package up to 50,000 contacts
- Offers a Free plan
- Offers unlimited email sends for their Lite and Plus plan
- Overall rating is higher on G2, Capterra, and TrustRadius
- Offers 24/7 Live Support through chat, email, and phone

where we win

- **CTCT** has a cheaper starting price for its lowest-tier package (\$12 vs AWeber's \$14.99)
- **CTCT's** Premium package is more affordable up to 100,000 contacts (**CTCT** starts at \$80 vs. AWeber's \$899)
- **CTCT** offers different marketing channels besides email such as SMS, social posting & monitoring, and event management capabilities

notable differences

AWeber

CTCT

Social Posting & Monitoring		✓
SMS Marketing		✓
Unlimited Email Sends	✓	
24/7 Live Support	✓	
Web Push Notifications	✓	
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