



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



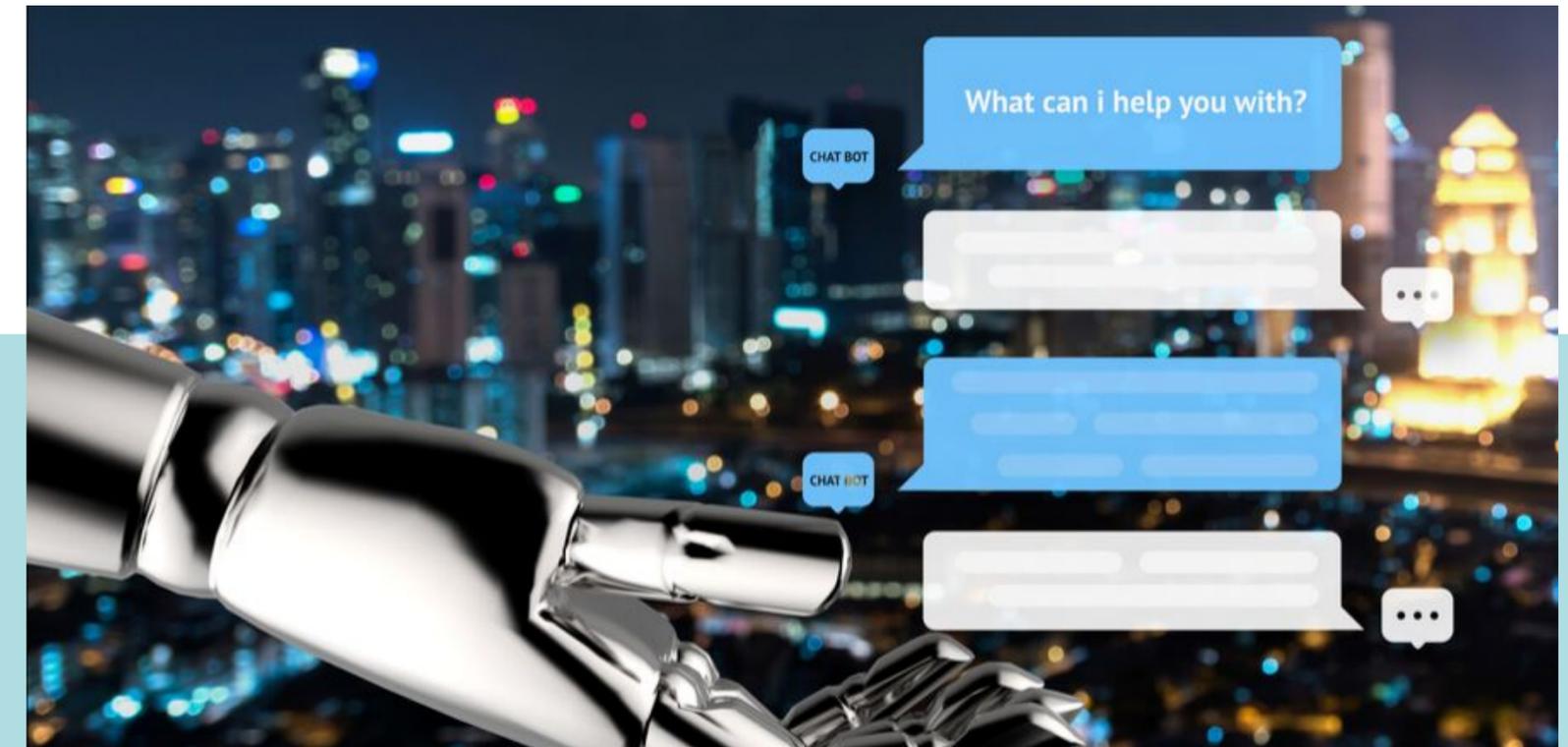
6. Focus on human-to-human interaction
7. Create a creativity-oriented company culture
8. Look at honesty as a source of competitive edge
9. Connect with customers through hobbies, sports, and music
10. Attract and retain talents

