50 Sustainable Competitive Advantages You Can't Ignore

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1. Break a myth with your product or service
2. Provide a legendary customer service
3. Offer simplicity. Today, less is more!
4. Never stop innovating
5. Stand out with craftsmanship

6. Focus on human-to-human interaction
7. Create a creativity-oriented company culture
8. Look at honesty as a source of competitive edge
9. Connect with customers through hobbies, sports, and music
10. Attract and retain talents
11. Be unique
12. Help people see their self-worth
13. Provide remarkable speed
14. Go green
15. Offer unmatchable guarantee

16. Offer irresistible promotions
17. Create a valuable blog that empowers your audience
18. Offer reliability
19. Make your employees happy with a flexible work schedule
20. Use competitive market research
21. Redefine your customer service with a chatbot
22. Use the force of Artificial Intelligence (AI)
23. Use Augmented Reality (AR) to reshape competition
24. Use data mining to steer a massive company growth
25. Capture customer hearts with nostalgia branding and passion for retro

26. Build a brand community
27. Change the game! Be the first
28. Offer products that help people do their best
29. Create compelling brand storytelling
30. Build a content marketing strategy
31. Use interactive content to stand out
32. Use influencer marketing to engage
33. Use your audience’s emotions as a basis for your competitive advantage
34. Target a specific niche
35. Location, location, location...

36. Leadership as a strong competitive advantage
37. Embrace Corporate Social Responsibility (CSR)
38. Focus on multicultural marketing
39. Host free webinars
40. Emphasis on education
41. Partner with your top competitors
42. Stand out with fun and humor
43. Core competency to make your business shine
44. Surprise and Delight Marketing
45. Use the power of Business Intelligence (BI)

46. Create strategic partnerships
47. Use the power of reputation management
48. Offer a free gift with every purchased product
49. Use extraordinary names for your products
50. Focus on certifications and awards