



PINKPOWER

WE BUILD SYSTEMS, NOT JUST CAMPAIGNS

COMPETITIVE INTELLIGENCE IS YOUR KEY DIFFERENTIATOR.

Head-to-head competitor analysis as a monthly operating input:
what to track, what to ignore, and how to turn it into content that wins deals.

A PinkPower eBook

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CHAPTER 01

Your Competitors Publish Their Strategy

Every week, your competitors tell the market what they are doing. Their posts reveal which segment they are courting. Their ad libraries reveal what messages they are paying to test. Their job listings reveal the roadmap. Their pricing pages reveal where they feel pressure. All of it public, free, and time-stamped.

Almost nobody reads it systematically. Companies check competitors the way people check the news: anxiously, irregularly, and without consequence. Then they lose a deal 'to X' and hold a post-mortem built entirely on guesswork.

**| Your competitors publish their strategy in public, every week.
Reading it is a choice.**

Meanwhile your buyers run the comparison constantly — in every deal, every feed, every pair of open tabs. The question is not whether you are compared head-to-head. It is whether you are the only party in the comparison not paying attention.

CHAPTER 02

The Head-to-Head Framework

Competitive intelligence becomes useful the moment it becomes structured and recurring. The framework tracks six dimensions, side by side, month over month:

- ◆ **Positioning** — the sentence each competitor leads with, and how it drifted since last quarter. Drift is strategy announcing itself.
- ◆ **Content themes** — what they argue, which pillars repeat, what they conspicuously never talk about.
- ◆ **Cadence and formats** — how often they ship, in what formats, on which channels. A cadence spike usually means new budget or a new hire; a collapse means the opposite.
- ◆ **Engagement quality** — not likes: who comments. Customers? Employees? The same twelve peers? The answer says whether their content reaches buyers or just colleagues.
- ◆ **Paid activity** — ad libraries on Meta and LinkedIn show live creatives, angles, and offers. Paid messages are the claims they believe enough to fund.
- ◆ **Share of voice** — of the conversations your ICP actually sees, what fraction do you own versus each competitor?

One page per competitor, updated monthly. The value is not the snapshot. It is the delta.

CHAPTER 03

Signal Versus Noise

The discipline that separates intelligence from anxiety is knowing what to ignore. Most competitor activity is theatre. Funding announcements, award badges, and follower counts predict almost nothing. What predicts:

- ◆ **Message changes that persist.** A new positioning line that survives eight weeks is a strategic decision, not an experiment.
- ◆ **Repeated ad creatives.** Ads that keep running are ads that work. Their converting angle is visible to anyone who looks.
- ◆ **Segment signals.** New case-study industries, new integration announcements, new job titles addressed in content — the ICP is shifting.
- ◆ **Silence.** A channel abandoned, a theme dropped, an executive who stopped posting. Retreats are as informative as launches and far less advertised.

The gap map

Overlay every competitor's themes against what your ICP cares about, and gaps appear: topics buyers weigh in every deal that no competitor has claimed. Owning an empty topic is the cheapest positioning win available — no incumbent to displace, no argument to win. Just show up first, repeatedly, with proof.

CHAPTER 04

From Intelligence to Content

Intelligence that ends in a slide deck is a hobby. The conversion into revenue happens in three places:

Content that pre-wins the comparison

You never name a competitor. You write to the comparison the buyer is already making: 'Questions to ask any vendor in this category.' 'Why cheap X gets expensive in month six.' The buyer runs their evaluation with your framing installed. By the discovery call, 'good' has been defined — by you.

Sales enablement that arrives before the objection

When the monthly review shows a competitor pushing a new angle, your sales conversations and content answer it the same month — not after three lost deals surface it. Objection-handling stops being archaeology.

Strategy that reacts in weeks, not quarters

A competitor abandoning a channel is your invitation. A competitor saturating a theme means your differentiation moves elsewhere. Monthly deltas make these calls timely; annual reviews make them nostalgia.

| The goal is not to watch competitors. It is to be systematically unignorable in the exact places they left undefended.

CHAPTER 05

The Monthly Ritual

The whole practice compresses into a repeatable 90-minute monthly review — provided the tracking ran during the month instead of being reconstructed at the end of it.

- ◆ **Minutes 0–30: update the head-to-head.** Positioning drift, cadence, themes, ad libraries, engagement quality per competitor.
- ◆ **Minutes 30–50: extract three signals.** Not thirty. The three persistent changes that matter, written as one-line implications.
- ◆ **Minutes 50–75: refresh the gap map.** What opened, what closed, which owned topic needs reinforcement this month.
- ◆ **Minutes 75–90: commit next month's moves.** Two content decisions, one sales enablement update, one thing to stop doing.

Done monthly, this loop turns competitive intelligence from a mood into an operating input — the same way we run it inside every PinkPower reporting cycle, head-to-head against each client's named competitors.

If you would rather receive this as a monthly report about your market, with the content decisions already made: performance@pinkpowerco.com.