11. Be unique
12. Help people see their self-worth
13. Provide remarkable speed
14. Go green
15. Offer unmatched guarantee



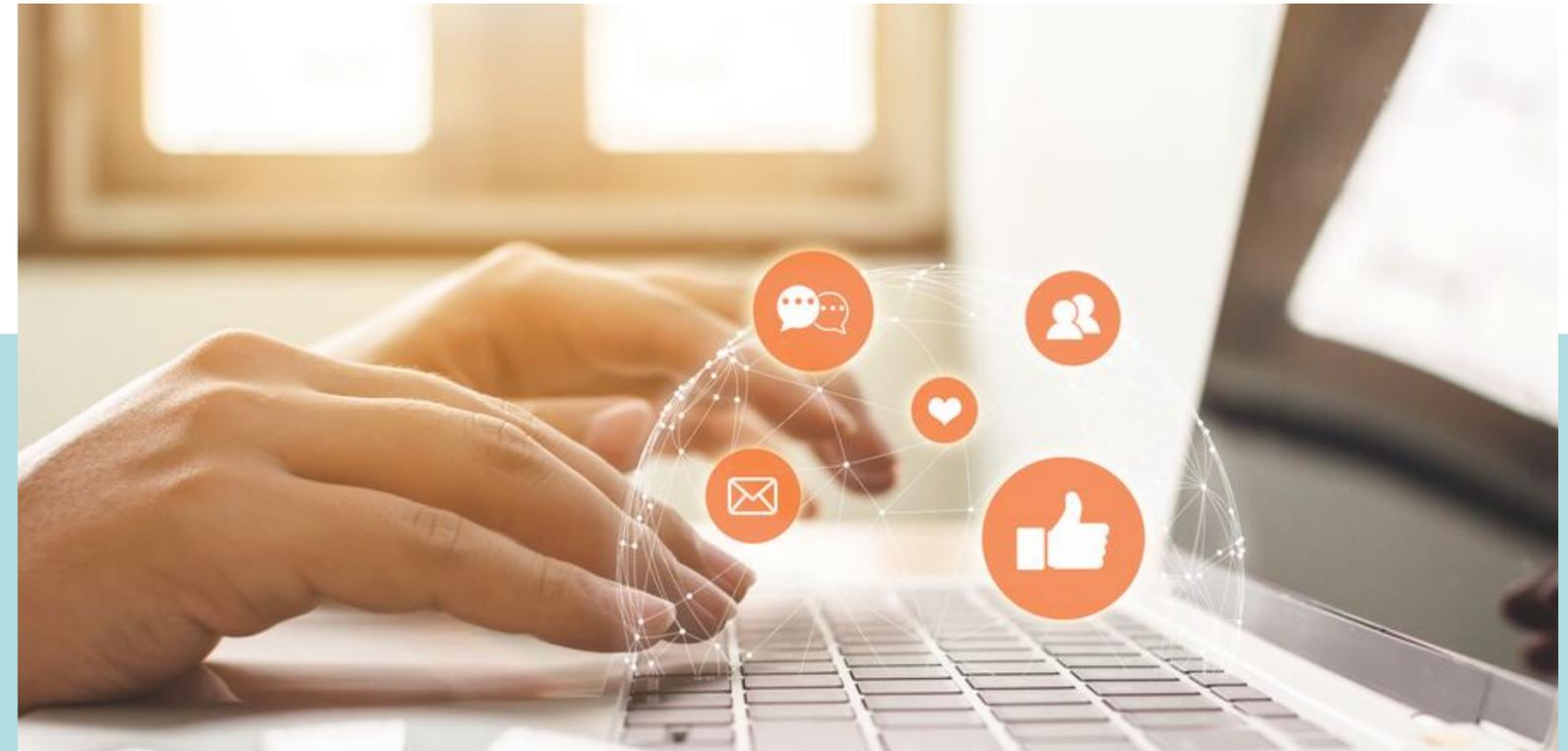
16. Offer irresistible promotions
17. Create a valuable blog that empowers your audience
18. Offer reliability
19. Make your employees happy with a flexible work schedule
20. Use competitive market research

- 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