**Recommended Subject:** [New ebook] The Guide to Competitive Intelligence

**Recommended Content:**

Hi there FIRST NAME,

Effective marketing starts with understanding the buyer, but also understanding your competitors. It's important to see where your competitors are succeeding, and where they're failing.

That’s why our Partner HubSpot wrote this guide on competitive intelligence -- to help you **stay up to speed with what your competitors are doing**, but not let it derail you from your own marketing, product, or business strategy.

**>> Download the Guide Now**

In this ebook, you'll learn how to:

* Perform a competitive auditing report
* Analyze your competitors' marketing strategies
* Execute effective monitoring and benchmarking

**You know, keep your friends close, and your “enemies” closer.**

Download the ebook now to get the scoop on your competition.

Enjoy,  
YOUR NAME

**Tracking Link to Use:**

***IMPORTANT: Don’t forget to put your HubSpot portal ID at the end of the tracking link!***

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